



# CASE STREET SURFING

## Client

Street Surfing

## Marketing goals

- › Generating traffic to social media
- › Brand awareness

## Photoflyer type

- › Photoflyer with QR code

## Concept

By placing a skate ramp at 8 different events through Europe, Street Surfing wants to attract youngsters to participate in their campaign. After skating the ramp, the photoflyer including a QR code will be handed out. By scanning the QR code with a smart phone they will be linked to the Facebook page of Street Surfing.

## Result

This campaign can be evaluated by the number of visits to the Street Surfing Facebook page (Google Analytics).

