



## DEPARTMENT ZERO

### CASE STUDIES OF DISTINCTION

#### CONTACT INFO

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#### THE EXPERIENCE:

The activation took place over four days at Santana Row, a premier outdoor shopping district in the heart of San Jose. A street team comprised of real German Lufthansa flight attendants approached shoppers throughout the district and invited them to participate in a unique opportunity to win free airfare. The flight attendants then issued mock airline tickets that provided details of the promotion, redeemable at the Lufthansa #Moreconnected experience.

When consumers arrived at the display, they discovered a large Lufthansa branded container that displayed videos about traveling to Europe and a digital game to win prizes. To play, participants approached a custom ticketing kiosk positioned in front of the large screen and scanned their ticket to trigger the start of the game. The game was a photo challenge featuring iconic German and European landmarks. Participants had to find as many differences between two nearly identical photos in a short amount of allotted time. Prizes were awarded at the end of each turn.

However, for some lucky participants, their airline tickets triggered something different. Upon scanning, the ticket activated a live video stream with a Lufthansa flight attendant in Frankfurt. The personalized conversation usually included topics on the 9 hour time difference, things to do in Frankfurt and a short lesson in the German language. The flight attendant then had them repeat a German phrase that, when translated to english, let them know they had won free airline travel to Frankfurt.

While waiting in line, participants could explore inside a first class cabin on a Lufthansa airplane via Oculus Rift virtual reality experience.



### #MORECONNECTED: LUFTHANSA AIRLINES / MMGY GLOBAL

#### BACKGROUND:

Lufthansa Airlines is the largest German airline, and the largest in Europe when combined with its subsidiaries. Lufthansa announced San Jose, California as its 19th U.S. gateway with nonstop service to Frankfurt, Germany beginning in July 2016.

As the heart of Silicon Valley, San Jose is known as a leader in innovation. And Lufthansa's new service provides easier and faster connections for these innovative thinkers to explore the rest of the world with nonstop service from San Jose to Frankfurt.



To celebrate and promote the new service, Lufthansa and their advertising agency MMGY Global tapped Department Zero to produce a unique experiential marketing activation that would engage and educate tech savvy international travelers in San Jose.

#### OBJECTIVES:

- Drive brand awareness for Lufthansa and educate consumers about the new nonstop service from San Jose to Frankfurt.
- Introduce the innovative Lufthansa brand to the tech-savvy San Jose market ultimately inspiring travel to Europe.
- Emphasize Lufthansa's position as a premier global airline with values rooted in a high-quality, elevated customer experience.

#### TARGET AUDIENCE:

- International airline travelers living in San Jose
- Affluent, innovation focused consumers
- 50/50 male / female; 25 - 54