

# ADLER PLANETARIUM SPACE IS FREAKING AWESOME TOUR

We were tasked to bring their existing “Space is Freaking Awesome” campaign to life. Knowing adults and children alike are inherently curious about the world around them and beyond, we fabricated a traveling immersive experience for guests to try dunking a basketball on the moon, test the difference in weight of everyday objects on Jupiter and more. The tour made stops at targeted high profile locations throughout Chicagoland introducing consumers to a preview of Adler’s exhibit and driving traffic to the full experience at the museum.

## SERVICES

- Fabrication
- Tour routing and logistics
- Venue sourcing and acquisition
- Staffing

UP 15%

ADMISSION  
INCREASE

500

INCREASED SOCIAL  
LIKES

