



THE WALKING DEAD EXPERIENTIAL TOUR

Our tour traveled across 6 states including Nashville, San Diego, Orlando, Atlanta, San Jose and New Jersey bringing The Walking Dead Wine experience to consumers. Our goal was to implement strategies to lengthen consumer engagement and collect leads to continue the conversation. We achieved this by drawing guests attention with our uniquely designed space. Guest got immersed into a great experience including a zombification station, free giveaways, VR experience, scavenger hunt, photo experience, live zombies and more. Our activation elevated brand recognition along with generating sales.

SERVICES

- Onsite sampling
- Custom portal development and email integration
- Creative, production and fabrication
- Branded engagement development
- Staff recruitment training and management
- Program management

5,878

LIVING WINE LABELS
APP SESSIONS

1,921

LEADS

2,935

GIF PHOTO BOOTH
PARTICIPANTS

2,451

ZOMBIE SALON
EXPERIENCES