

CAMPAIGN OVERVIEW

Eventlink put together an exciting journey to showcase the wonders of Scottsdale, aiming to spark the interest of potential travelers. They transformed a classic Airstream into a hub of activity, featuring vibrant visuals that hinted at the excitement awaiting in Scottsdale. Additionally, guests stepped into a glass sun globe, immersing themselves in the desert landscape that doubled as a photo opportunity. A live artist added to the atmosphere, painting scenes that highlighted Scottsdale's unique charm. This interactive experience left attendees eager to pack their bags and explore Scottsdale's attractions for themselves.

RESULTS

2,780

SWEEPSTAKES
ENTRIES

4,600

ON-SITE
GIVEAWAYS

2

CITIES

3,500

MILES
TRAVELED

