

OOH DRIVES FAN ENGAGEMENT WITH AUGMENTED REALITY

Objective

Generate awareness and excitement for the Minnesota Lottery and Minnesota Vikings partnership, and create an unforgettable game day experience where fans can bring the animation to life and share through social media channels.

Solution

Create an augmented reality experience in downtown Minneapolis by turning a side-by-side poster display into a virtual post-game ice bath. Once the AR filter is activated via Snapchat, consumers were encouraged to visit [MN Lottery on Twitter](#), and "share in the joy of what winning really feels like" with the Minnesota Lottery/Minnesota Vikings partnership.



Additional Insights:

- Prominent unique side-by-side display with out of the box extensions activated directly outside the US Bank Stadium, home to the Minnesota Vikings, capturing all game attendees
- The AR experience includes video and photos to bring the animation to life
- Fans were encouraged to share their experiences on social media using hashtag #YourYear