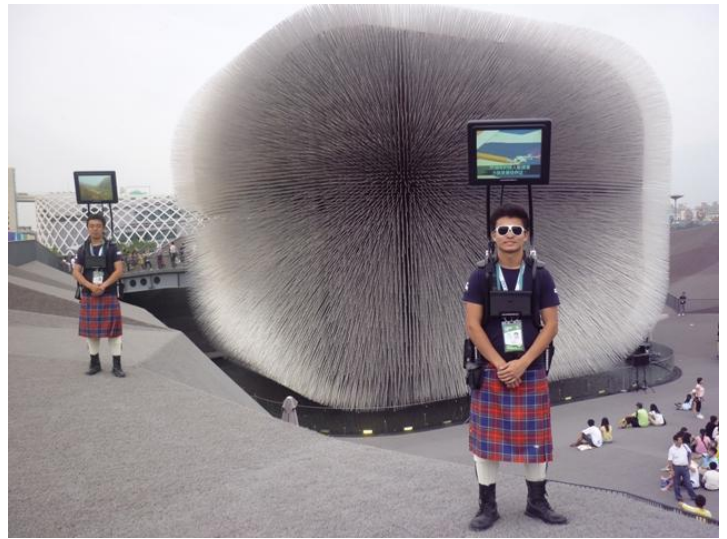


CASE STUDY: SHANGHAI WORLD EXPO



Under the theme “Better City, Better Life” The Scottish Government, VisitScotland and Scottish development International in partnership with the British Council came to Kommando to represent the best that Scotland has to offer at the Shanghai World Expo at the UK Pavilion.

A cultural gathering of 200 world-wide countries brought together in a 5 mile event ground, The UK Pavilion attracted over 40,000 daily visitors alone and was awarded the prize of Top Pavillion.

This case study aims to show how Kommando worked on behalf of the Scottish Government to Showcase Scotland as a great place to visit, learn, work, do business and invest through use of innovative Scottish engineered technologies and Scottish and Chinese native brand ambassadors.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email mark@kommando.co.uk

CASE STUDY: SHANGHAI WORLD EXPO

BRIEF: Driving interest to the UK Pavilion amongst the Chinese community and complimenting this driving footfall online to Scottish microsites was the main objective of The Scottish Government who were looking to promote Scotland as a distinct, vibrant and progressive nation technologically advanced innovative and creative. Experience driven, Kommando were tasked with raising the heads of the visitors to the high footfall event to make Scotland stand out from the rest.

TARGET AUDIENCE(S): Residents of China, age 18-35; in particular students and their parents.

Potential tourists to Scotland who had not visited Scotland or who had heard very little about the country and its advanced culture, education and industry.

Secondary school children and teachers.

SOLUTION: Create a stir using exclusive Kommando technologies – NomadiX Screenwalkers and PixAngels Photo Marketing.

Using Mandarin speaking Scottish brand ambassadors Kommando engaged with the Chinese community, sharing their experiences of Scotland and distributing free Scottish themed promotional gifts. Brand ambassadors wore Chinese tartan uniforms created by Scottish designer Joyce Young.

NomadiX Screenwalkers added a visual aspect by playing out video content of scenic Scottish images and a cartoon animation produced especially for the World Expo.

Visitors photographed by the PixAngels Photo Marketing team received a free Scottish themed Chinese language frame with their individual photograph. A unique Chinese language web gallery was built allowing the user to seed their photograph to Chinese social networking site RenRen, or visit and join in on an online world-wide ceilidh, providing the opportunity for data-capture.

RESULTS: 5,000 Branded merchandise distributed
2,180 PixAngels photographs taken and data-capture strips completed
18,000 Estimated Interactions (NomadiX and brand ambassadors)
114,000 Estimated Impressions (NomadiX and brand ambassadors)

Massive interest and positive feedback from visitors with many queuing for over two hours to get their photograph taken.

Huge PR generation with the photograph of PixAngels, Nomadix and brand Ambassadors standing with First Minister Alex Salmond.



The Scottish Government has been working with VisitScotland, Scottish Development International (SDI) and the British Council to promote Scotland at the Expo as a key destination to live, work, visit and do business. Kommando's innovative and creative use of the latest technology gave Expo visitors a fantastic flavor of Scotland's vibrant culture and heritage."

Alex Salmond, First Minister