

+UP

Making a massive impact at CES 2017

Bringing a classic
back to life.

Case Study: January 2017





A story of how we brought Polaroid
products center stage at the world's
largest technology expo.

POLAROID – AN INSTANT CLASSIC

CES is the largest and most visited technology show in the world, attracting huge crowds from both the business and consumer audiences to Las Vegas each January. It's noisy, lively and highly competitive. Our client c&a Global approached UP to create artwork for an immense 70x90 booth with the core objective of championing their licensed Polaroid products.

POLAROID – AN INSTANT CLASSIC

We immediately set to work creating the **Live. Print. Share. In an instant.** campaign, championing the core products **Snap, SnapTouch, Zip** and **Cube**.

With such a vast space to fill and artwork required for both the booth and all outdoor media, the team set to work on creating a suite of campaign images to bring the campaign to life. With such limited time available and no time for a shoot, images were created by our skilled creative teams, retouching the products into scenes to great effect. On the opening of CES our images were seen from bus stops to park benches, and from escalators to the badge pick up kiosks all over the convention centre.



Live.
IN AN INSTANT.



Live.
IN AN INSTANT.





Fresh and innovative, yet still reminiscent of a nostalgic retro period, the Polaroid Cube is a bite-sized action camera operated from your mobile device. UP looked to create messaging that communicated just how the Cube can instantly capture life as you live it. Making moments shareable - instantly.



Print.

IN AN INSTANT.



Print.

IN AN INSTANT.





Think of Polaroid and you think of instant photography, and the Polaroid Zip instant mobile printer stays true to this. A smart, fun and compact mobile printer that connects wirelessly to your mobile device to print and share images instantly.



Share.

IN AN INSTANT.



Share.

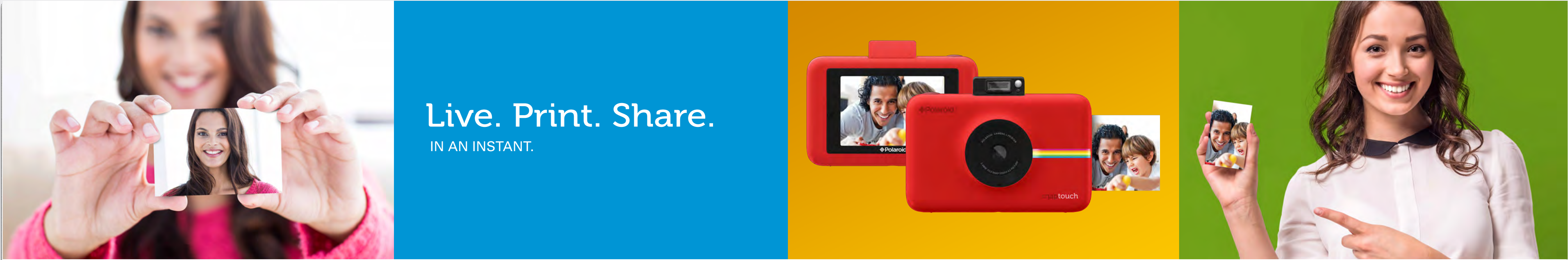
IN AN INSTANT.





The next generation Polaroid instant camera brings instant photography to a device that works as you would expect in today's world of touch screens and instant sharing. UP aligned the features of the product with the 'Share' line of the campaign, referring to both the share-ability of the prints as well as the device's ability to upload images directly to social networks.









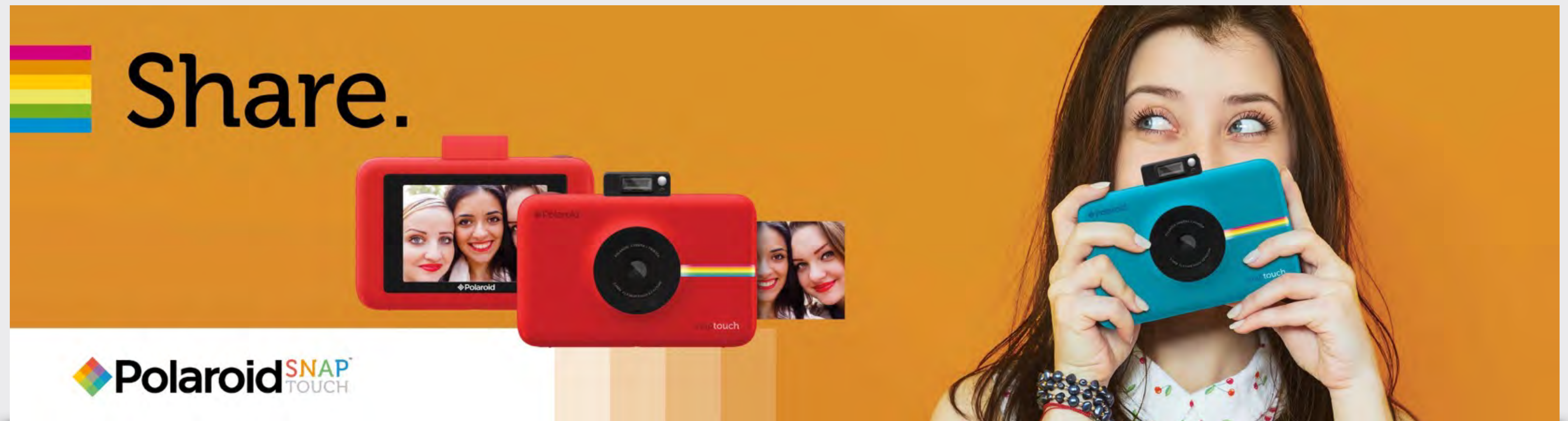
Print.









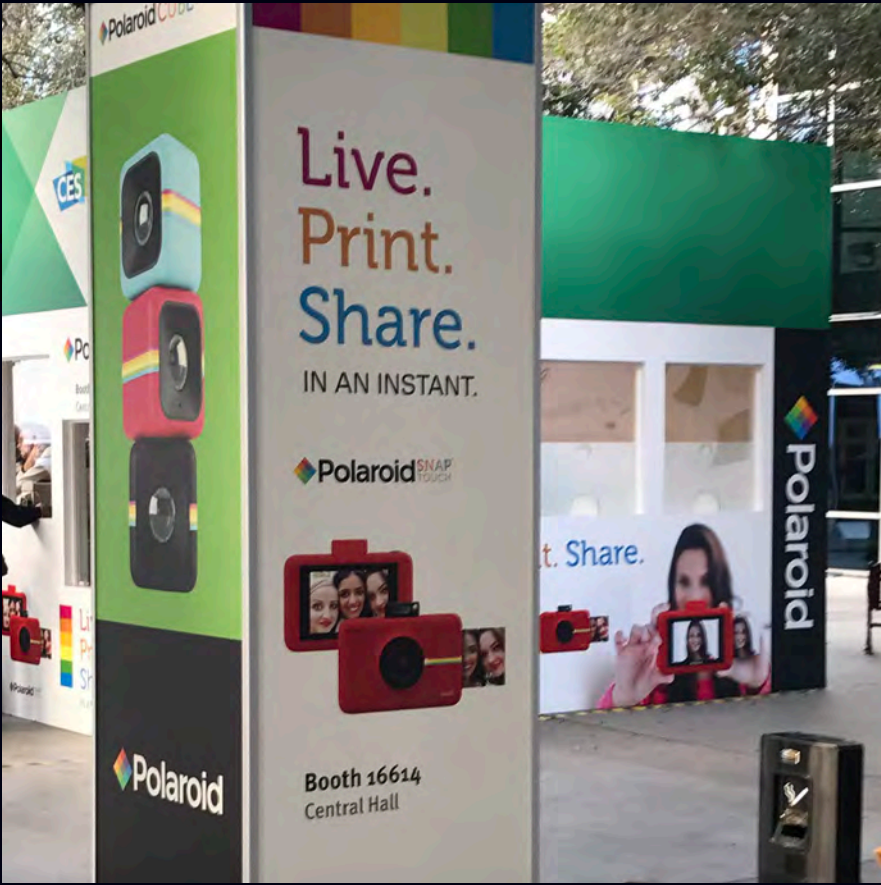
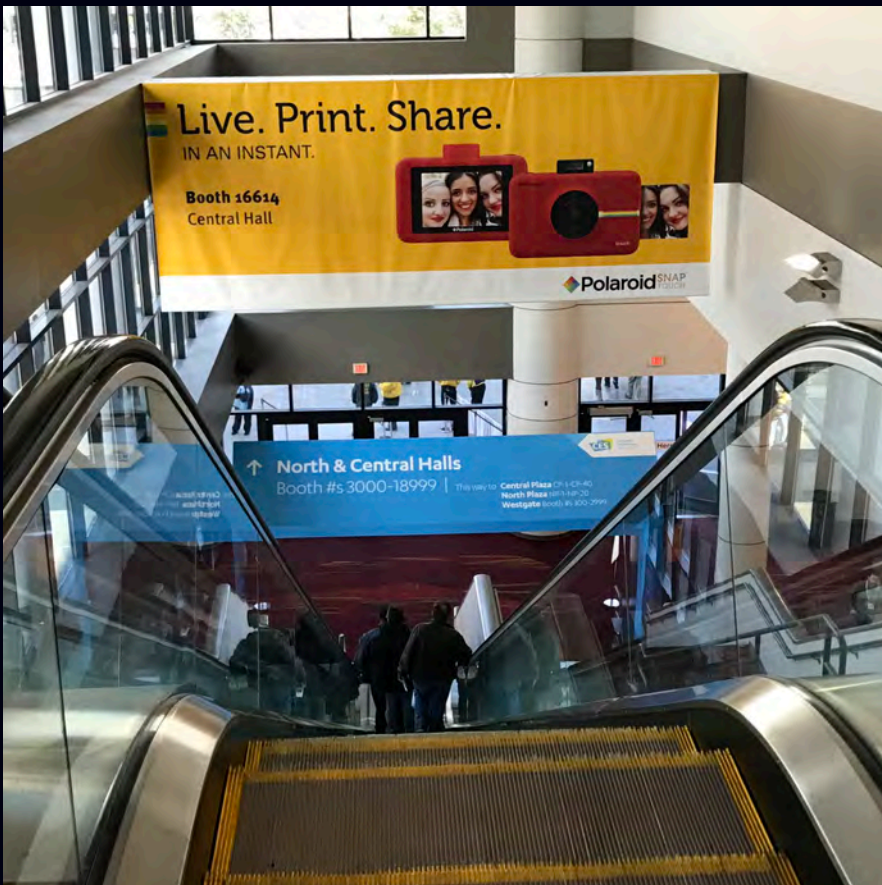








AROUND CES 2017





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