

# CASE STUDIES

# CAMPAIGN OVERVIEW

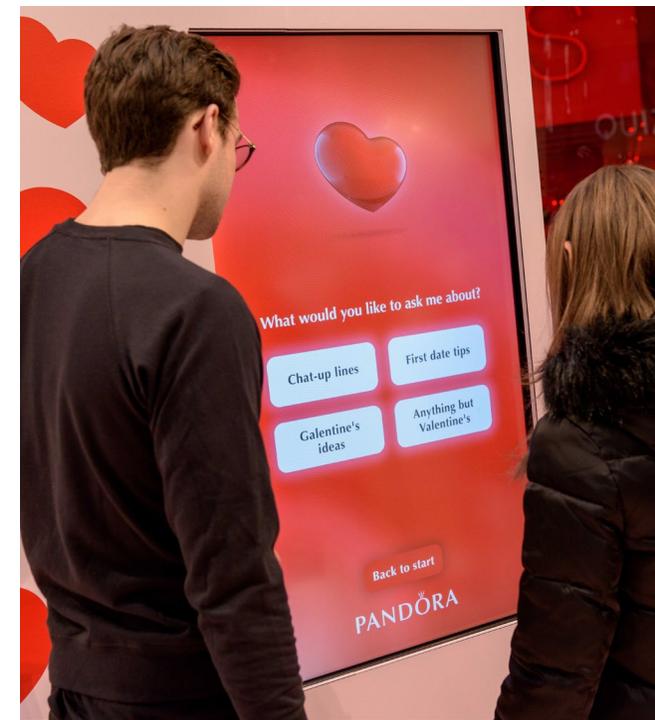
## PANDORA

### Campaign details

- 'Chatbot' experiential installation in Westfield Stratford City, the UK's no2 mall destination
- Domination coverage on Channel Westfield digital 6-sheets, with creative directing consumers to the installation's location

### Campaign objectives

- Generate excitement about, and interaction with, the Pandora brand for Valentine's Day
- Ensure the brand is front of mind for Valentine's gifting
- Encourage consumers to visit the Pandora store
- Provide a physical presence for Pandora's online love guru Chatbot, 'Gemma'





*“JCDecaux’s Foundry and Creative Solutions teams, and Flying Object, were brilliant collaborators to bring our online Chatbot, Gemma, to life with a physical presence at Westfield Stratford City in the run-up to Valentine’s Day.*

*The end result was something extraordinary; a great way for consumers to interact with the Pandora brand in a personal, playful way.*

*We were delighted with the positive consumer response, the high levels of interaction with Gemma and the rate of voucher redemption which drove significant additional in-store revenue.*

*I’m proud that Pandora was instrumental in spreading a little extra love on Valentine’s Day. Thanks to Gemma’s suggestions for romantic activities and our partners in making this happen.”*

**Rosie Reeves, Brand Manager,  
Pandora**