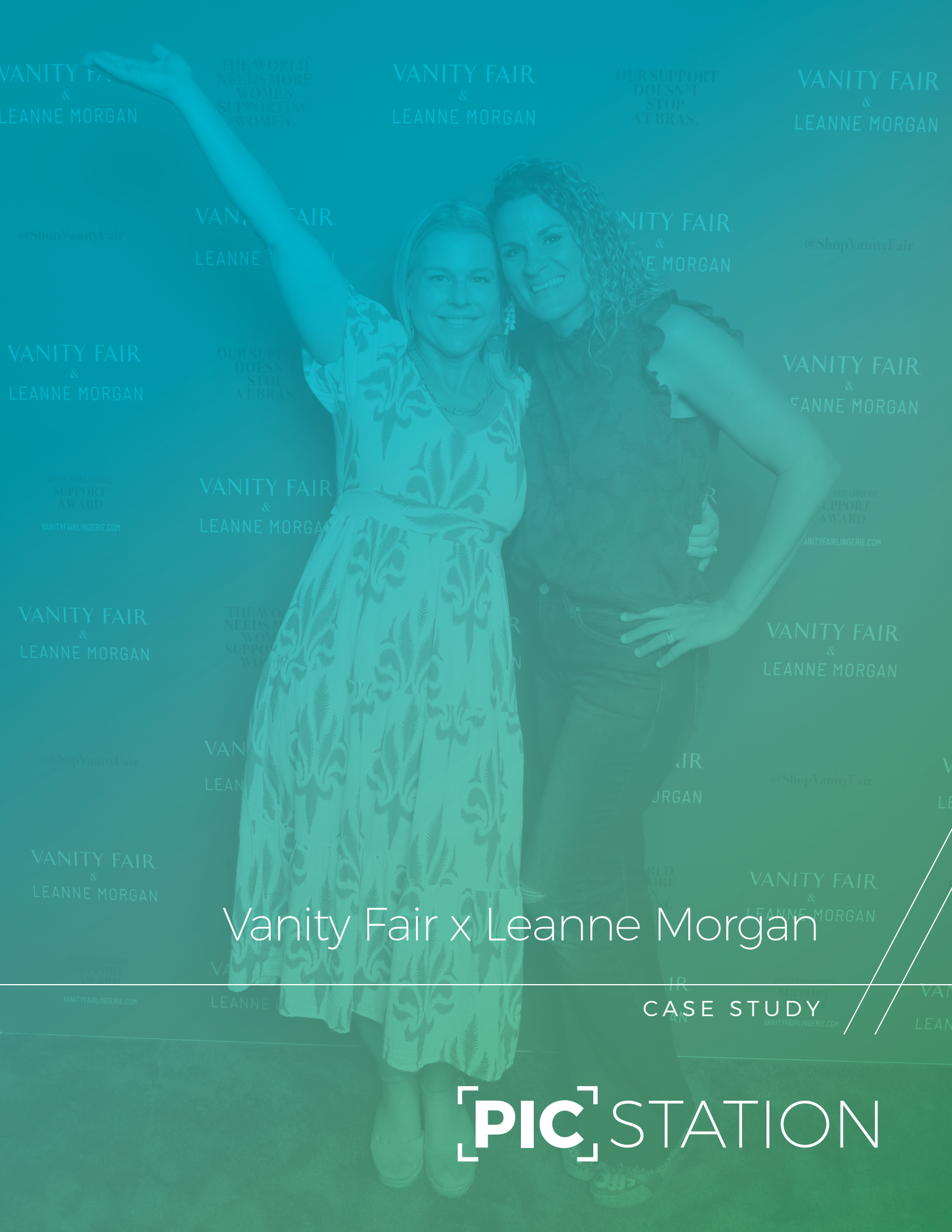


Vanity Fair x Leanne Morgan

CASE STUDY

PIC STATION

Just Getting Started

Vanity Fair's support doesn't stop at bras. That's why they've partnered with comedian Leanne Morgan on her *Just Getting Started* Tour to support women across the country who are just getting started themselves. Patrons of the show had the opportunity to submit their story for the chance to win a $5,000 grand prize to help them when they're just getting started.

Tasked with capturing moments of unbridled hilarity and spreading the word of the contest, our team embarked on a mission to encapsulate the vibrant atmosphere, and genuine connection forged between Leanne Morgan, Vanity Fair and their audience. Through strategic planning, creative execution, and adept technical skills, we navigated the intricacies of a full brand activation, ultimately producing a visual narrative that not only complemented the live experience but also served as a unique branding opportunity for Vanity Fair Lingerie. This study illuminates the strategies, insights, and artistic choices that drove the success of this dynamic photography activation.

The Project

CLIENT

Barkley Agency | Vanity Fair x Leanne Morgan

DATES + LOCATIONS

6 CITIES · 13 SHOWS

Knoxville, TN
APRIL 15 + 16

Nashville, TN
APRIL 19

Charlotte, NC
APRIL 22 + 23

Louisville, KY
AUGUST 12 + 13

Durham, NC
AUGUST 16 + 17

San Antonio, TX
SEPTEMBER 16

THE SITUATION

In a visionary move to elevate an upcoming collaboration between their esteemed client, Vanity Fair, and the renowned comedian Leanne Morgan, the Barkley Agency sought the expertise of Pic Station. Recognizing the pivotal role that photography would play in this unique partnership, the Barkley Agency turned to Pic Station needing a tailored photography activation to promote the Vanity Fair and Leanne Morgan collaboration with the mindset of women supporting women at the forefront. Having a reputation for delivering innovative and high-quality visual experiences, Pic Station was the natural choice to ensure that every moment would be created and captured with precision and artistry.

THE SOLUTION

Pic Station rose to the occasion. They leveraged their expertise in event photography, cutting-edge technology and a creative vision to capture the essence of this unique partnership. Pic Station sought out set-building experts, Harbor Entertainment. to help execute the activation and bring the collaboration to life. Their exemplary coordination and expertise in both photography and set design proved pivotal in creating an immersive and unforgettable experience for attendees.

The Footprint

In the pursuit of creating immersive visual experiences, the fusion of photography and production design emerges as a powerful synergy. This case study illuminates the collaborative endeavor between Barkley Agency, Pic Station and Harbor Entertainment, united by a shared goal: to craft an enchanting set for an innovative photography activation. The meticulous planning, inventive design choices, and seamless execution brought this ambitious project to life, and showcases how a harmonious partnership can yield remarkable results in the realm of visual storytelling.

ACTIVATION GOALS

01

DRIVE GUESTS TO ENTER THE GIVEAWAY

In order to maximize engagement and participation, the photography activation strategically focused on enticing guests to participate in the giveaway. Through targeted marketing efforts, including eye-catching signage, engaging social media promotions, and on-site announcements, attendees were not only made aware of the giveaway opportunity but were also encouraged to actively participate. By meticulously crafting an enticing call-to-action, the activation successfully drove a high volume of entries, creating a dynamic and interactive experience for attendees.

02

CREATE BRANDED IMPRESSIONS

The photography activation leveraged the power of branding to create a lasting impression on guests. The visual consistency not only reinforced brand recognition but also established a cohesive and immersive environment that resonated with attendees. Additionally, the activation incorporated subtle yet impactful branding techniques, such as custom watermarks on the photographs, ensuring that every captured image carried a distinct brand signature. This seamless integration of branding elements resulted in a powerful and memorable visual experience that left a lasting impression on guests long after the event concluded.

03

PHOTOGRAPHY+ DATA CAPTURE

The integration of photography and data capture proved to be a pivotal component of the activation's success. In addition to capturing captivating moments, the activation utilized sophisticated technology to seamlessly collect valuable attendee data. Guests were prompted to provide their contact information in exchange for access to their personal gallery of professionally captured photographs. The activation demonstrated how the fusion of photography and data capture can be a potent tool for creating meaningful connections with attendees while simultaneously generating valuable insights for future engagements.

The Mockup

The Technology

Revolutionizing the photography experience, this activation harnesses cutting-edge AI technology to seamlessly identify individuals within the captured images. Through sophisticated algorithms and facial recognition capabilities, the system adeptly spots guests in their respective photographs with remarkable accuracy. This innovative approach not only expedites the process of sorting and organizing images but also ensures that every guest receives a highly personalized collection of their moments instantaneously. Upon identification, the AI-driven system swiftly compiles a branded gallery, tailored to each individual, showcasing a curated selection of their candid, professionally captured moments. This level of personalization adds an exceptional touch to the guest experience, providing them with a tangible memento of their time at the event. By leveraging AI in this manner, the activation sets a new standard for interactive, technology-driven photography experiences, enhancing the overall impact and memorability of the event.

HOW IT WORKS

SNAP

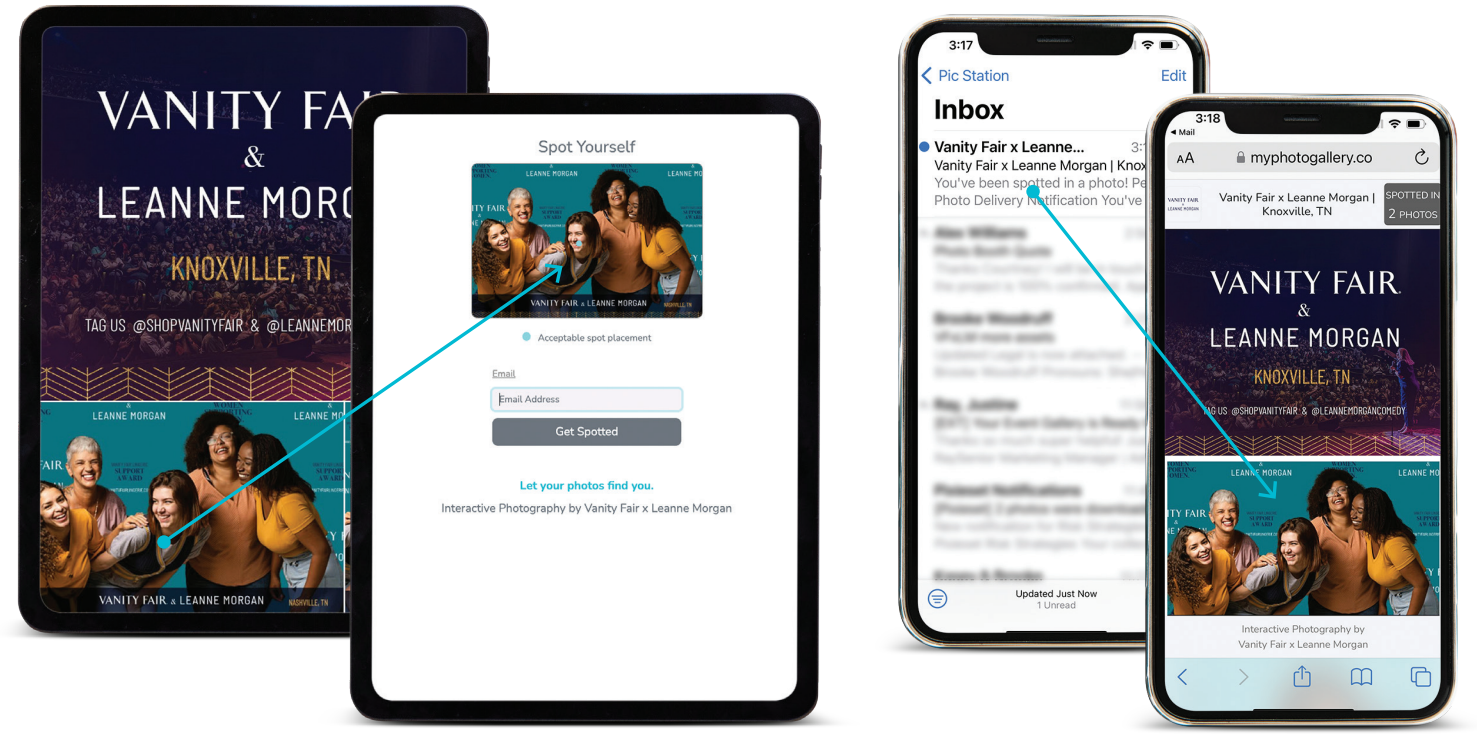
Our Pic Station certified professional photographers roam and capture candids and detail at your even

UPLOAD

The photos are instantly uploaded to the web where they are branded, and prepared for social media.

SHARE

Using AI photo recognition technology, guests are instantly emailed a link to their own personalized gallery.



The Photos

VANITY FAIR & LEANNE MORGAN
SAN ANTONIO

VANITY FAIR & LEANNE MORGAN
SAN ANTONIO

VANITY FAIR & LEANNE MORGAN
KNOXVILLE, TN

VANITY FAIR & LEANNE MORGAN
DURHAM

VANITY FAIR & LEANNE MORGAN
KNOXVILLE, TN

VANITY FAIR & LEANNE MORGAN
NASHVILLE, TN

VANITY FAIR & LEANNE MORGAN
CHARLOTTE, NC

VANITY FAIR & LEANNE MORGAN
CHARLOTTE, NC

VANITY FAIR & LEANNE MORGAN
LOUISVILLE

The Results

	PEOPLE SPOTTED	AVG PHOTO PER PERSON	PHOTOS UPLOADED
Knoxville, TN APRIL 15 + 16	226	3.1	607
Nashville, TN APRIL 19	77	2.6	206
Charlotte, NC APRIL 22 + 23	174	4	617
Louisville, KY AUGUST 12 + 13	382	3.2	553
Durham, NC AUGUST 16 + 17	175	5.9	650
San Antonio, TX SEPTEMBER 16	173	4.9	536
TOTAL	1,207	3.9	3,169