

POPSCI THE FUTURE NOW Live

WATCH IT. TOUCH IT. PLAY IT.



Our Assignment

Take Popular Science Magazine's Emerging Media Labs (EML) private showcase and turn it into a public event.

Our Strategy

We created POPSCILIVE, a custom event in NYC, during Advertising Week in September 2010. The strategy behind this event was to bring new tech gadgets to the digital influencer community of NYC and let them play with toys. This would help to establish PopSci's unique position as a leading technology information provider, while introducing them to the digital influencer community.

Our Execution

Staged in a Tribeca loft, with all white furniture to give the appearance of the "living room of 2015". Set up on tables throughout the room, were tablet PCs, 3-D Televisions, 3-D camcorders. & more. West Coast bureau chief of PopSci, Jake Ward, gave an interactive Q&A about the tech on display. There was an interactive iPad giveaway, powered by Pongr's image recognition technology. The event also featured a custom live stream online show, with online hostess, Vanessa Rae & using our streaming partner Watchitoo, we had viewers from as far away as London, tuning in. The event was packed with influencers ranging from Dennis Crowley to Baratunde Thurston. PopSci, was able to create a special digital savvy event and open their doors to new audiences.