

5 Reasons to Have a Photo Booth at Your Event

With so much time and effort put into your brand's activation or event it only makes sense that you try to make the impression with your guests last as long as possible. A photo booth is a strategic business and marketing tool masked behind a super-fun and entertaining face, allowing you to engage with your guests in a way previously not possible.

Before we talk about why you need a photo booth at your next activation, let's quickly talk about what a photo booth is.

In the past, photo booths were simply booths with a camera in it, you drop in some coins and it snapped your pic and spit out a 2x6 strip of pics. Today, however, photo booths are an interactive tech solution for multi media capture at any kind of event. The booths of today (which are better described as kiosks) boast built-in DSLR cameras and professional lighting, complete with fun customizable capabilities. A current day photo booth takes high quality photos, videos, gifs, boomerangs and more and offers various options for printing and sharing the photos digitally, like via text, email and social media.

Reason 01

Spice up Holiday Parties

Rather than just another holiday party, why not add a centerpiece to your event? Employees will be able to have fun with photos and boomerangs and you can provide them with personalized takeaways with personal messaging right on the print. Your employees will feel like the life of the party while taking pics with team members that they already know and it's a great way to bring members of separate teams or departments together as well. Your Social Committee will be the talk of the office for having the booth at your party and they won't break the bank by doing it. Just imagine all of the great, high quality pics that'll hang in your employee's cubicles!

Reason 02

Guest Data Collection

The purpose of Community or public brand activations are to bring awareness to your target of your brand. It is the hope that you will impact people who are currently not a client and strengthen the relationship with those that are. A modern day photo booth is designed as a strategic business tool masked as a fun centerpiece to your activation. Generate a guest contact info database, gain valuable insights with surveys or run contests all from the booth and all while guests are being entertained. There are a number of valuable data points that can be collected and delivered post-event as a .csv (spreadsheet).

Reason 03

Elevate Brand Activations

Our booths have so many customization options to truly integrate the look and feel of your activation. The first thing that a guests sees in regards to the photo booth is the booth itself. Imagine having the activation's creative design reflected in the design of the booth. Vinyl wrapping and custom LED lighting that is built into the booth can be created so that the booth looks like it was made specifically for the event. Guests are greeted by touch screens on the booth that initiate each photo session, these can be customized as well with motion graphics and messaging reflecting your brand and design. Branded prints and digitally delivered assets are branded so that as the pic hangs on the fridge or in your guest's cubicle at work, the messaging of your activation lives on long after the event is over. The booth can also be used as a great ice-breaker or talking point to draw people in and segue into conversations about your brand.

Reason 04

Social Media and Sharing Opportunities

As mentioned, this isn't the booth of yesteryear. Guests have so many more options and one of the big changes is their option of how their media gets delivered. Yes, they can still get prints but there are also many digital delivery options as well. In addition to prints guests can send their pics, gif, boomerangs and videos via text and email. The great thing about these delivery methods is that you as a company can brand the media and you can create your own corporate messaging that accompanies it. The messaging can include words, logos, links...anything that you would put into a regular email. This is a great vehicle to ensure your messaging extends past the duration and physical boundaries of the day's activation. Guests can also share their branded media to their social media channels, putting it in a space where others outside of your network are now able to be exposed to your brand.

Reason 05

It's Entertaining and Engaging

With the money and time put into a corporate activation it only makes sense to draw in as many people as possible. A photo booth that is modern looking, branded and pumping out cool content is just the tool to do that. The activation Ambassadors can use it as a reason to get people in to your booth, talk to them about your brand messaging, have fun in the booth, create an impression, get their valuable opted-in data and then send them off with something high quality that boasts your brand...sounds good to me!

Having a modern,digital photo booth like the ones we offer at Imagica can provide a very valuable add-on to your event, helping to elevate your brand activation, generating guest and customer data, enhancing the perception of your business savvy and letting potential clients and customers create a digital souvenir of their visit to your company. A simple, compelling branded image will serve as a better reminder of their visit than a business card that gets tossed away.