

## Client Objectives

For the last 30 years, Philips Vari-Lite has produced the most innovative spot and wash luminaires available. In this tradition, Philips wanted to build an awareness campaign to showcase the quality and versatility of their VL6000 Beam, designed specifically as the market leading mid-air effects fixture.

## Informa Solution

In addition to a larger, multi-channel campaign Philips was already running with Live Design, we developed a native photo gallery to show lighting designers the stunning beauty of the VL6000 Beam. The highly-visual photo gallery proved an effective user-experience for demonstrating how the product’s visual effects offer something truly spectacular for arena applications.

## Campaign Results

Leveraging native content to promote the photo gallery, Live Design drove lighting designers to an interactive destination where they could experience the visual testimonial of the VL6000 Beam’s light weight robust construction and stylish compact design. The result produced over 7,500-page views with an average 2:45 time spent on the page. This furthered Philips goal of informing buyers how they can transform their vision into a reality.



<b>IEWS</b> <b>7,625</b> Photo gallery views	<b>CTR</b> <b>0.46%</b> Philips photo gallery CTR	<b>INTERACTION</b> <b>2:45</b> Average time on page
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