

Introduction

Bezeq, the national Israeli telecommunication corporation (over \$2b revenue yearly) has sponsored the Israeli Russian Film Festival using EyeClick interactive technology. The event took place in Cinematec Tel Aviv, October 15-18, 2005. The Cinematec is Israel most prestigious center for film, holding numerous important film festivals and special screenings annually. The (number) event goes mainly consisted of Russian intellectuals and film lovers ages 18-75, including some of Israel's most prominent Russian decision makers.

Bezeq Interactive Displays

As part of Bezeq's branding activities, the company filled the entire venue with a variety of elements from its corporate design.

Bezeq placed EyeClick displays in two key locations, inviting festival visitors to play with interactive digital content, getting everyone excited. Using EyeClick interactive displays, the telecomm giant reinforced its current national advertising campaign, including key brand attributes: innovative, dynamic and interactive. Bezeq Events Manager, Maya Shitrit said: "For a long time we were looking for an out-of-the-box solution for sponsorships and events. EyeClick provided us with an entirely new way to interact with our customers and to get them excited about our brand through the interaction".



Interactive Bezeq floor display, powered by EyeClick

One EyeClick display invited people to play a game on a 60" plasma screen. Players played the part of the campaign's character, "the Bezeq mouse". They tried to hit the Bezeq logo with a ball, by removing blocks surrounding the logo. Winners received gift cards for ten movie rentals at nationwide Blockbuster locations. The other interactive display featured a 3x4 meter floor projection, which displayed rich color graphics from the current Bezeq ad campaign. The display interacted with people passing over it, unveiling the Bezeq logo and its current ad campaign's tag line "Any place you choose". [View short movie of event activities.](#)



Interactive Bezeq game, powered by EyeClick

“Bezeq offered its customers an interactive experience at the Russian Film Festival, which they have probably never encountered anywhere else before,” said Events Manager for Bezeq, “Maya Shitrit”. Festival visitors, who interacted with EyeClick displays called the experience, “entertaining, different, an advertising concept I’ll share with my friends,” and more...

A Win-Win Situation

Most interactions with EyeClick displays occurred before movie screenings and as people left at the end of features. The segmentation of people interacting with the projected displays were diverse, ranging from teenage film lovers to those in their seventy’s. EyeClick CEO Ariel Almos commented on the wide range of participants: “Differently from most of our previous events, the Russian Film Festival brought in visitors from all ages. You could find an 18-year-old and his grandfather playing together with an EyeClick interactive display. Our technology has proven to be a source of entertainment and unity for the entire family, a fact that gives extra meaning to our product.”

Activity Summary

During the four days of the Russian Film Festival, 3,750 visitors interacted with the Bezeq floor display. 378 people participated in Bezeq’s interactive video game. EyeClick displays, which were a key festival attraction, supported Bezeq’s branding activities positioning it as the head sponsor of the festival. Bezeq is now planning to use EyeClick in coming marketing events.



Bezeq logo unveiled on EyeClick interactive floor display

About EyeClick

Founded in 2004, EyeClick is a market leader in out-of-home interactive digital media. EyeClick offers attention grabbing interactive solutions, which increase brand awareness and drive sales in events & trade shows, retail locations, and public venues where its network is installed. EyeClick is based in Tel Aviv, Israel and has partners in various locations worldwide.

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