

MICHAEL KORS  
IN-STORE ACTIVATION #WatchHungerStop  
26.Aug.2013

ROCKEFELLER CENTER



Brand ambassadors (BA) will be stationed outside of the store by a stationed line. They will tell passerbys about #WATCHHUNGERSTOP to encourage them to queue up. Once guests join the line, a BA will approach them to collect their data on an iPad logged into thedestinationkors.com site. A BA at the front of the line will control traffic and direct visitors into the store.



Upon leaving the Phhphoto area, a BA will lead the guest to the campaign watch case and message about #WATCHHUNGERSTOP and the World Food Program campaign. The BA will encourage guests to share their GIF along with the #WATCHHUNGERSTOP hashtag on all social media platforms.

KEY

Phhphoto area

Guest

Brand ambassador

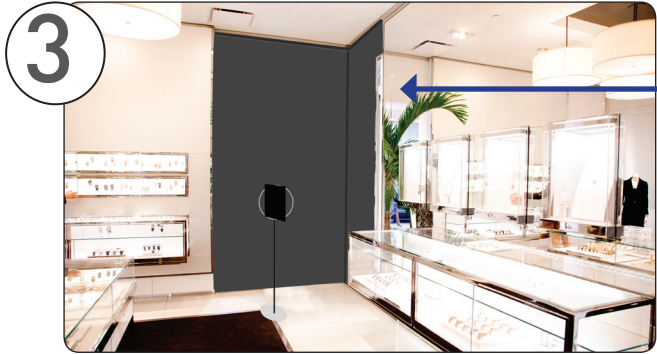
Velvet rope



Guests will be escorted along the red ropes to inside the store. A BA with a branded MK tote bag carrying T-shirts will hand a shirt to each guest. Guests will be directed around the ropes and wait to approach the Phhphoto area. A BA will approach on-brand guests and encourage them to wear their T-shirt for the photo by informing the guest that their GIF might appear on a billboard in Times Square and/or the MK website if they chose to 'wear and share'.

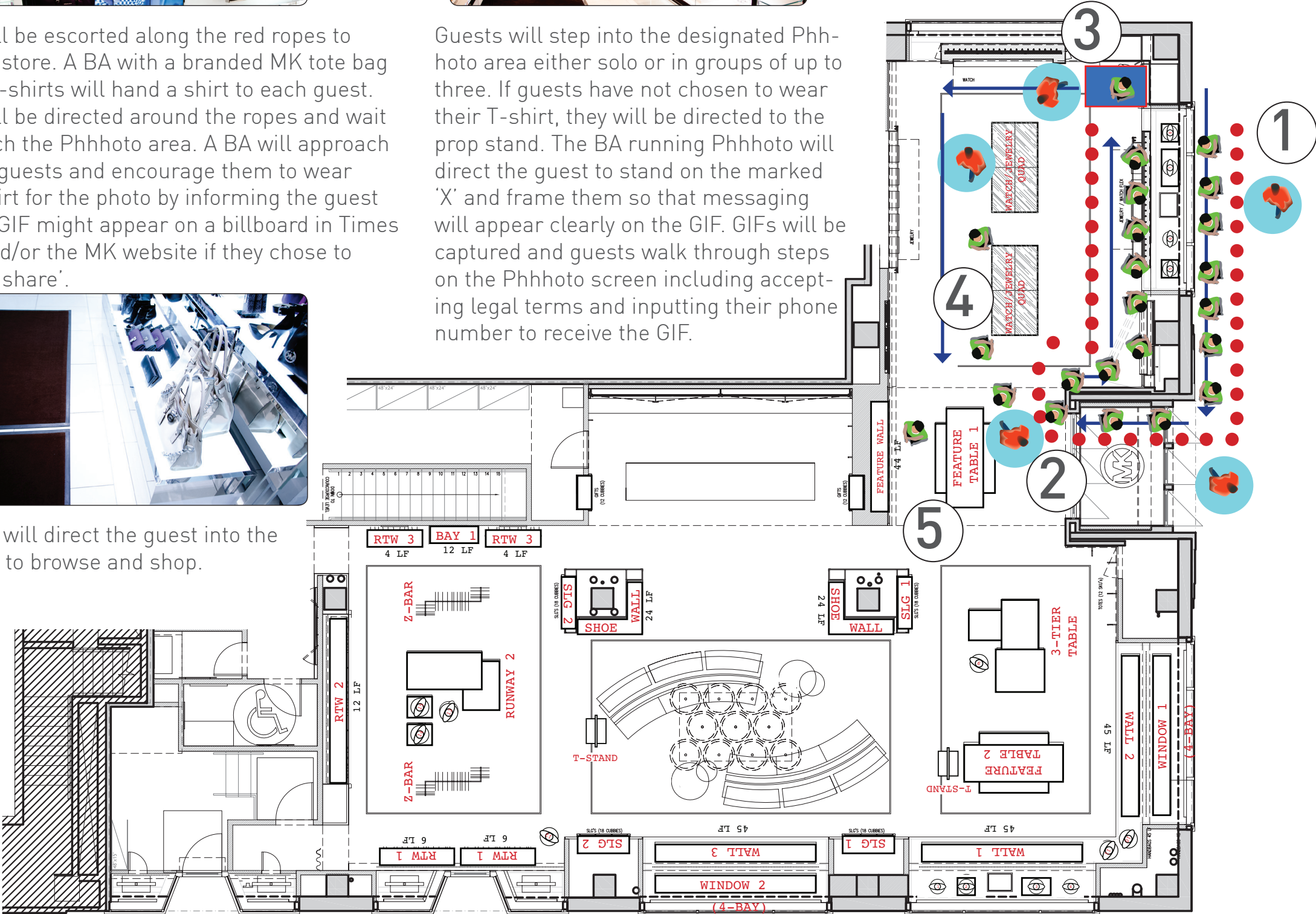


A BA will direct the guest into the store to browse and shop.



Guests will step into the designated Phhphoto area either solo or in groups of up to three. If guests have not chosen to wear their T-shirt, they will be directed to the prop stand. The BA running Phhphoto will direct the guest to stand on the marked 'X' and frame them so that messaging will appear clearly on the GIF. GIFs will be captured and guests walk through steps on the Phhphoto screen including accepting legal terms and inputting their phone number to receive the GIF.

A custom backdrop is created for the Rockefeller Center experience to accommodate the unique space. All other locations will utilize a uniform backdrop of approximately 7ft high x 5ft wide3/ 2.1 meters x 1.5 meters (based on confirmation of ceiling height).



- 1

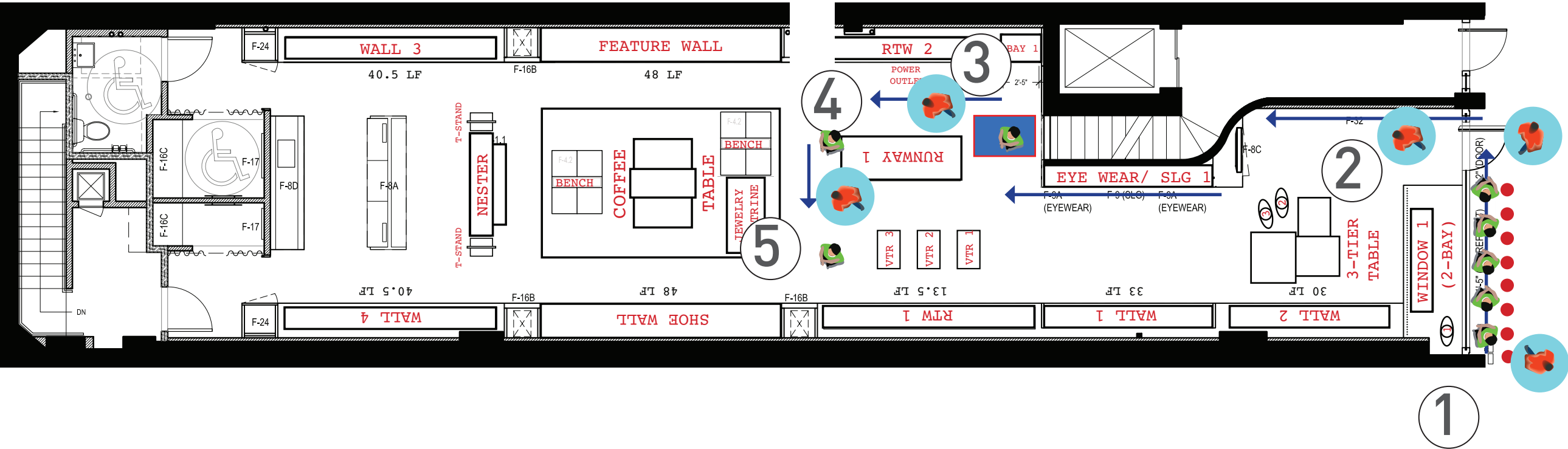
Brand ambassadors (BA) will be stationed outside of the store by a stationed line. They will tell passerbys about #WATCHHUNGERSTOP to encourage them to queue up. Once guests join the line, a BA will approach them to collect their data on an iPad logged into the destinationkors.com site. A BA at the front of the line will control traffic and direct visitors into the store.
- 2

Guests will be escorted inside the store. A BA with a branded MK tote bag carrying T-shirts will hand a shirt to each guest as they enter. The BA will encourage all on-brand guests to wear their T-shirt for the photo by informing the guest that their GIF might appear on a billboard in Times Square and/or the MK website if they chose to 'wear and share'.
- 3




Guests will step into the designated Phhphoto area either solo or in groups of up to three. If guests have not chosen to wear their T-shirt, they will be directed to the prop stand. The BA running Phhphoto will direct the guest to stand on the marked 'X' and frame them so that messaging will appear clearly on the GIF. GIFs will be captured and guests walk through steps on the Phhphoto screen including accepting legal terms and inputting their phone number to receive the GIF.
- 4

Upon leaving the Phhphoto area, a BA will lead the guest to the campaign watch case and message about #WATCHHUNGERSTOP and the World Food Program campaign. The BA will encourage guests to share their GIF along with the #WATCHHUNGERSTOP hashtag on all social media platforms.
- 5

A BA will direct the guest into the store to browse and shop.



KEY

-  Phhphoto area
-  Guest
-  Brand ambassador
-  Velvet rope



RIO DE JANEIRO

1 Brand ambassadors (BA) will be stationed outside of the store entrance in the mall by a stantioned line. They will tell passerbys about #WATCHHUNGERSTOP to encour- age them to queue up. Once guests join the line, a BA will approach them to collect their data on an iPad logged into the d<http://detination- kors.com/>estationkors.com site. A BA at the front of the line will control traffic and direct visitors into the store.

2 Guests will be escorted inside the store. A BA with a branded MK tote bag carrying T-shirts will hand a shirt to each guest as they enter. The BA will encourage all on-brand guests to wear their T-shirt for the photo by informing the guest that their GIF might appear on a bill- board in Times Square and/or the MK website if they chose to 'wear and share'.

3 Guests will step into the desig- nated Phhphoto area either solo or in groups of up to three. If guests have not chosen to wear their T- shirt, they will be directed to the prop stand. The BA running Phhphoto will direct the guest to stand on the marked 'X' and frame them so that

messaging will appear clearly on the GIF. GIFs will be captured and guests walk through steps on the Phhphoto screen including accept- ing legal terms and inputting their phone number to receive the GIF.

4 Upon leaving the Phhphoto area, a BA will lead the guest to the cam- paign watch case and message about #WATCHHUNGERSTOP and the World Food Program campaign. The BA will encourage guests to share their GIF along with the #WATCHHUNGERSTOP hashtag on all social media platforms.

5 A BA will direct the guest into the store to browse and shop.

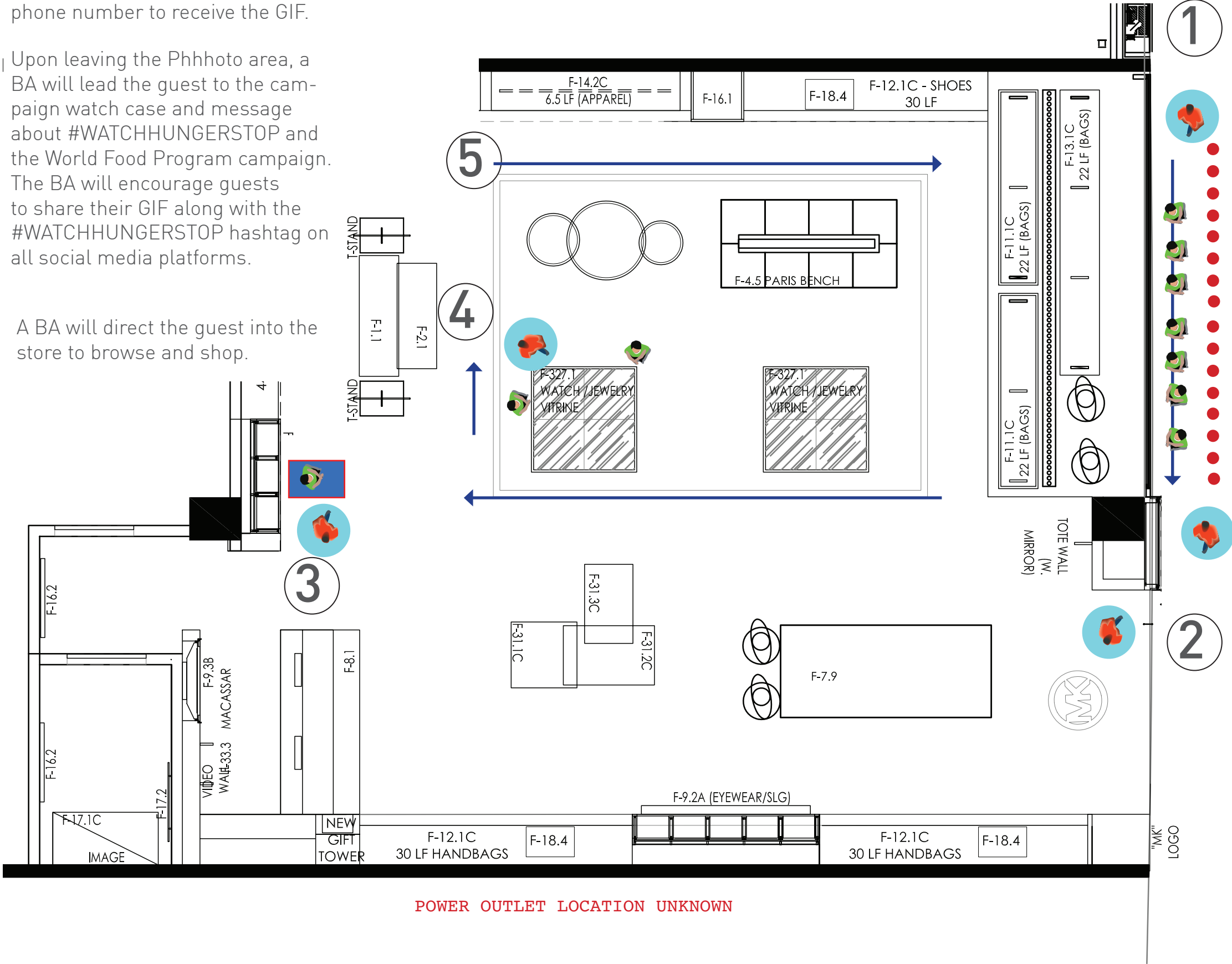
KEY

Phhphoto area

Guest

Brand ambassador

Velvet rope



HONG KONG

1 Brand ambassadors (BA) will be stationed outside of the store entrances in the mall, with a stationed line at the right entrance. They will inform passerbys of #WATCHHUNGERSTOP to encourage them to queue up. Once guests join the line, a BA will approach them to collect their data on an iPad logged into the destinationkors.com site. A BA at the front of the line will control traffic and direct visitors into the store. A third BA will be stationed at the left-most entrance to direct shoppers by messaging about the campaign and encouraging them to queue up to the line on the right.

2 Guests will be escorted inside the store. A BA with a branded MK tote bag carrying T-shirts will hand a shirt to each guest as they enter. The BA will encourage all on-brand guests to wear their T-shirt for the photo by informing the guest that their GIF might appear on a billboard in Times Square and/or the MK website if they chose to 'wear and share'.


3 Guests will step into the designated Phhphoto area either solo or in groups of up to three. If guests have not chosen to wear their T-

shirt, they will be directed to the prop stand. The BA running Phhphoto will direct the guest to stand on the marked 'X' and frame them so that messaging will appear clearly on the GIF. GIFs will be captured and guests walk through steps on the Phhphoto screen including accepting legal terms and inputting their phone number to receive the GIF.


4 Upon leaving the Phhphoto area, a BA will lead the guest to the campaign watch case and message about #WATCHHUNGERSTOP and the World Food Program campaign. The BA will encourage guests to share their GIF along with the #WATCHHUNGERSTOP hashtag on all social media platforms.

5 A BA will direct the guest into the store to browse and shop.


KEY



Phhphoto area



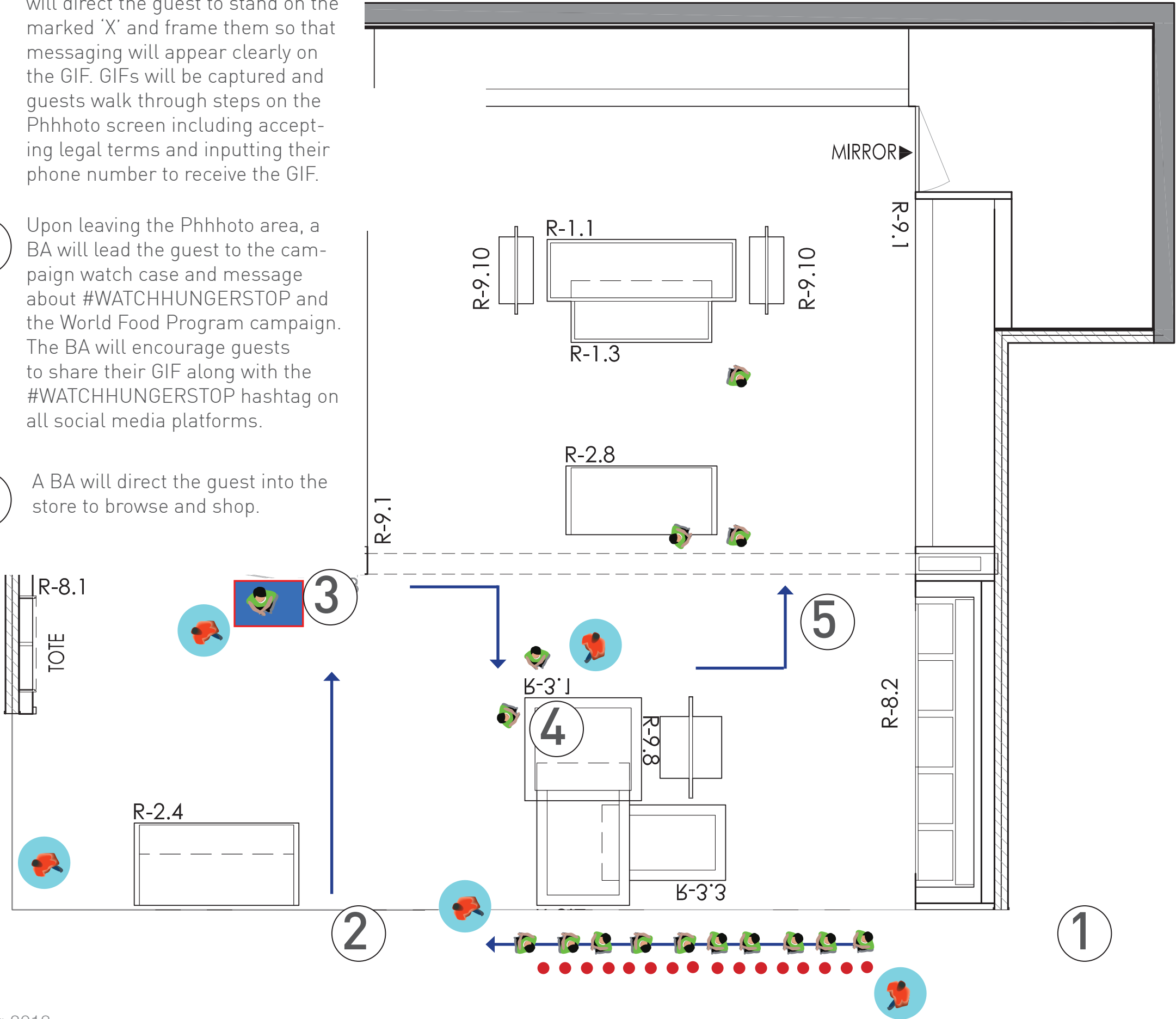
Guest



Brand ambassador



Velvet rope



- 1

Brand ambassadors (BA) will be stationed outside of the store by a stationed line. They will tell passerbys about #WATCHHUNGERSTOP to encourage them to queue up. Once guests join the line, a BA will approach them to collect their data on an iPad logged into the destinationkors.com site. A BA at the front of the line will control traffic and direct visitors into the store.
- 2

Guests will be escorted inside the store. A BA will lead the guest to the campaign watch case and message about #WATCHHUNGERSTOP and the World Food Program campaign.
- 3


A BA with a branded MK tote bag carrying T-shirts will hand a shirt to each guest as they are lead to the Phhphoto booth. BA will encourage all on-brand guests to wear their T-shirt for the photo by informing the guest that their GIF might appear on a billboard in Times Square and/or the MK website if they chose to 'wear and share'.


- 4


Guests will step into the designated Phhphoto area either solo or in groups of up to three. If guests have not chosen to wear their T-shirt, they will be directed to the prop stand. The BA running Phhphoto will direct the guest to stand on the marked 'X' and frame them so that messaging will appear clearly on the GIF. GIFs will be captured and guests walk through steps on the Phhphoto screen including accepting legal terms and inputting their phone number to receive the GIF. The BA will encourage guests to share their GIF along with the #WATCHHUNGERSTOP hashtag on all social media platforms.
- 5


A BA will direct the guest into the store to browse and shop.

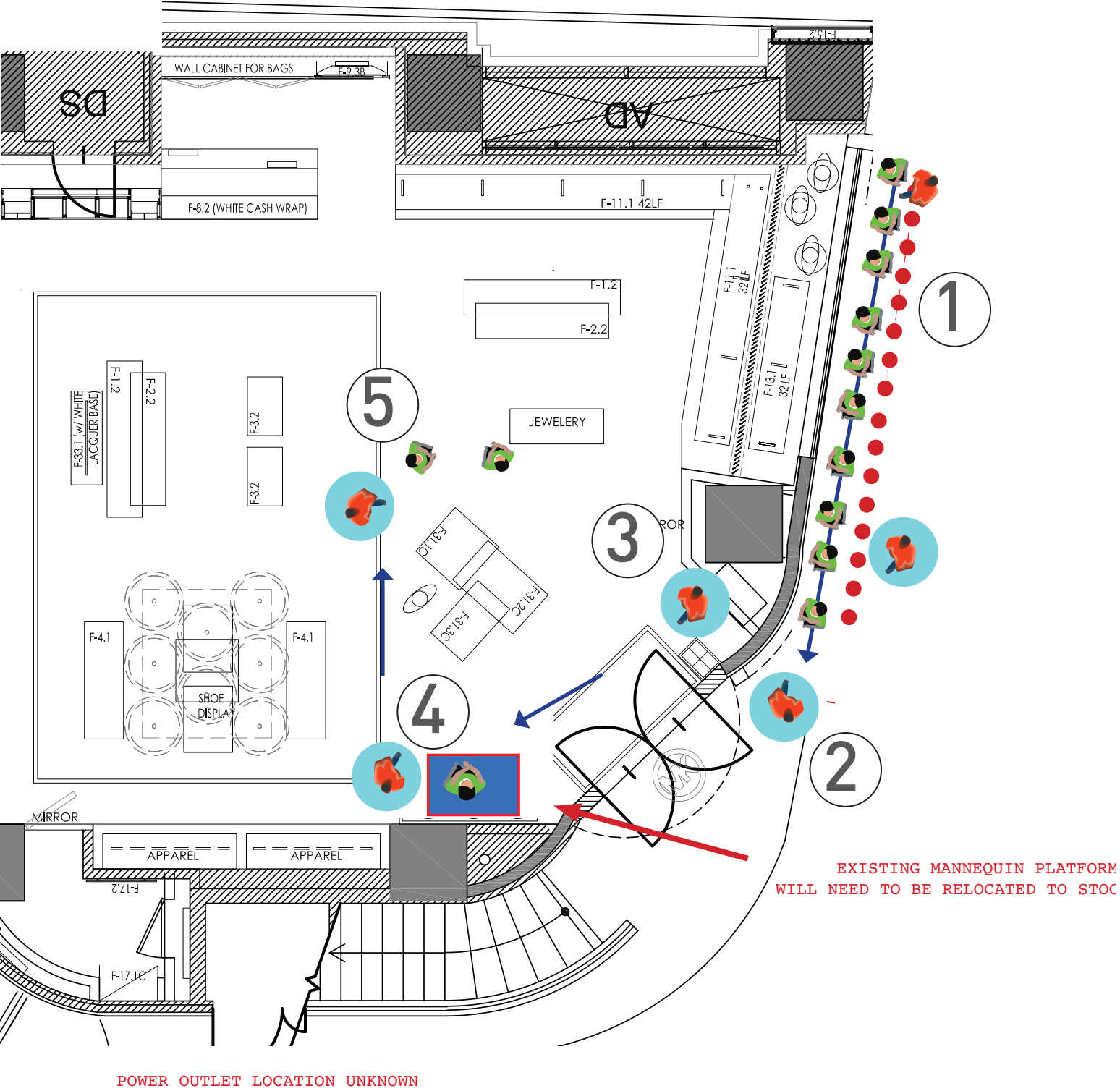
KEY

 Phhphoto area

 Guest

 Brand ambassador

 Velvet rope



BERLIN

- 1

Brand ambassadors (BA) will be stationed outside of the store by a stationed line. They will tell passerbys about #WATCHHUNGERSTOP to encourage them to queue up. Once guests join the line a BA will approach them to collect their data on an iPad logged into the destinationkors.com site. A BA at the front of the line will control traffic and direct visitors into the store.
- 2

Guests will be escorted inside the store. A BA with a branded MK tote bag carrying T-shirts will hand a shirt to each guest as they enter. The BA will encourage all on-brand guests to wear their T-shirt for the photo by informing the guest that their GIF might appear on a billboard in Times Square and/or the MK website if they chose to 'wear and share'.
- 3

Guests will step into the designated Phhphoto area either solo or in groups of up to three. If guests have not chosen to wear their T-shirt, they will be directed to the prop stand. The BA running Phhphoto will direct the guest to stand on the marked 'X' and frame them so that messaging will appear clearly on the GIF. GIFs will be captured and guests walk through steps on the Phhphoto screen including accepting legal terms and inputting their phone number to receive the GIF.
- 4

Upon leaving the Phhphoto area, a BA will lead the guest to the campaign watch case and message about #WATCHHUNGERSTOP and the World Food Program campaign. The BA will encourage guests to share their GIF along with the #WATCHHUNGERSTOP hashtag on all social media platforms.
- 5

Consumers will now be directed into the store to browse and shop.

KEY

Phhphoto area

Guest

Brand ambassador

Velvet rope

