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CUSTOMER:
Ballantine's
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SECTOR:
Food and drink
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MINDSTORM PRODUCTS:
iBar
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BUSINESS VALUE:

- Business value:
 - Reinforced brand and new marketing slogan
 - Enhanced ambience at events
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CASE STUDY:

BALLANTINE'S

BALLANTINE'S BOOSTS BRAND AWARENESS

THE VISION:

As part of its global marketing campaign, Ballantine's planned a series of parties that would reinforce its brand and increase awareness of its 'leave an impression' slogan. The whisky distiller was keen to find a tool to help communicate brand values at these events in an exciting and novel manner.



CASE STUDY:

BALLANTINE'S

THE MINDSTORM FACTOR:

Ballantine's implemented a Mindstorm iBar at each party featuring an application that enabled guests to create their own illustrations and designs on the bar top. The best of these designs were displayed on large-format screens around each venue.

THE RESULTS

Exit interviews showed that the novelty factor of an interactive bar helped partygoers recall the 'leave your impression' slogan. So far Ballantine's has used the Mindstorm iBar at events in Spain, France, Croatia and Brazil. The company intends to extend its use of Mindstorm technology by enabling guests to download content to their mobile phones.

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THE MINDSTORM FACTOR

PROVEN TECHNOLOGY:

Mindstorm has shipped more rear-projected interactive multi-touch systems than any other company, including 180 metres of iBar®. All our products are CE certified.

QUALITY AS STANDARD:

We deliver the highest standard of software technology, fantastic graphics, reliable hardware and comprehensive services. Every component of every Mindstorm solution is tested for reliability and safety.

INNOVATION:

We have a dedicated Mindstorm Lab in Germany, and are continually innovating and working on breakthrough technologies. Our product range includes the iBar®, Eclipse®, Aurora, Vortex, Supercell.

GLOBAL NETWORK:

We have sales partners across Europe, Asia and the US, including Panasonic, which also provides maintenance and POS integration services. We also partner with universities on research initiatives.

THE POTENTIAL IS YOURS TO HARNESS.



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