

Little Mix builds fan base with Blippar

Social media competition

Objectives

- Create buzz in social media about the band

Solution

- Blippable social media images gave fans the chance to create their own album cover design and win exclusive Little Mix prizes

Activation

- Markets: UK
- Call to actions on 8 social media posts (Facebook & Twitter)



66,000
blipps



1 min 15s
dwell time per user



23,000
social
engagements

BLACK MAGIC blippar

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See it come to life.



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AIM & FRAME
WHOLE IMAGE



WATCH
IT COME TO LIFE

