

Case Study

PepCity SuperBowl 50 Experience

Every year the SuperBowl puts on one of the biggest productions in the world. The Championship of one of America's great pastimes attracts celebrities, athletes, sponsors, and media from all over the world. The halftime show is an event within an event and always delivers. Behind every aspect of the SuperBowl are thousands of workers and companies providing the technology and feet on the ground to make such an event possible. Pepsi is the title sponsor for the Super Bowl Halftime show and always brings in hundreds of attendees from across the globe to enjoy private concerts, parties, meet and greets with athletes, and MeetingPlay is right there helping them make it all happen.



The Issue: George P. Johnson Experience Marketing Agency goal is to host a week of incredible experiences for the attendees of the PepCity SuperBowl Experience. A challenging part of doing this is organizing hundreds of schedules, events, transports, special dinners, ticket distributions, and logistical information in the fast paced high energy environment that surrounds the Super Bowl.



Why MeetingPlay: MeetingPlay provides a customized and branded mobile app specific to each attendee. Every detail is at the fingertips of each guest; their schedules are personalized, transport information available, and they have constant access to security information, social media feeds, and contact information for the event program team. The Pepsi team was able to send out notifications through the mobile app to one person, a small group, or the entire program.



350 Guests



89% of attendees were better informed because of a push message



Attendees loved: Over the five-day event, Pepsi was able to continually engage their 350 guests. Since this is the fourth year MeetingPlay has teamed with Pepsi attendees either had the app already downloaded from previous years or readily downloaded it at registration. MeetingPlay's onsite travel directors were always at the information center to assist guests and the GPJ team. This led to an app open rate of **79%** which made an immediate impact to attendee's experience upon arrival. From private concerts with Pharrell Williams to Halftime show rehearsals and private dinners, keeping attendees aware and on time for over 200 possible events was the biggest challenge. The **91%** percentage of attendees who downloaded the app were always aware of where to be and when to be there which helped keep transportation, reservations, and group outings on time.



What GPJ and PepsiCo loved: With MeetingPlay providing all the information for the attendees, the GPJ team could trust attendees were kept informed, thus allowing them to focus more on bolstering attendee experience. MeetingPlay was, again, part of the overall production that makes the Super Bowl great. Our friendly team helped make an already amazing



"The level of customization of the Meeting Play mobile event app was extremely helpful with our group this year. Due to heightened security, we had very important information that needed to get to our attendees quickly. We were able to position the most important information where all users would easily see it since we could rename section headings and change the order they appeared on the home screen."

- Hilary Young, Event Manager, George P. Johnson Experience Marketing

