



WE CREATE FUN,
SOCIALLY ENGAGING
BRANDED CONTENT
TO BE SHARED...
ANYWHERE!

NOWCROWD 



S H A R E A N Y W H E R E

ARE YOU LOOKING TO CREATE MEMORABLE CONSUMER EXPERIENCES?

At NowCrowd, we provide the technology that turns consumers into active social media promoters of your brand. How? By creating, capturing and sharing.

NowCrowd creates a fun and interactive environment, and then captures that moment for it to be instantly shared on social media.

NOW's unique range of services, including but not limited to our state-of-the-art hashtag printer 'NowInsta' and market leading photography solution NowCam.

NowCrowd connects with social media platforms to get your content shared and talked about, NOW



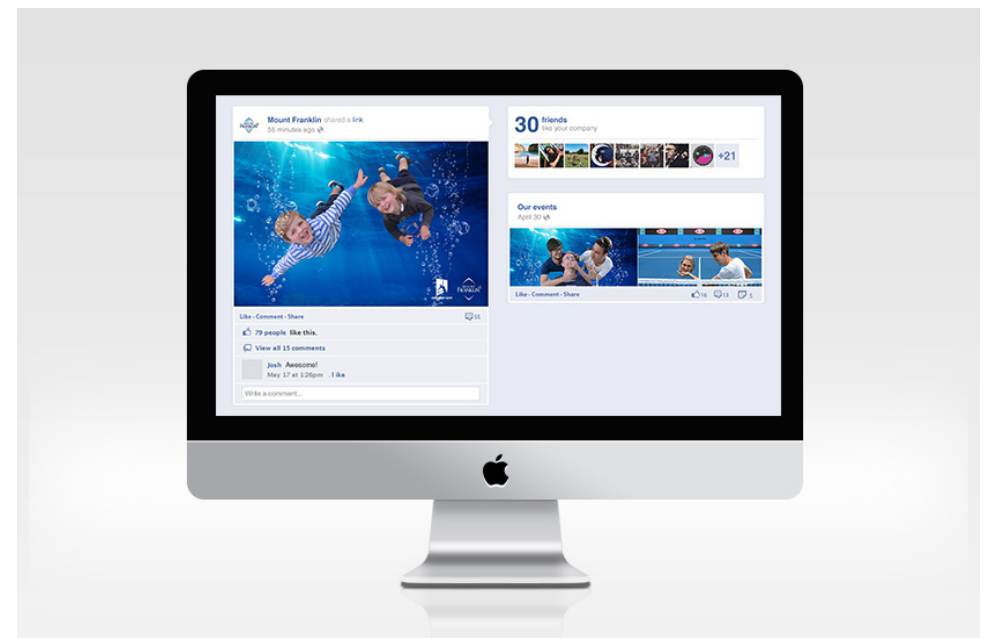
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PHOTO BRANDING

ADD ANY FILTER TO YOUR PHOTOS, OR CHOOSE FROM NOW'S VAST CATALOGUE

For that added personalisation, allow consumers to add filters, custom text, and graphics to guarantee loads of sharing. NOW uses leading industry software to add multiple layers or custom-text in real-time. Photos can be printed instantly, or uploaded directly to your and consumers social media



INSTANT SHARING INTEGRATION

ACCESS AND SHARE ACROSS MULTIPLE SOCIAL MEDIA PLATFORMS

Create customer engagement through the sharing photos and videos instantly from our on-site sharing kiosks and tablets. NOW's in-house developed software seamlessly uploads photos directly on to your Facebook page, seconds are their taken. Every time they are liked, tagged, shared, and commented on. Consumers and their friends see your brand increasing your visibility and impressions.



NOW ACTIVATIONS

IMMERSIVE, CUSTOMISABLE, UNFORGETTABLE

NOW Activations offers a full turn key solution for you event. Bringing together our various services in to an immersive experiential service. We will help you fully tailor each interaction with your brand to your liking through our wide range of product offerings. From location hire to execution, this solution offers the ability to fully customise each interaction with your brand to achieve maximum consumer engagement.

PERFECT FOR: Experiential activations

NOWACTIVATIONS. EXAMPLES





N O W C A M

MOBILE, UNIQUE, INSTANT... BRILLIANT!

Perfect for events and activations where a stationary booth won't do. The NowCam roaming solution maximises the number of consumers your brand can reach.

Capatalising on the publics love of sharing photos. NowCam creates a mobile and versatile touch point between consumers and your brand.

Events photos are captured, branded, and instantly shareable on social media. Watch as guests like, tag, comment, and share live at your events. Creating an online buzz and increasing your social reach.

NowCam is 100% mobile and works anywhere in Australia. Our NowCrowd promo staff work on behalf of your brand to create engaging and memorable moments that consumers will want to share.

PERFECT FOR: Festivals, Sporting events, Product launches & Experiential activations

NOWCAM . E X A M P L E S



N O W G R E E N S C R E E N

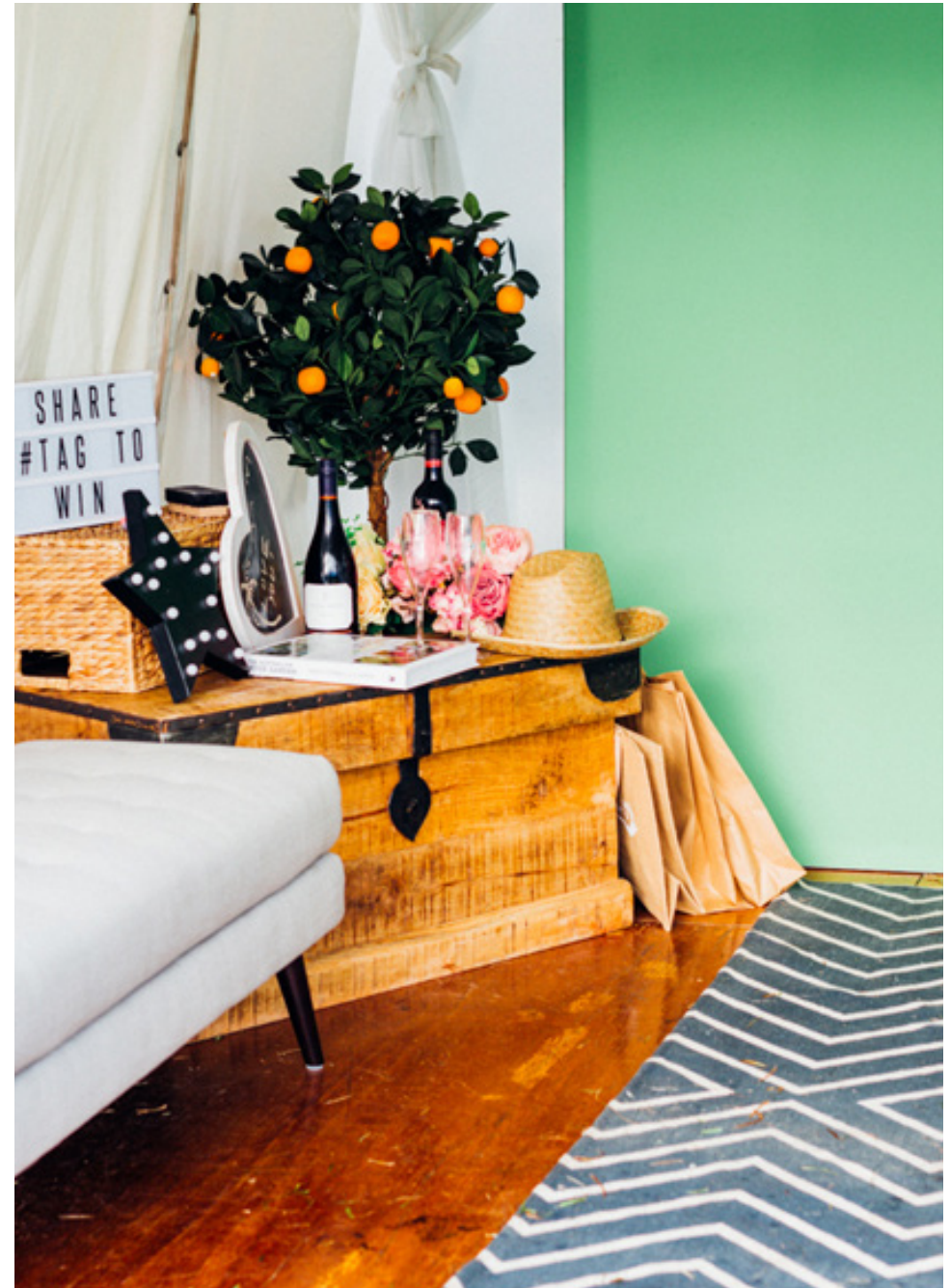
MAKING YOU THE STAR OF THE SHOW

NowGreenScreen allows you to create endless possibilities. Using our unique NowGreenScreen technology, we can superimpose people into practically any scene imaginable. Be that; movie, sporting events or computer game.

Photos can be printed and shared by consumers, and integrated directly in to your Facebook or Instagram page.

Providing high level engagement and great sharing rates, green screens are the perfect addition to your event.

PERFECT FOR: Client parties, Expos, Sporting Events & Experiential activations



GREEN SCREEN . EXAMPLES





N O W B O O T H

THE COMPLETE CUSTOMISABLE SOLUTION

NowBooth is NowCrowd's flagship product and at the heart of our business. Aside from the usual Shoot-and-Print, our innovative booth software can do green screens, GIFs, Slowmo videos, and Boomerang videos.

This fully customisable solution can be tailored to your unique business needs. From an elegant curtained set-up to our state-of-the-art vinyl wrapped photo and video booth stand, anything you can imagine, we can create.

PERFECT FOR: Client parties, Expos & Weddings

NOWBOOTH. EXAMPLES



N O W I N S T A

FROM HASHTAG TO PRINT. INSTANTLY

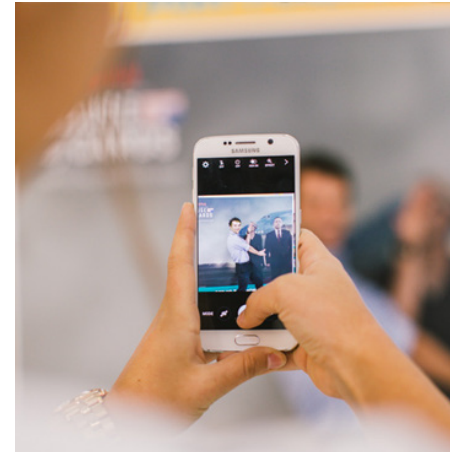
By simply snapping a selfie and posting it to Instagram with your chosen hashtag. Guests can receive a copy of their branded photo from one of our gorgeous printing stations.

Each printed photo will have your chosen branding automatically applied, and can even be displayed on the Big Screen.

PERFECT FOR: Product launches, Client parties, Expos, Sporting events & Experiential activations



NOWINSTA. EXAMPLES





N O W G I F

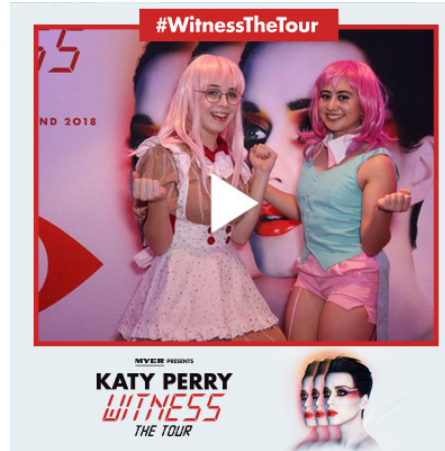
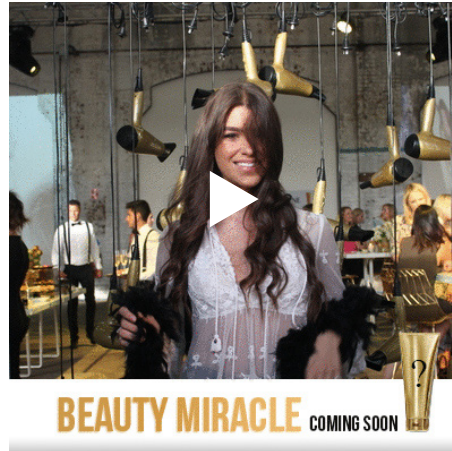
MAKE YOUR PHOTOS MOVE!

Guests dance, shake, or strike a pose while our camera takes a series of photos, then instantly turned in to an animated image with your branding overlayed. A still image from the GIF can be printed, with the animated image shareable through the consumers social media accounts, SMS, and email.

Data collection option can be tailored by sending an email or SMS where they can see and download their GIFs.

PERFECT FOR: Client parties, Expos, Sporting events & Experiential activations

NOWGIF. EXAMPLES



N O W L A B E L

TAKE CONSUMER PERSONALISED MARKETING TO THE NEXT LEVEL

For brands that want to take customer engagement to the next level, this marketing solution is for you. Through the creation of a personalised promotion and activation campaign, you can ensure consumers feel a part of your brand.

PERFECT FOR: Product launch and personalised marketing event



NOW LABEL. EXAMPLES



A promotional sign for Moët & Chandon champagne. The sign features a price tag for Imperial 750 ml at \$99.99 each, with a 5-pack price of \$94.99. The sign also includes a promotional offer: "Spend over \$110 on selected Moët & Chandon products to have an image of your choice* printed on your bottle of iconic Moët & Chandon Champagne. For more details, speak to a team member." The offer is valid from Saturday 6 May 10am-6pm and Sunday 7 May 11am-5pm. The sign is titled "PERSONALISE YOUR OWN Moët & Chandon" and includes a red banner that says "ALPHINGTON STORE ONLY". A small image of a personalized Moët & Chandon bottle is shown on the right side of the sign.



BIG SCREEN INTEGRATION

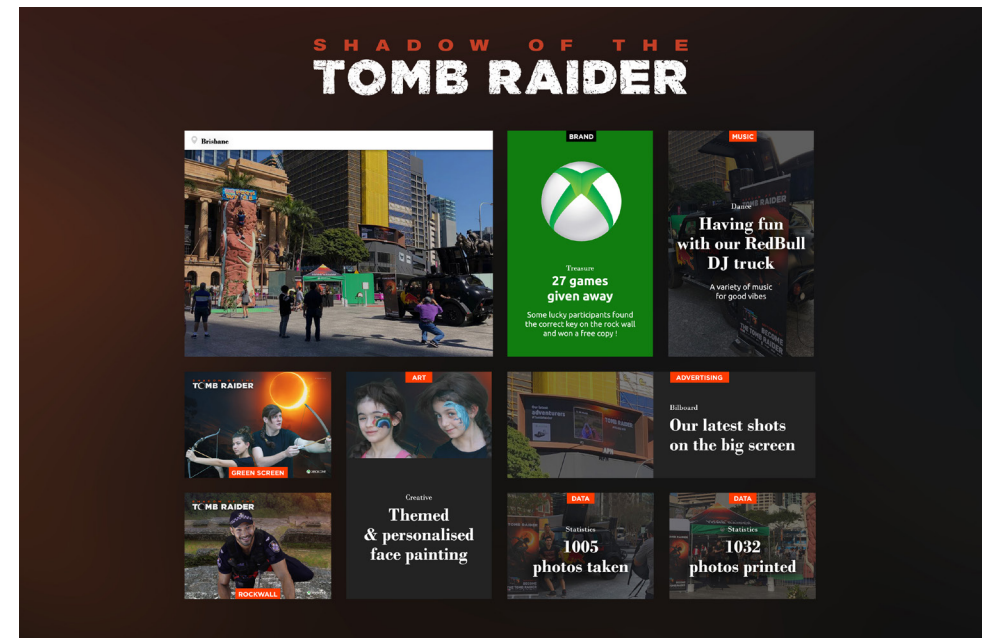
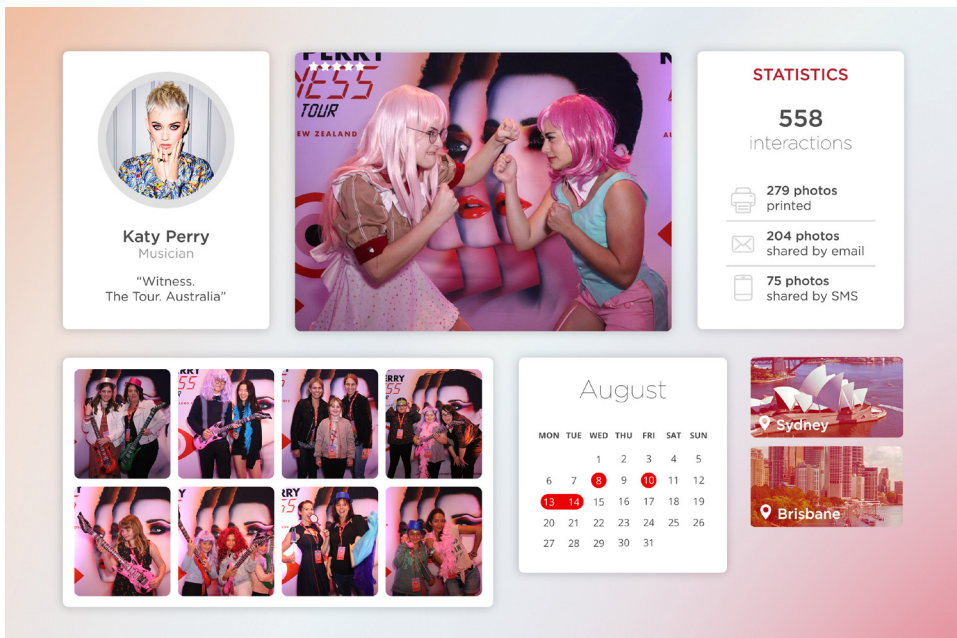
THINK BIG... BIGGER THAN EVER BEFORE!

From screens as small as a smartphone to as big as a building, NOW has got you covered! Adding a big-screen integration option to your activation is an excellent way to create that 'look at me' buzz. NOW will curate and share photos and videos from your activation directly to a digital billboard, or a giant screen at a stadium, or even projected onto the side of a building; a fantastic way to promote your brand and reach hundreds if not thousands of people at once.

STAFFING

PROFESSIONAL, RELIABLE AND ENTHUSIASTIC

Included in all our pricing, NOW's highly trained promotional staff. We have a wide selection of enthusiastic team members across all major Australian cities. These staff are experts at getting the most out of any activation. If you need staff that will represent your brand in a professional, yet fun manner, let us know.



STATISTICS REPORT

YOU CAN QUANTIFY YOUR CAMPAIGN SPEND AND PLAN FOR THE NEXT ONE!

Whether you choose instant sharing or Facebook integration, we provide you with detailed analytics of how consumers have been sharing your content. Our NOW stat-tracker includes Facebook Insights, Google Analytics, and hashtag tracking to provide complete and transparent reporting on NOW campaigns.

DATA COLLECTION

GET VALUABLE DATA ON YOUR GUESTS FROM YOUR ACTIVATION!

All NOW activations include the ability to collect a wide range of data and other information from your activation. See how frequently photos and videos are shared via various media channels, and collect your guests' contact details to follow them up with targeted advertising after the activation for maximum benefit.

OUR CLIENTS





NOWCROWD



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