

Consumer Research: Festival de Magie

The Festival de magie de Québec continues to astound consumers with its most recent campaign. As commuters waited for the bus, the digital TSA provided an opportunity for consumers to take part in a magic trick. Commuters were asked to pick and think about any card in the digital playing deck and then magically the card they had chosen appeared on the digital screen. Now that's magic!



Media Agency: Astral OOH
Creative Agency: Lg2
Year: 2017

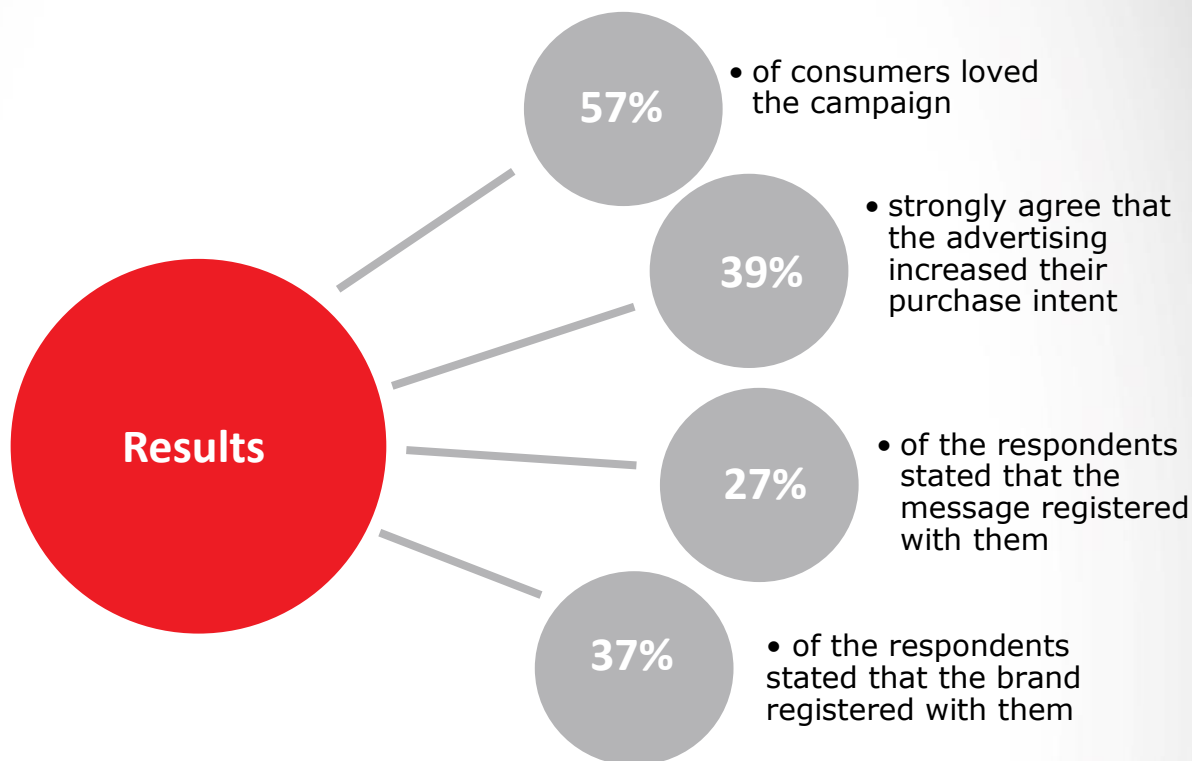


Research Sample

- 400 Adults 18-64
- Plan to attend show, concert, theatre in the next 12 months or attended in past 12 months
- Market: Montreal

Main Message Key Feedback

- Those who got it loved the ad and it succeeded in generating a sense of magic.



▶ Consumer Comments on Main Message

"Eye tracking technology works"

"Promote the Quebec Magic Festival "

"It can read your mind!"

"Wonderful technology to read minds based on eyes"

Source: BrandSpark Consumer Panel 2017