

LIGHTFAIR International 2012 @LisaAtLightfair



LIGHTFAIR 2012 is one of the lighting industry's most important annual trade shows, and OSRAM Opto Semiconductors wanted to engage their customers and create buzz around their products. Ingenex Digital Marketing embarked on a Twitter campaign designed to accomplish this through the creation of a personable character, Lisa At Lightfair, who encouraged and motivated traffic to the OSRAM booth in anticipation of contortionist performances promoting OSLON Square.



A woman in a white long-sleeved top and leggings is performing a handstand on a stone ledge. She is wearing black high-heeled sandals. The background features a large fountain with multiple jets of water, and several tall city buildings under a bright sky. The sun is low on the horizon, creating a lens flare effect.

4 Videos

275 Tweets

90 Flickr Photos

| Storify

| Press Release

A woman in a white long-sleeved top and leggings is performing a backbend on a casino table. She is holding her right foot with her right hand, and her left hand is on the table. The background shows a casino floor with other tables and people.

Video Views

535 @LisaAtLightfair

139 LIGHTFAIR 2012

435 OSRAM Booth Tour

326 LIGHTFAIR 2012 Preview

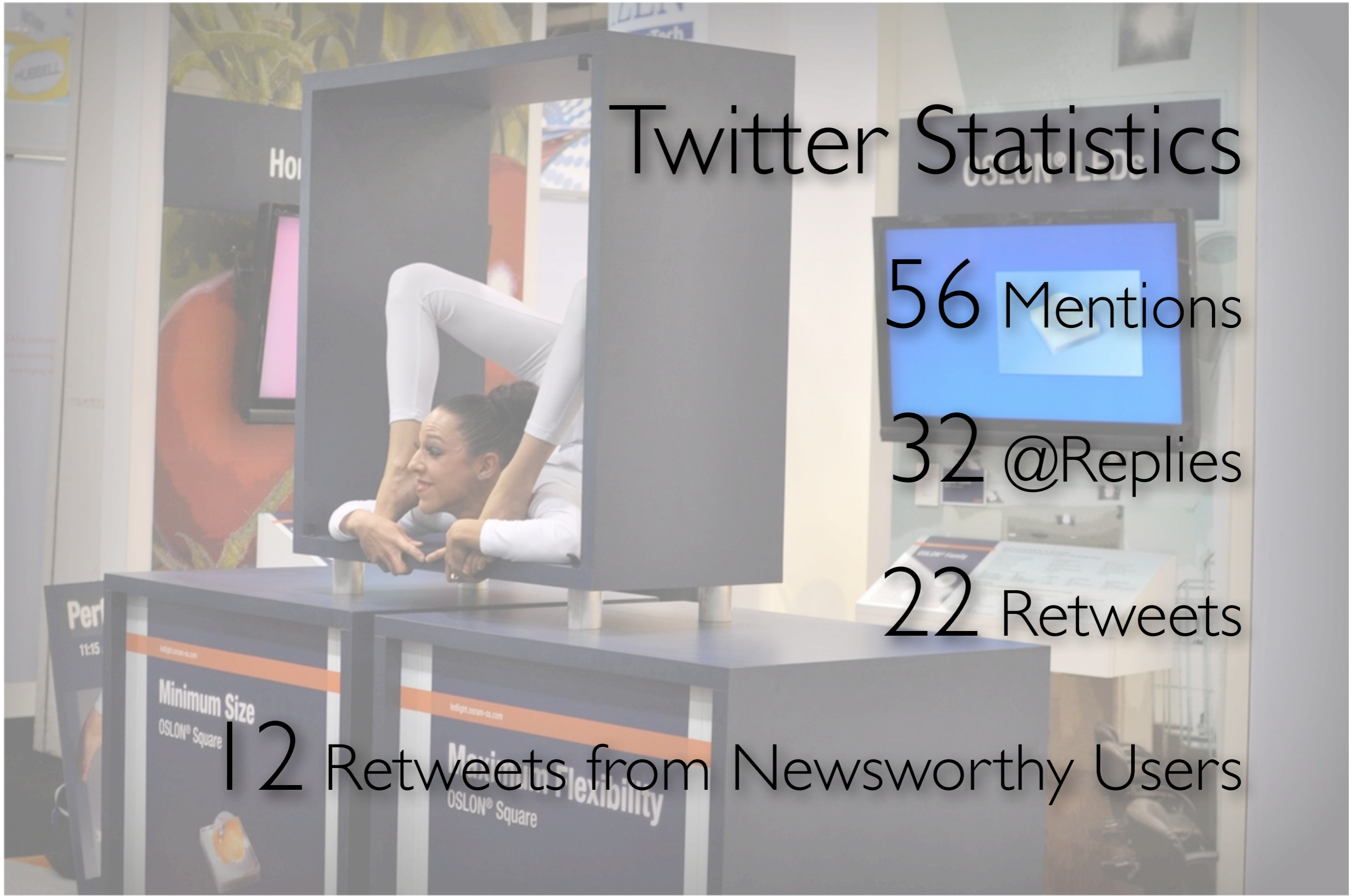
Twitter Statistics

56 Mentions

32 @Replies

22 Retweets

12 Retweets from Newsworthy Users





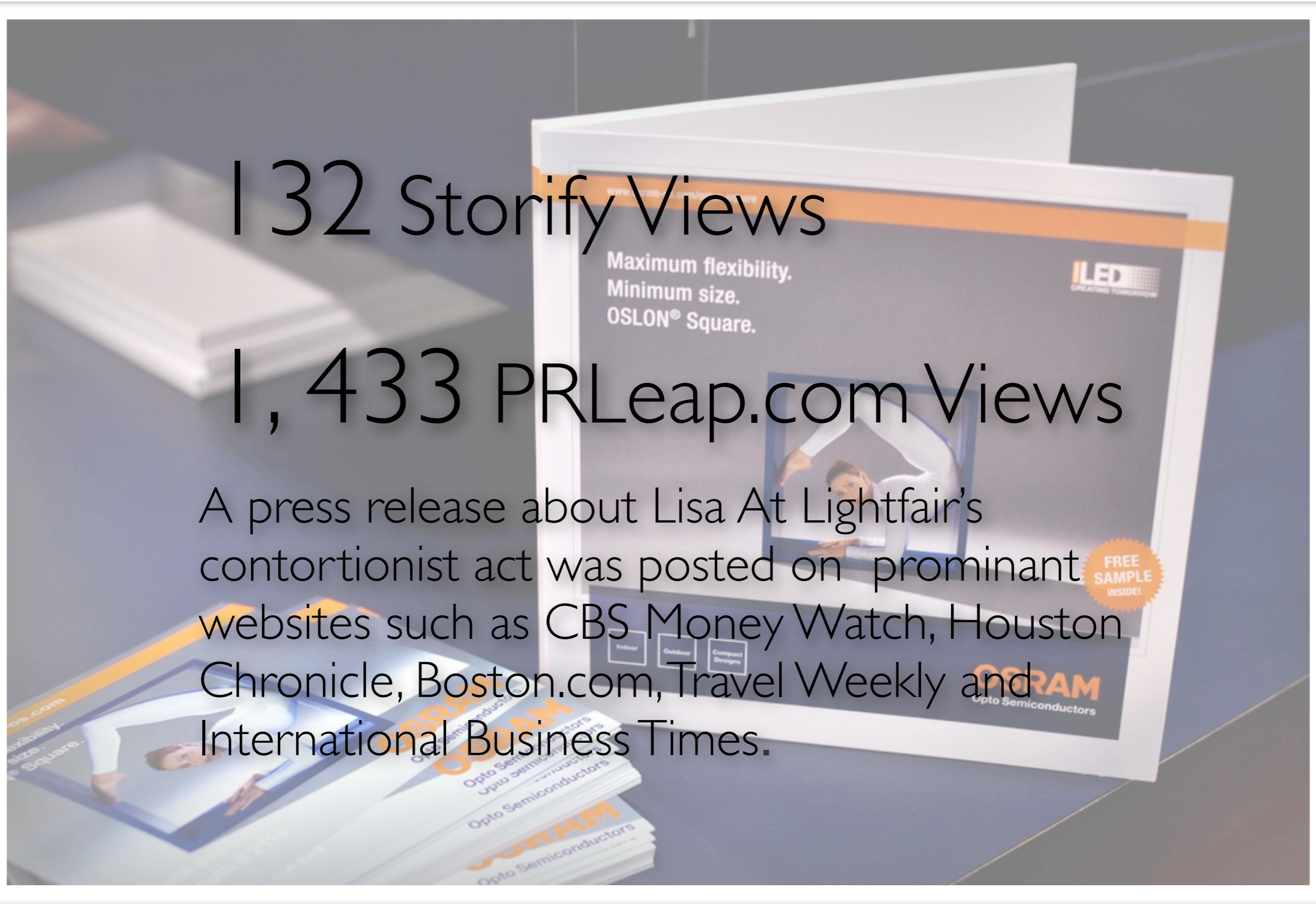
Lisa At Lightfair got retweets from:

- Lira Luis, the LIGHTFAIR Symposia speaker
- LED Light and Power
- Architect Magazine
- Fremont Street, the Las Vegas Landmark
- Rick Regan, a CREE salesman who initiated a Twitter contest, which @LisaAtLightfair won

132 Storify Views

1,433 PRLeap.com Views


A press release about Lisa At Lightfair's contortionist act was posted on prominent websites such as CBS Money Watch, Houston Chronicle, Boston.com, Travel Weekly and International Business Times.



Ingenex Achieved:

- A a high level of engagement with Twitter users at LIGHTFAIR
- Successful distribution of videos produced for @LisaAtLightfair
- Great traffic to the @LisaAtLightfair Storify page
- Phenomenal syndication of the @LisaAtLightfair press release and exposure in many national publications



A photograph of an OSRAM booth at a trade show. The booth features large OSRAM logos and a mannequin in a white dress. People are gathered around the booth, and a man is taking a photo. The background shows other booths and attendees.

By creating an engaging character for web audiences to interact with, Ingenex was able to boost the profile of OSRAM Opto Semiconductor's presentation at the 2012 LIGHTFAIR International and encourage positive conversation with LIGHTFAIR attendees.

Visit OSRAM Opto Semiconductors:

<http://ledlight.osram-os.com/>

<http://twitter.com/LisaAtLightfair>

<http://ingenexdigital.com>