

BLUEFOX FOR EVENTS

Photo Credit: Centre Commercial - Nicetoile (Facebook)

The Challenge

At Hammerson's Nicetoile shopping mall in Nice, France, the late artist Yves Klein's classic post-war European paintings were reimagined with abstract components of augmented reality. A public exhibition ran for three months in Summer 2018. Organizing art exhibitions in shopping malls is a new approach for Hammerson to promote art and culture, and to offer an interactive experience to its visitors. To measure the success of this new initiative, it was important to obtain detailed audience data.

The Solution

Over the three months of the exhibition, a BlueFox solution was deployed on location. The audience detection range was separated into two zones: an inner zone to determine how many people attended the exposition, and an outer zone to measure the people passing by who did not approach the event space. Comparison of these two zones would represent the conversion rate and provide insight into the capture rate of the art exhibition.

Key Analytics

- Daily visits and capture rates were successfully monitored
- Unique visitors spotted over the 3-month period
- Dwell time was analyzed to remove outliers and target the most meaningful data
- Tailor-made dashboarding and reporting to monitor activity on a daily basis



"Hosting art exhibitions is a new, innovative way for us to promote culture in our shopping centres. The BlueFox solution is easy to setup and provides us visitor data to track on-site activity, which helps us quantitatively measure success and attractiveness of our events. The counting happens automatically, and we have access to detailed analytics right at our fingertips."

Lucas Lepoitevin, Insight Manager