

+UP

Launching Polaroid HOOP at CES 2017

Case Study: January 2017



The logo features a colorful diamond icon composed of four smaller diamonds in orange, purple, green, and blue, followed by the word "Polaroid" in a bold, white, sans-serif font, and "HOOP" in a larger, white, sans-serif font with wide letter spacing.

Polaroid HOOP

Creating a buzz for an old time classic
at the world's largest tech show.

POLAROID HOOP

As part of their presence at CES 2017, c+a Global (licensee of a number of Polaroid products) tasked the UP team with the launch of brand new product, the Polaroid HOOP. New to the market the Polaroid HOOP provides a smart and simple home video and surveillance technology that can be used in multiple ways in and around the home. Images are streamed live, remotely and securely to your mobile device from anywhere.

Home, life, security. CONNECTED, IN AN INSTANT.

UP created the campaign line: Home. Life. Security. Connected, In an Instant. to compliment the existing Polaroid campaign: Live. Print. Share. (also created by UP) in order to tie the two, otherwise separate, expo booth spaces together.



Polaroid HOOP

Once the campaign line was set the teams started work on creating graphics for the space, starting with the product itself which was captured in stunning detail by the UP team of animators in CGI.

Panels across the full booth were then created bringing the product into context around the home, resulting in a high quality, clean and sophisticated booth environment.



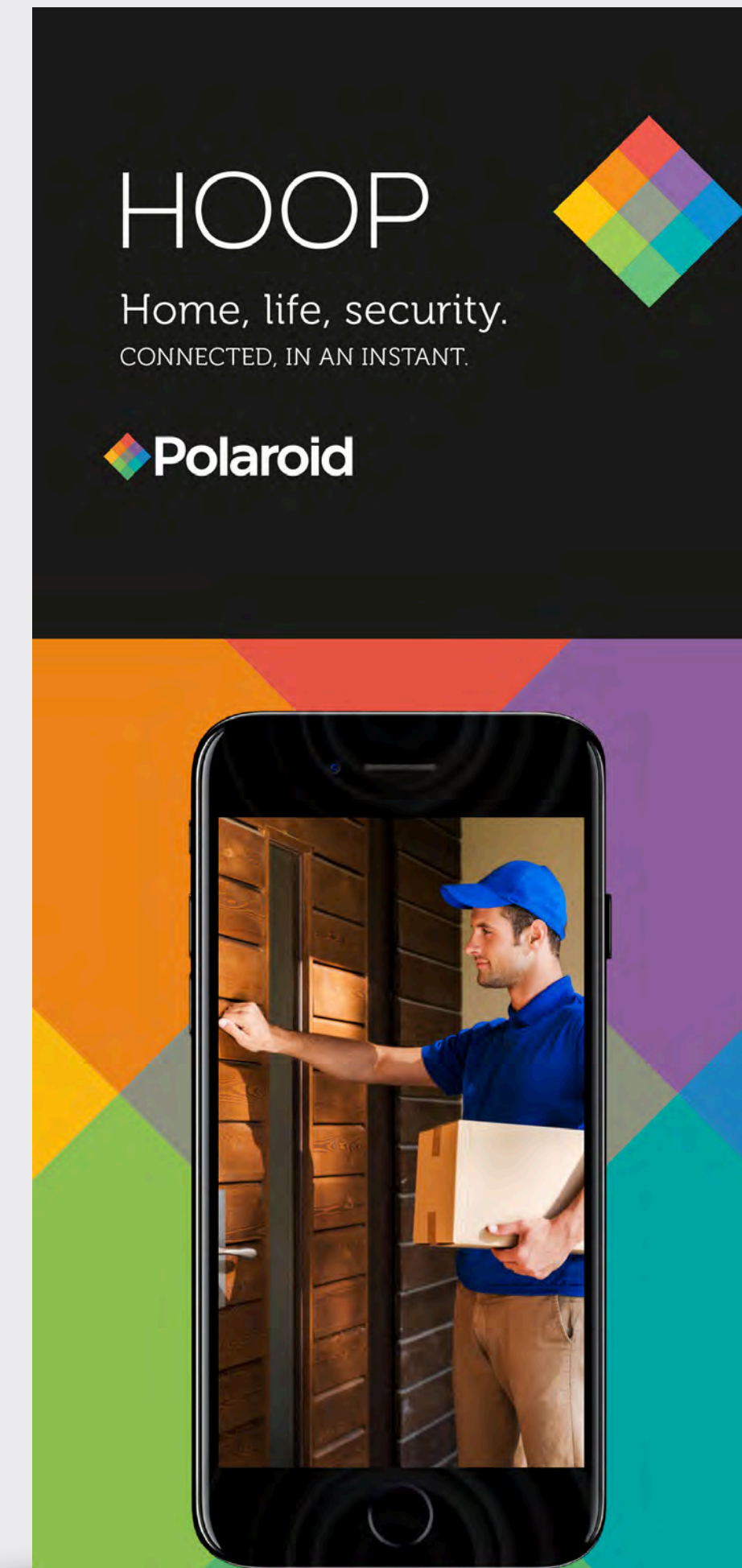
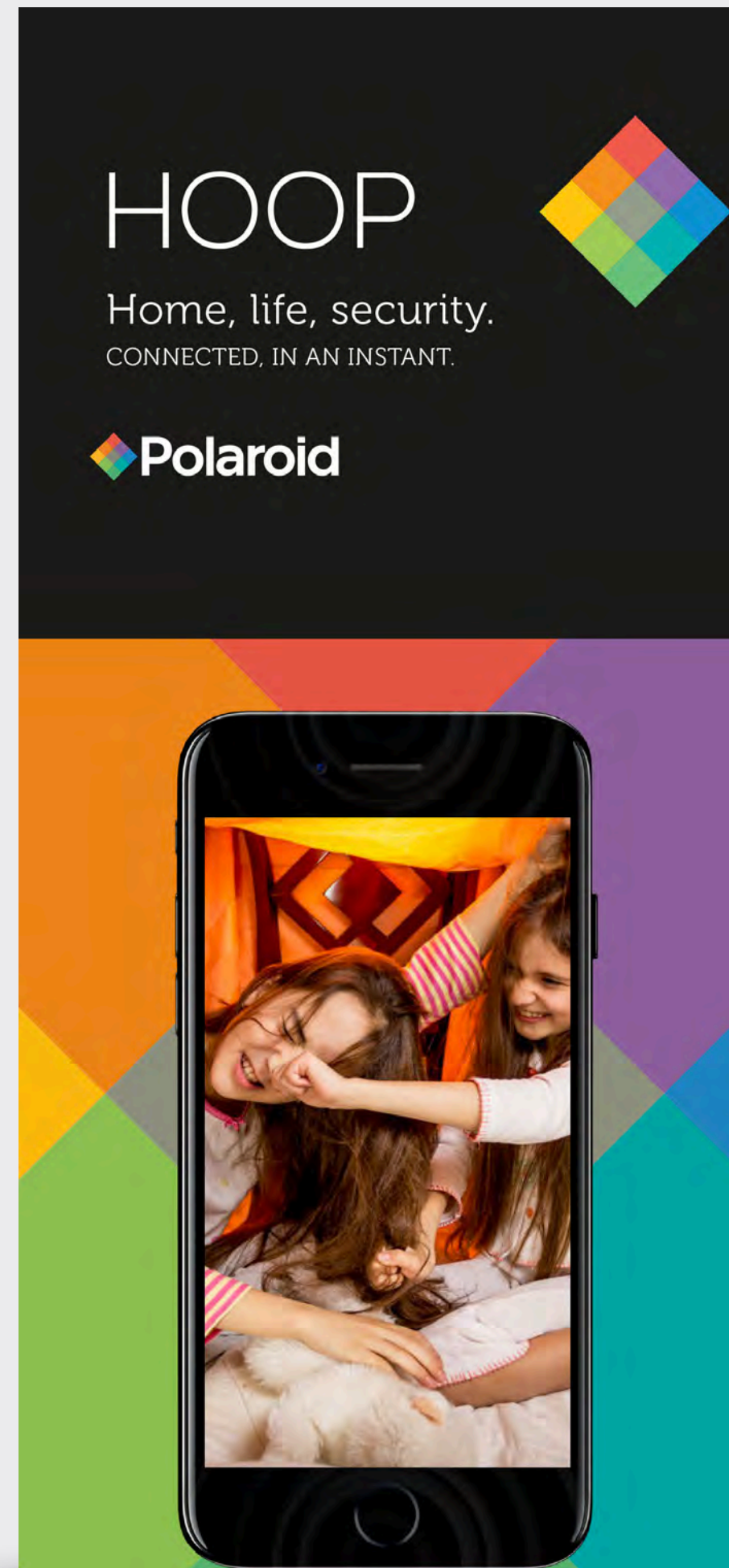
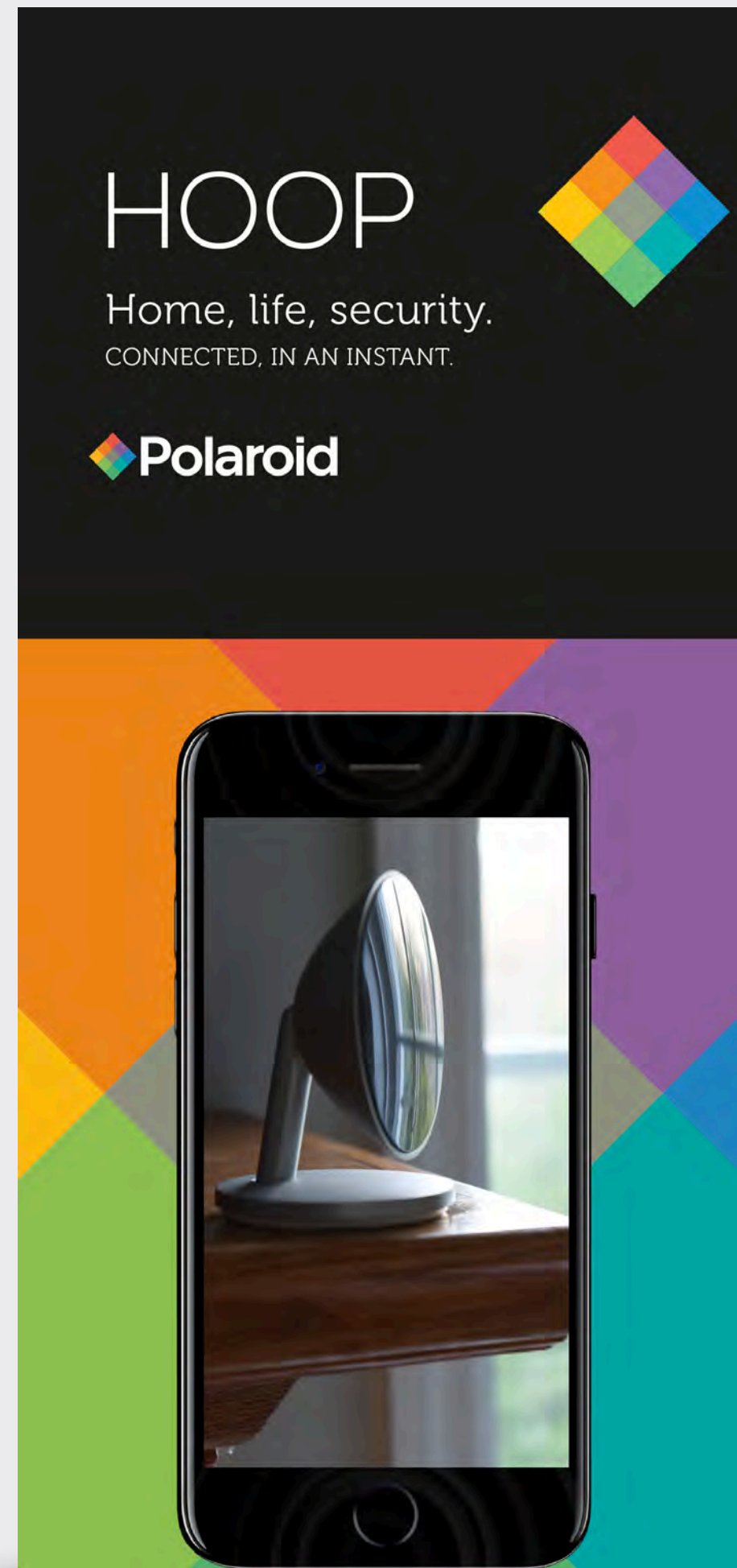
HOOP

Home, life, security.

CONNECTED, IN AN INSTANT.




EXTERIOR DISPLAY PANELS WITH SMART PHONE MONITOR




HOOP 



Home.
CONNECTED, IN AN INSTANT.

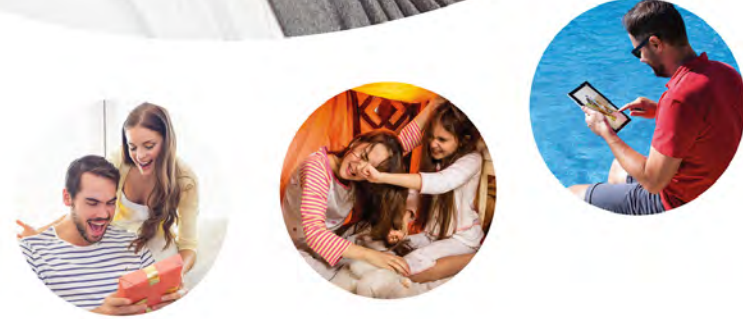
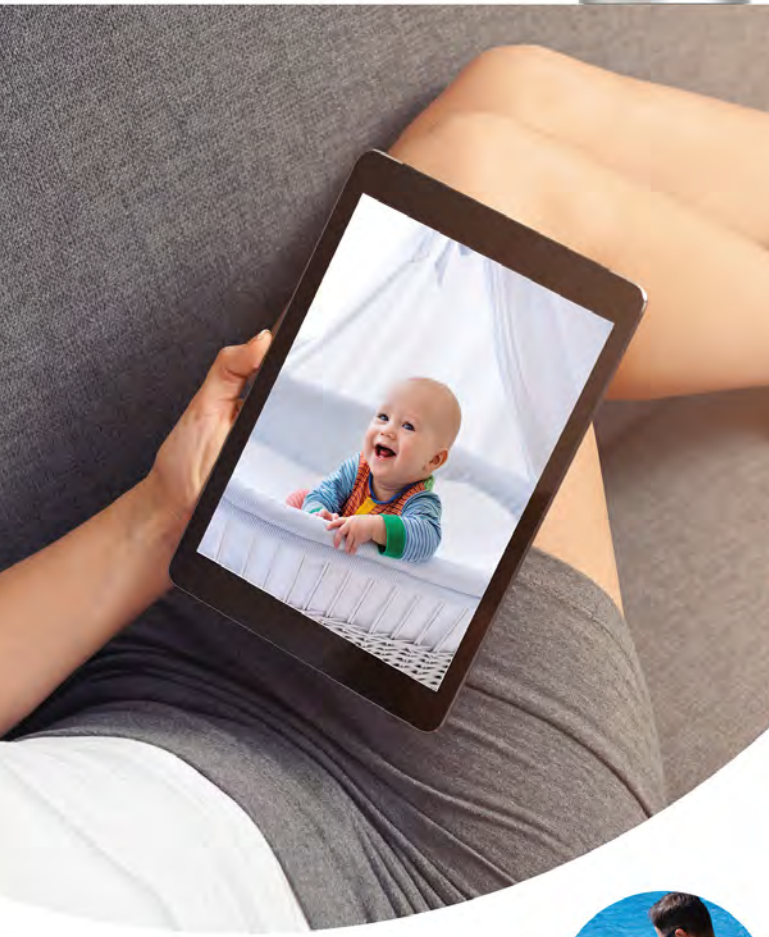
 **Polaroid** 




HOOP 



Life.
CONNECTED, IN AN INSTANT.

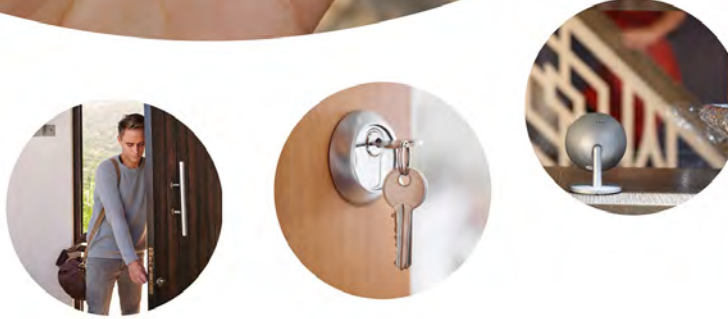

 **Polaroid** 



HOOP 

Security.
CONNECTED, IN AN INSTANT.

 **Polaroid** 



HOOP

Home, life, connected.
In an instant.



Smart Alert System
Get instant notifications for what matters most to you.

Versatile Mounting
Place cameras on tabletop or mount on wall, ceiling, or even outdoors.

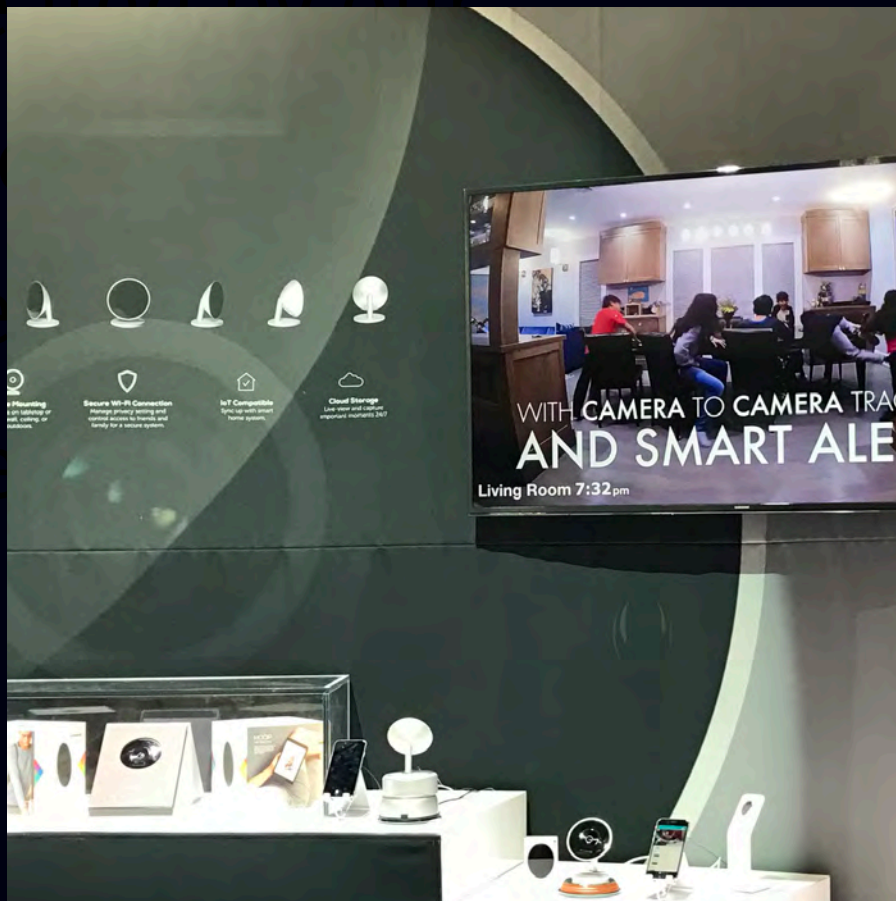
Secure Wi-Fi Connection
Manage privacy settings and control access to footage and family for a secure system.

IoT Compatible
Sync up with smart home systems.

Cloud Storage
Streamline and capture important moments 24/7.



AROUND CES 2017





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