



SKYPE 2008 CLIENT: SKYPE

In Autumn 2008, Blackjack delivered a bespoke solution for Skype at London Airports in order to raise awareness of the benefits of using Skype technology and to drive usage of Skype for business.

On bespoke interactive stands designed and built by Blackjack, passengers at Stansted and Heathrow Terminal One were invited to make a free 10 minute call to anywhere in the world. A team of highly trained Blackjack staff were on hand to assist travellers on Skype enabled laptops with webcams and headsets. Plasma screens offered the opportunity for a core team to demonstrate the ease of video calling and host regular live video calls between the two locations.

Blackjack also sourced uniforms for the brand ambassadors to wear during the activity and provided logistical support; managing stock levels of promotional collateral throughout.

CLIENT TESTIMONIAL

“One of my colleagues happened to be passing through T1 today, he saw the stand and said it looked great. I’ve been very happy with the staff”.

Scott Davison, Skype