

# ENGAGING 'HACKERS' WITH PERFECT BRAND EXPERIENCE

Hack Europe, London – Yahoo!



## PROJECT

Event

## LOCATION

London, United Kingdom

## TARGET AUDIENCE

Professional & Amateur  
Developers

## SERVICES

Digital, Creative, Content, Production & AV



## CHALLENGE

To create a dynamic and engaging experience for Yahoo's Hackathon 'hackers', professional and amateur developers; effective in showcasing their technology products and innovations, finding potential partners, employees and collaborators, providing a creative environment for developers to showcase their ideas using Yahoo's technologies, and generating positive PR with local and regional Tech media, enforcing Yahoo as a major Tech player.

## SOLUTION

By identifying the key satisfaction drivers of the 'hackers', a secure and robust Wi-Fi enabled event space was created, with dynamic, technical and self-contained areas designed to encourage creativity and concentration. Comfort and convenience was provided in a way that highlighted Yahoo as an innovative company in tune with the development community and its unique needs. Food choice became a strategically relevant part of the event, while bold colours and innovative branding increased inspiration, and unconventional signage such as "I need food" and "I need sleep" perfectly reflected attendee state of mind and raised a few smiles.

## RESULTS



**390**

'HACKERS'  
ENGAGED



**500+**

DEVICES  
CONNECTED  
ACROSS EVENT



**20 +**

RECRUITMENT  
ENQUIRIES



**5**

DIRECT HIRES

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