



PHOTO/VIDEO GREENSCREEN TEXAS ON TOUR

To turn down-market challenges into unique branding opportunities, the Texas Tourism office hit the road with an immersive mobile experience designed to help change consumer stereotypes of Texas.

RedPeg Marketing partnered with Fullhouse to provide electronic consumer registration and tracking, green screen technology for the "Picture Yourself in Texas" photo and video zone, and a "Texas or Not" game.

The photo and gaming experiences capitalized on the state's western coastal and urban areas. Faux vacation photos could be retrieved and e-mailed to friends and family through the Texas Tourism Web site.



immersive
mobile
experience



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