

KLM connects Amsterdam and New York through high fives



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Summary **Last Thursday, KLM connected hundreds of people in Amsterdam and New York live, through high fives. For one day, two interactive installations provided a live look through across the ocean. This created spontaneous interactions, letting people on the street come face to face with another citizen from New York or Amsterdam.**

They were challenged to make the perfect high five, across a distance of 3.613 miles. The best high fives were rewarded with KLM tickets to either Amsterdam or New York.

View the video here: <http://youtu.be/JHG2ellt7go>

Details **The quest for the perfect high five**

Making the perfect high five sounds simple enough – but it is harder than you think, say Dimitri Hubregtse and Michael Kouwenhoven, creatives at Amsterdam based ad agency Eigen Fabrikaat (DDB Group):

“The power of the high five lies in the spontaneous character of this worldwide gesture. But we soon learned that making the perfect high five is not as easy as it sounds. So when the high five is indeed executed perfectly, you feel it straight away! That shared emotion was a perfect foundation for a game that crosses borders.”

The first outdoor installation that connectstwo continents

KLM Live High Five was produced by Minivegas, an integrated production company. The installation’s technical and operational execution was quite challenging. Andrew Watson, creative director at Minivegas, explains:

“As is so often the case, this project proved a lot more complex than it appeared at the start! There were a lot of technical challenges – i.e. managing a robust HD video stream with audio and designing the user interface to respond to a multitude of possible user scenarios. Then there was the UX – making sure people felt connected between the two locations, that the game made sense, worked and was fun to play, and all of this happening live, in two busy outdoor locations on opposite sides of the Atlantic!”

Celebrate a World Deal with a high five

Eigen Fabrikaat

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KLM Live High Five is part of the KLM's World Deal Week price campaign. Bastiaan Hoogendoorn, VP Marketing for KLM Netherlands, explains:

"The Live High Five concept and the choice of media suit KLM's image for innovation and new media. This online film lets us reach another target group than we could with a regular TV commercial. The concept is also a one-on-one match with the central concept of the World Deal Weeks: the high five. Finally, it ties in perfectly with the KLM brand promise: 'Journeys of inspiration'."

Credits

Client: KLM Nederland

Agency: Eigen Fabrikaat (DDB Group)

Production company: Minivegas

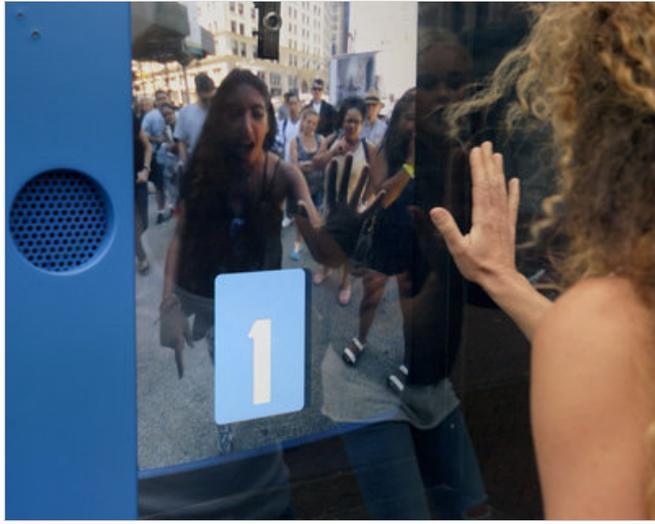
Music: MassiveMusic

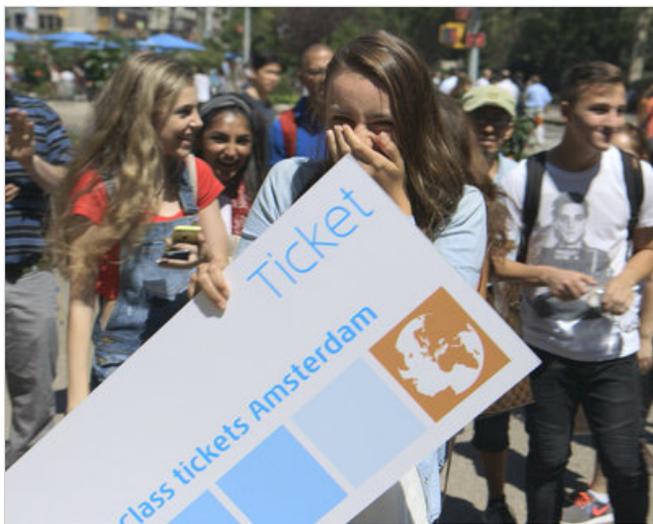
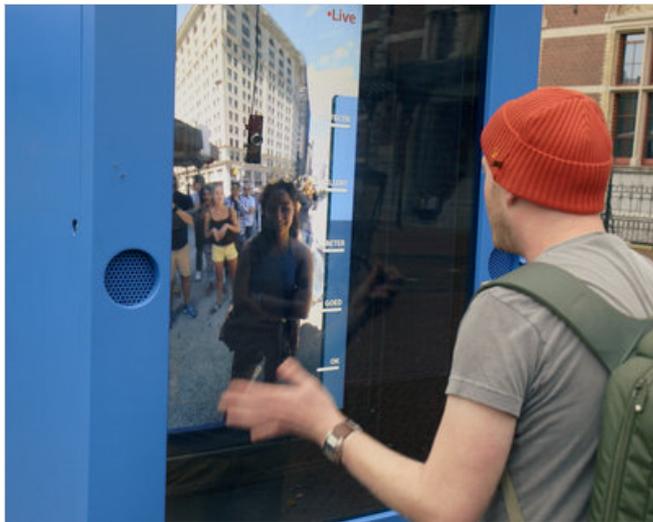
Relevant links [▶ KLM Live High Five video](#)

Quotes *” The power of the high five lies in the spontaneous character of this worldwide gesture*
— Dimitri Hubregtse and Michael Kouwenhoven (Eigen Fabrikaat)

Images







About Eigen Fabrikaat

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