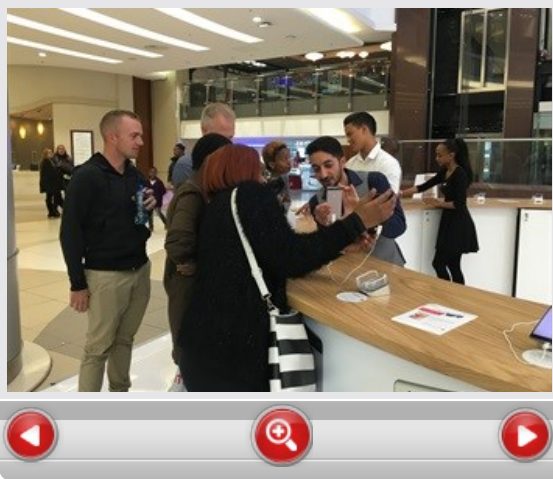


Offlimit Communications brings Huawei P9 experience to life

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"Huawei brings the digital revolution to you." And with the help of expert experiential agency Offlimit Communications, one of the world's smartphone giants has been able to do just that.



Earlier this year OLC (Offlimit Communications) pulled off what was widely believed to be the most impressive mobile phone launch ever seen in South Africa.

With 600 people in attendance to see the unveiling of Huawei's new P9 it was OLC's chance to, as the tag-line says, 'Change The Way You See The World'.

From seamless guest-list management to acrobatic entertainment, with the hashtag #00 visualised throughout the space, OLC created an interactive experience that out-performed the global markets.

Facilitating hands-on phone experience and bringing the dual-camera function into everything from the entrance to the stage design, the

design, art and technology elements of the phone were brought to life in one unforgettable night that trended across social media.

OLC was then tasked with giving ordinary South Africans a taste of the same experience with simultaneous activations in major retail centres in Pretoria, Johannesburg, Durban and Cape Town. Sandton City was however the jewel in the crown, with its centre court transformed into a veritable mobile phone playground.

It included a gallery of photos taken by professional lensman, Tim Moolman, using the brand new device, as well as two "Experience Zones" which allowed people the opportunity to use the Huawei P9 and P9 plus and experience the "superior detail, depth, and colour" first hand.

On weekends the Huawei experience was taken up a notch with a professional photographer and an Instagram celebrity on hand to host workshops.

Those who decided to upgrade or take out a new contract on a P9 or P9Plus also had an opportunity to win instant prizes at the Huawei Experience activation point.

For more information go to www.offlimit.co.za or contact:

BELINDA BELSECK
Communications Director
Offlimit Communications
[c]: 082 850 7639
[e]: belinda@offlimit.co.za

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