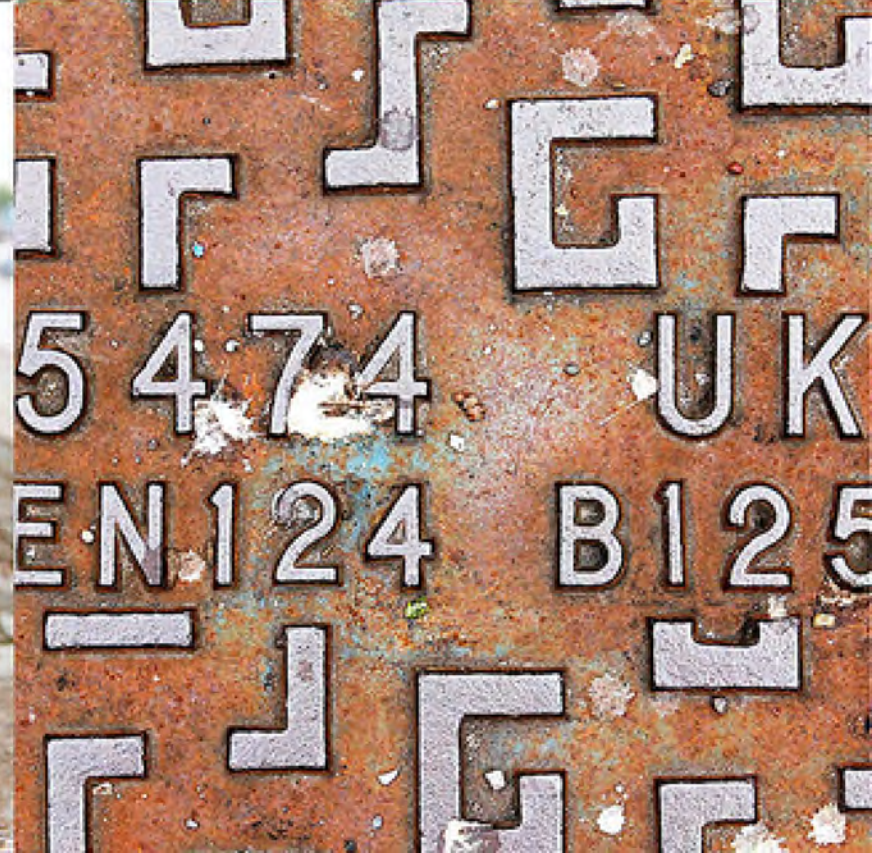


HELLO

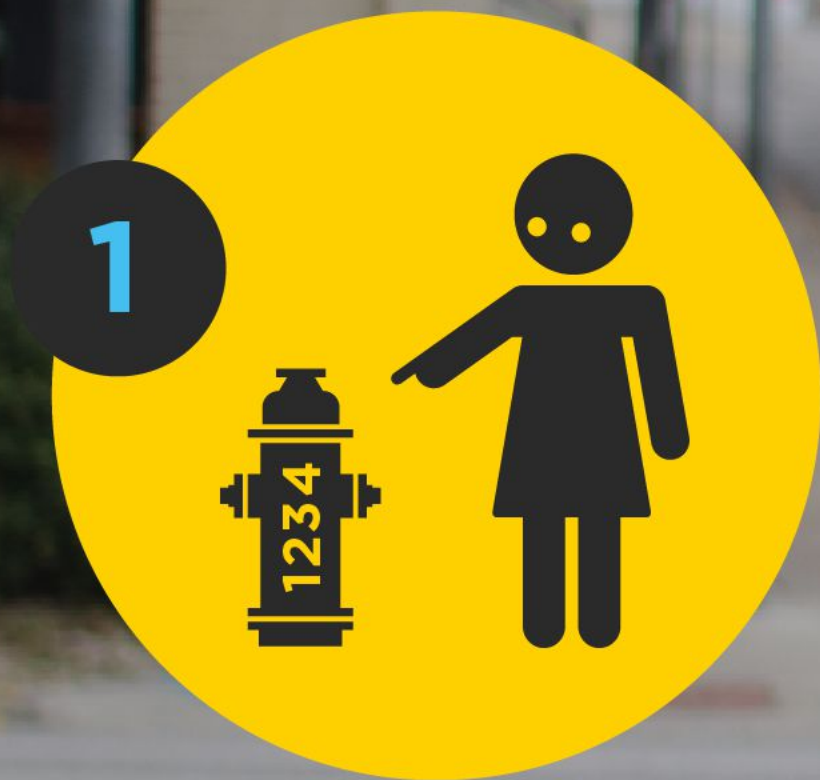
LAMP POST

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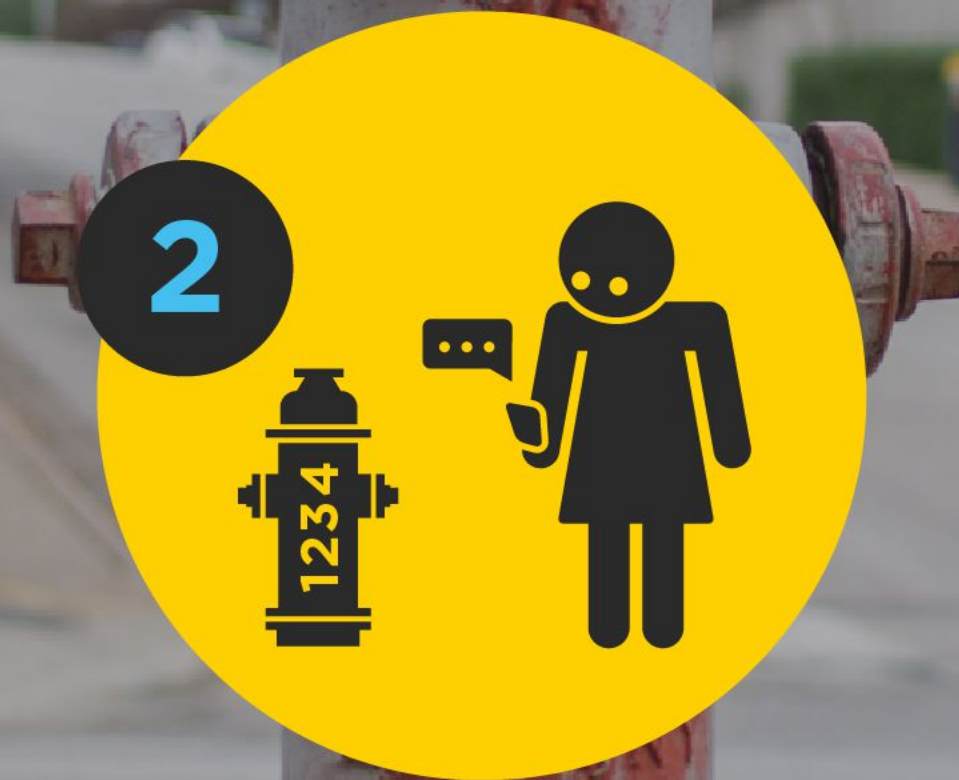




HOW TO PLAY



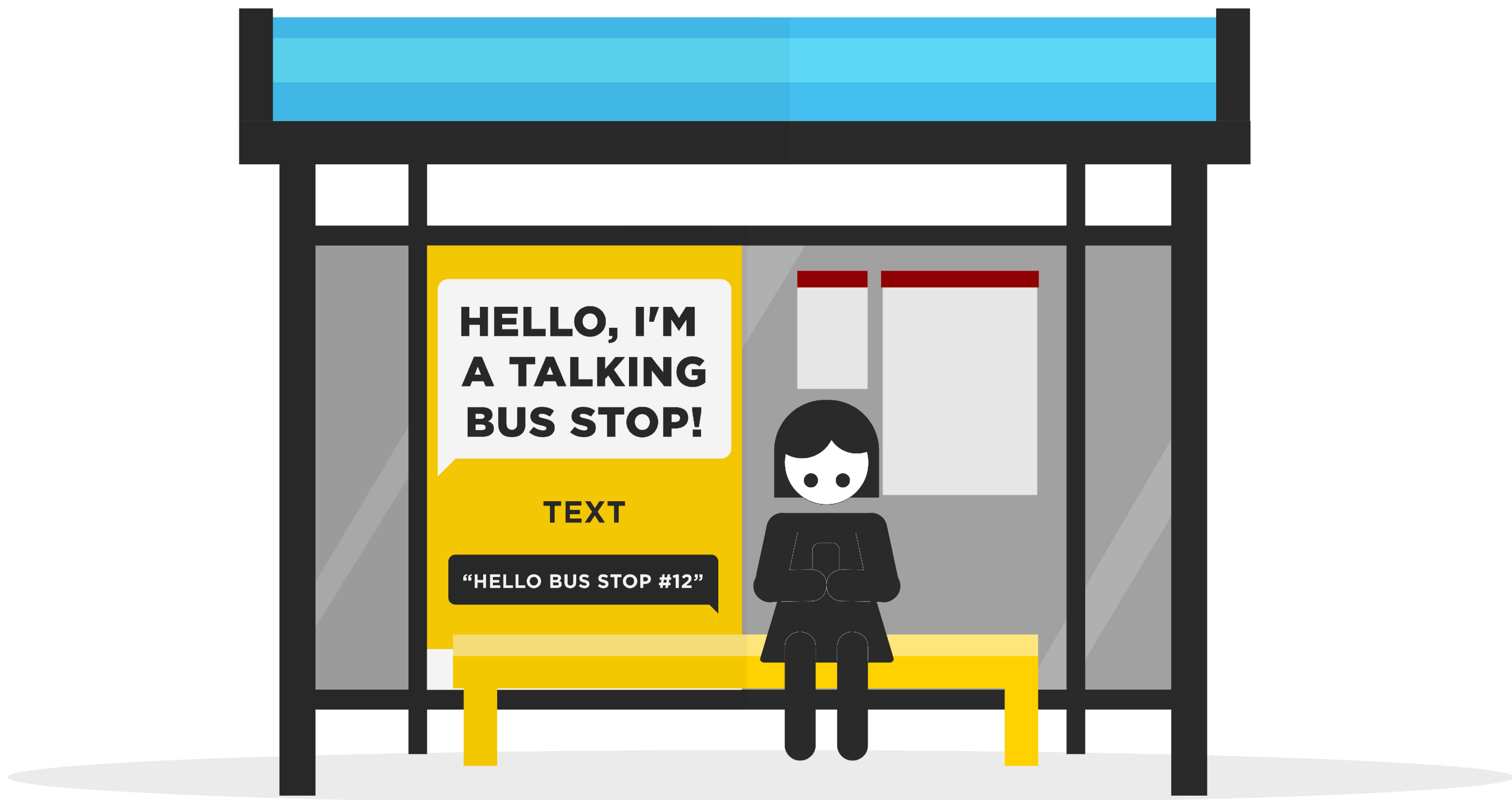
FIND AN OBJECT



SAY HELLO




KEEP TALKING



**HELLO, I'M
A TALKING
BUS STOP!**

TEXT

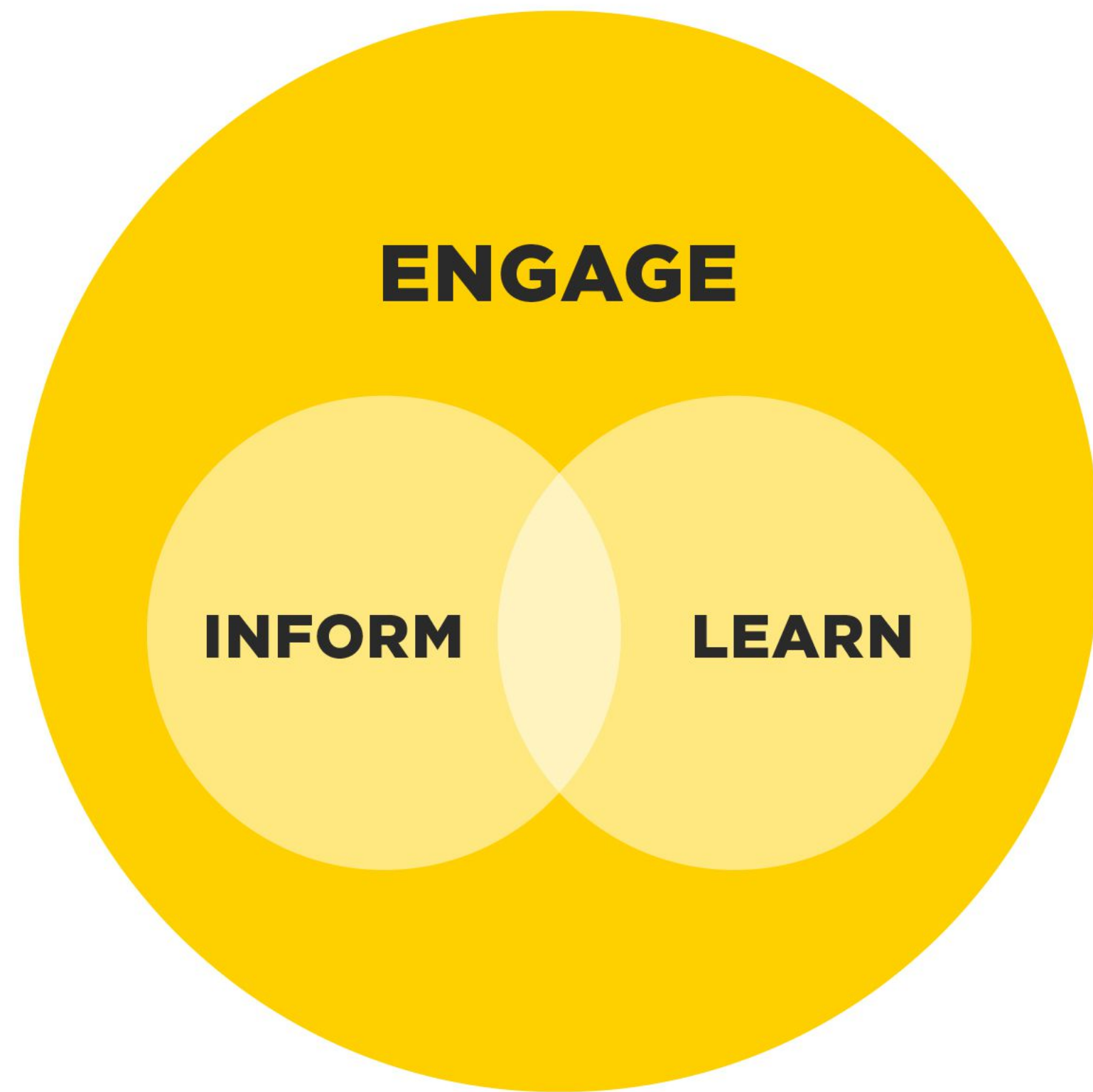
"HELLO BUS STOP #12"



Good afternoon! We haven't met before. Isn't a lovely sunny day! May I ask - how do you travel to work? Do you find it easy enough to get across town?

I get the train and then walk, but I don't always feel safe with the traffic. More pedestrianised areas!







CITY

PLAY



BETTER
CITIES

OUR ROLE IN CITIES

Hello Lamp Post has been used in cities around the world for community engagement, way-finding, public consultation and tourism & cultural storytelling.



**Community
Engagement**



**Way-finding &
Storytelling**



Public Consultation



**Tourism & Cultural
Storytelling**

EXAMPLE PROJECTS

WEST EALING

Healthy Streets

INTU

Consumer Insights

AUSTIN, TEXAS

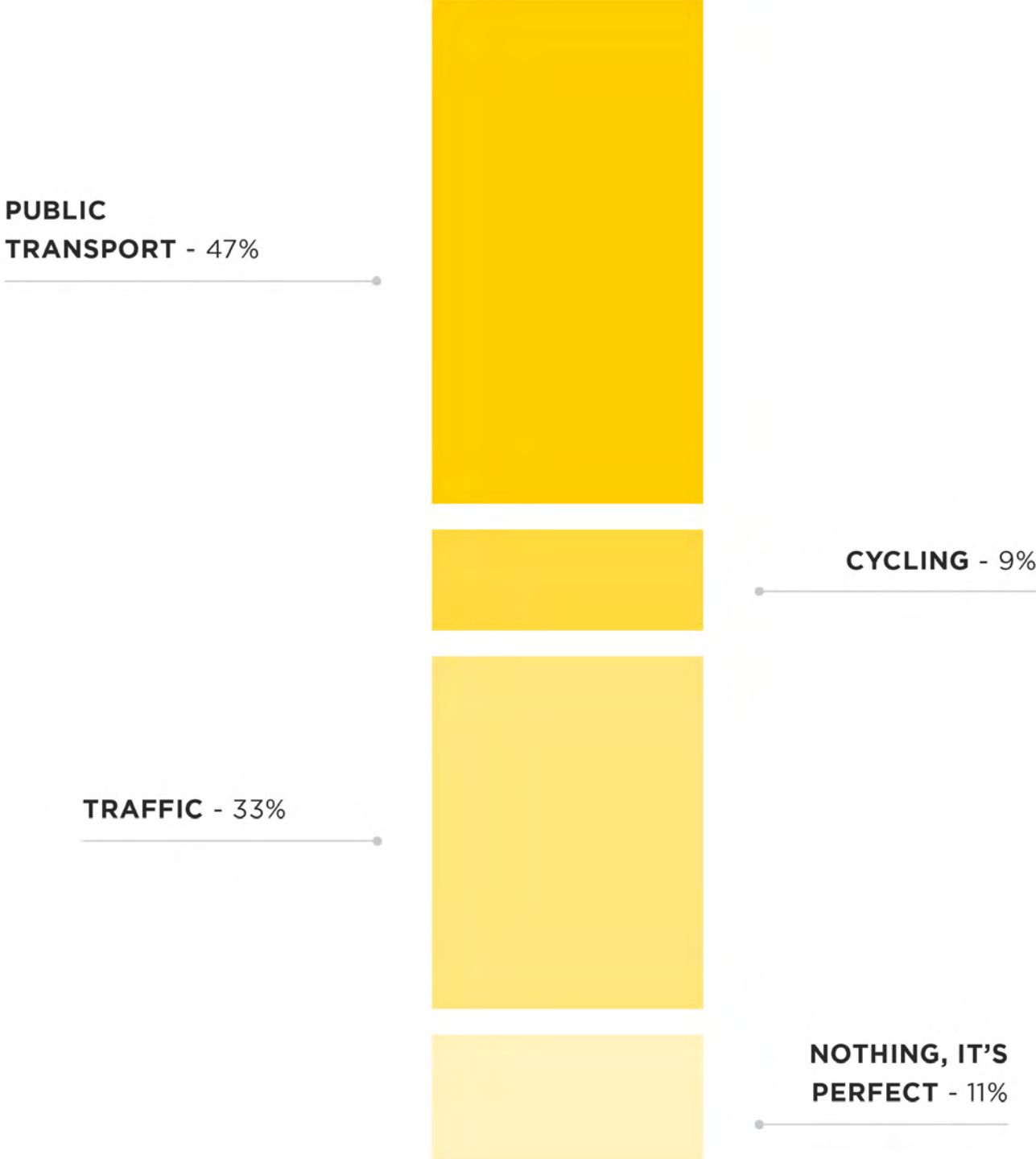
Resident Opinions &
Feedback

MALMO, SWEDEN

Sustainability Development
Goals

AUSTIN

If you were mayor of Austin, what would you change about it?



HELLO LAMP POST - MALMO ENGAGEMENT

614

UNIQUE PLAYERS

512

CONVERSATIONS

3,232

TEXT MESSAGES SENT

CITY OF MALMO, SWEDEN: 2017 & 2018

OBJECTIVE: Sustainable Malmo is a project funded by the City of Malmo, to disseminate information around the UN's 14 Global Goals, and to engage citizens on their participation and challenge their awareness of how their city supports the vision of the UN.

PLASTIC
POLLUTION

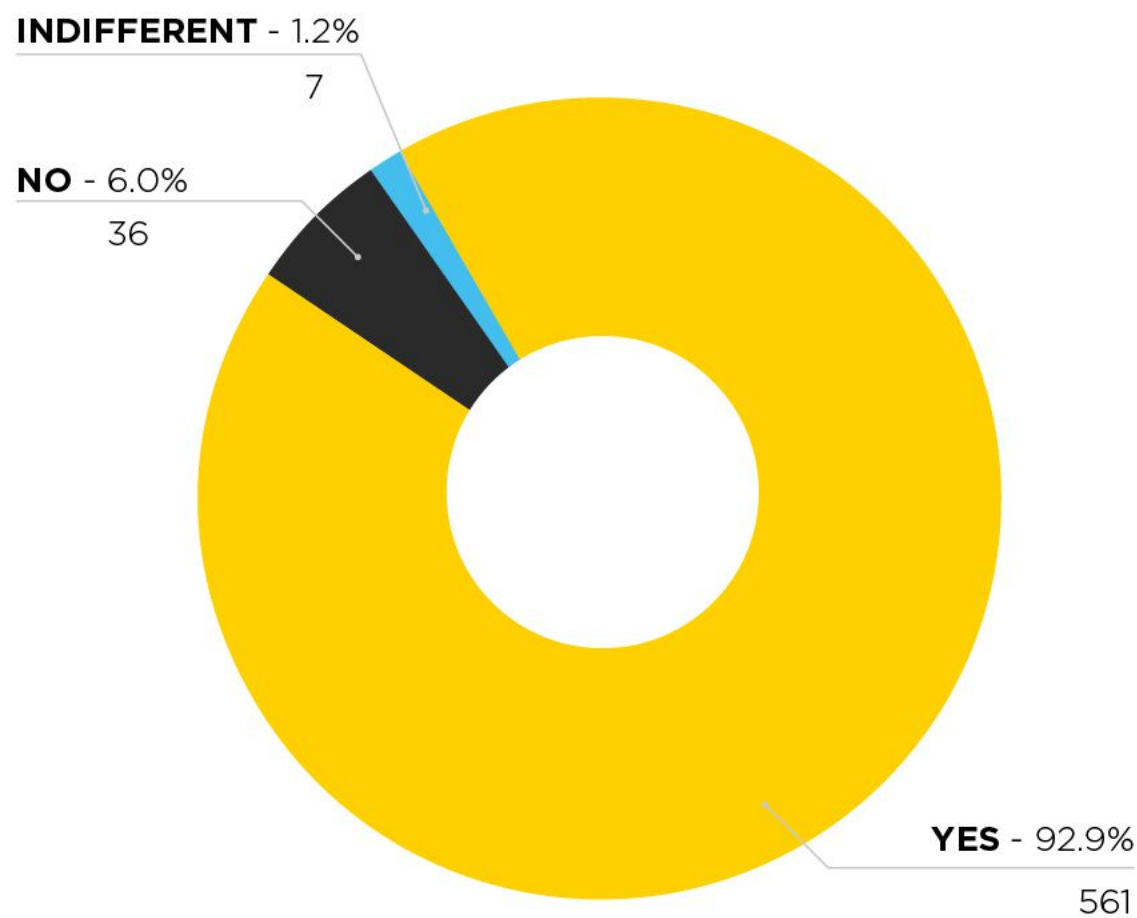
CLEANLINESS

CYCLING

TOP THEMES
TALKED ABOUT

HELLO LAMP POST - INTU ENGAGEMENT

**WHEN YOU SAW ME TODAY,
DID I MAKE YOU HAPPIER?**



4,093

UNIQUE PLAYERS

8,968

CONVERSATIONS

24,385

TEXT MESSAGES SENT

INTU SHOPPING CENTRES: JULY 2018 - ONGOING

OBJECTIVE: Iteration of the HLP system, bringing to life 12 Big Bugs within 13 Intu centres across the UK with playful and interactive content for demographics.

FUTURE =



PHYSICAL



NETWORK



CITIZEN

THANKS FOR LISTENING

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@HelloLampPost_



2019