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CASE STUDIES OF EXCELLENCE

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CONTACT INFO

KRISTY ELISANO
KELISANO@SPARKSONLINE.COM
215.671.8119
SPARKSONLINE.COM

CAMPAIGN: WONDER WOMAN CODING PROJECT
CLIENT: GOOGLE'S MADE WITH CODE
AGENCY: SPARKS

Wonder Woman: Made with Code

Inspired by the release of the movie Wonder Woman, Google's Made with Code—launched in 2014 to inspire millions of teen girls to try coding, and see it as a means to pursue their dreams—teamed with Warner Bros. Pictures to develop the Wonder Woman coding project. To launch the project, Google's Made with Code along with Google Play, brought together more than 100 teen girls from Los Angeles for a day of empowerment, coding and fun. Made with Code engaged Sparks to bring the event to life.

Event Objective

Tap into the essence of Wonder Woman's superpowers and design a memorable experience to empower teen girls to build confidence to pursue careers in computer science, engineering and gaming—or wherever their dreams may take them. Make it a day they'll never forget.

Solution

Sparks balanced the event experience with just the right combination of learning and fun.

- As the girls entered the venue they received an iconic Wonder Woman bracelet designed and sponsored by Alex & Ani. It hit the right note to get the day started.
- Then they made their way to the Hollywood style step and repeat backdrop for photos and social sharing.
- Then it was time for the keynote.
- Amber Kirsch, Lead Visual Effects producer of the Wonder Woman movie, inspired with stories about her career and illustrated how code plays a role in movie making.
- As the event's Made with Code mentor, Amber lent expertise as brand ambassadors led the girls through the coding project. The goal was to code three unique scenes from the film to help

Wonder Woman navigate obstacles and reach her goal. Each level gets increasingly more difficult. The aim was to teach girls introductory coding principles including sequencing, loops, conditionals, and so on—with Wonder Woman encouraging them along the way.

- Once the coding project was complete, the girls were invited to play the new DC Legends of Tomorrow game while snacking on "super food" bites and Wonder Woman cupcakes.
- The girls channeled their inner superhero at the Wonder Woman photo booth where they struck a pose with Hollywood style props.
- To end the evening, the girls were given more Made from Code and Wonder Woman swag as they're jetted to a nearby theater for an exclusive advance screening of Wonder Woman Rise of the Warrior movie complete with dinner and popcorn—can't get any more Hollywood than that!

The Right Touches

Sparks laid the foundation for the amazing event by sourcing the unique LA venue, SmogShoppe, which set the right tone for the exclusive, but age-appropriate concept. The space is perfect for creating engaging activations, learning stations and presentation environments. Sparks incorporated brand design elements from Google's Made with Code, Google Play and the Wonder Woman movie throughout the experience's architecture.

Results

The event was a smash hit! Press hits included Mashable, Geek, Engadget, and Amy Poehler's Smart Girls. Feedback from mentors and the girls ranged from "phenomenal" to "awesome!" All agreed it was a super, unforgettable learning experience.