



## HASBRO BOTCON

**What we if enhanced Hasbro's annual Transformers convention by making their fans' dreams come true?**

Autobots, Decepticons and thousands of rabid Transformers fans descend every year on BotCon, an annual fan convention that celebrates all things Transformers.

Working with Hasbro for the 2010 show, Fathom created an interactive footprint that enabled Transformers zealots of all ages to realize their fan fantasies and role-play within the Transformers universe like never before.

The brave souls who entered the footprint (an estimated 90% of convention-goers) were escorted through an enclosed, lifelike combat environment, where they used Nerf blasters to fire away at Decepticon targets that repeatedly popped out of hiding amid dramatic lighting and sound effects. Participants demonstrating uncommon valor were welcomed into the Autobot Alliance.

The event was rated as "good" or "awesome" by 96% of its participants, and Hasbro gained invaluable convention insight via Fathom-administered on-site surveys.

