



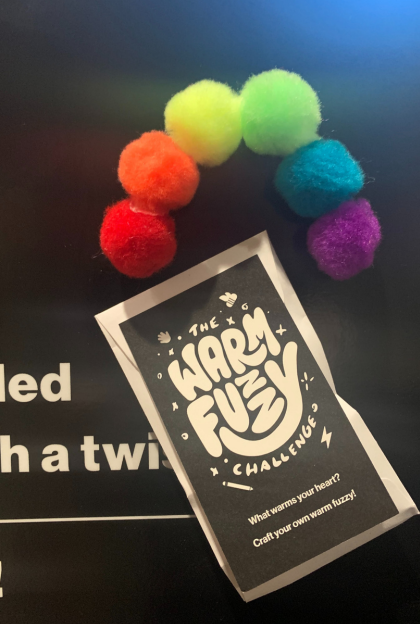
Experience Report



This interactive experience aimed to warm the hearts of the Calgary community and give participants goosebumps (the good kind).

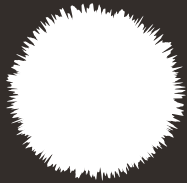
Our Friends Of Chinook Blast activation—The Warm Fuzzy Challenge—was a free, family-friendly experience, focusing on warm-hearted ways to engage the five senses and improve mental health.

We encouraged participants to complete five Warm Fuzzy Challenges scattered within the parameters of Chinook Blast—think scavenger hunt with a mindful twist. This self-driven activity enabled participants to start from one of five entry points and engage in up to five Warm Fuzzy challenges.



The Highlights

Over the 3 days, of our free *Warm Fuzzy* pop-up activation, we made a big creative impact.



2700

POM POMS
USED FOR
CRAFTING



225

WARM FUZZY
CRITTERS
CREATED



129

WARM FUZZY
TO GO KITS
DISTRIBUTED

Over the duration of the 3-week Chinook Blast event, the engagement with our *Warm Fuzzy* QR code and corresponding online experience was impressive.



811

TOTAL
ENGAGEMENT
(WEB PAGE
LOCATION VIEWS)



1553

TOTAL VISITORS
TO WARM FUZZY
LANDING PAGE



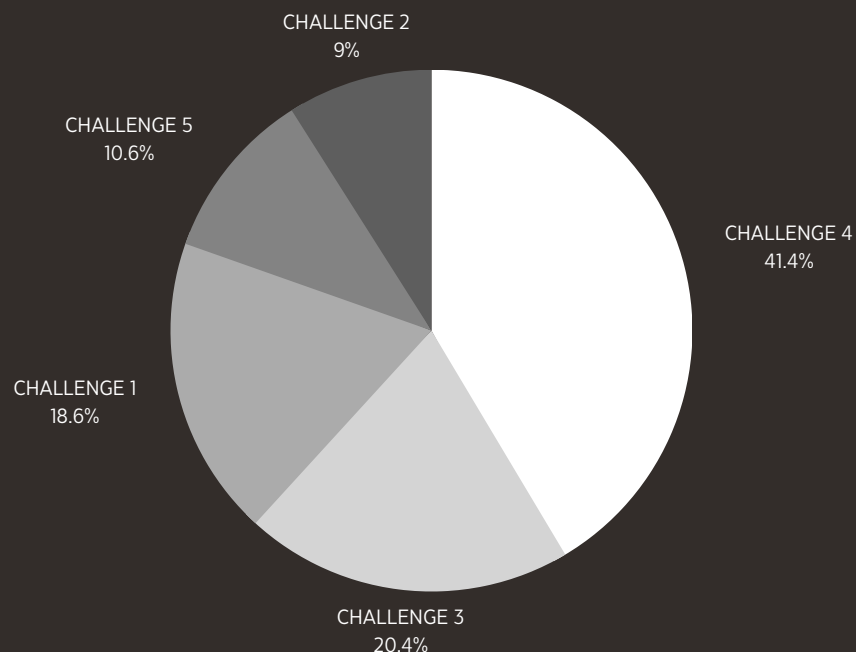
0:03:58

AVERAGE
CHALLENGE
ENGAGEMENT
(TIME)

Web Traffic

WEB PAGE	PAGE VIEWS	AVG. TIME
WARM FUZZY LANDING PAGE	1553	0:02:08
CHALLENGE 1 (TOUCH) HYGGE HUT		
CHALLENGE 1 (TOUCH) - LOCATION HINT	346	
CHALLENGE 1 TOUCH	151	0:03:07
CHALLENGE 2 (SOUND) STUDIO BELL/NMC		
CHALLENGE 2 (SOUND) - LOCATION HINT	157	
CHALLENGE 2 (SOUND)	73	0:04:16
CHALLENGE 3 (SMELL) CAFE ROSSO		
CHALLENGE 3 (SMELL) - LOCATION HINT	129	
CHALLENGE 3 (SMELL)	165	0:04:08
CHALLENGE 4 (TASTE) CENTRAL LIBRARY		
Challenge 4 (Taste) - Location Hint	100	
CHALLENGE 4 (TASTE)	336	0:05:31
CHALLENGE 5 (SIGHT) POP-UP ACTIVITY		
CHALLENGE 5 (SIGHT) - LOCATION HINT	125	
CHALLENGE 5 (SIGHT)	86	0:02:48

Location Engagement (Ranked by location)





Successes

The Warm Fuzzy booth workers were actively engaged in promoting the activity to the public. 16 Girl Guides of Canada members worked 63 hours to support Challenge 5: Warm Fuzzy Pop-up, Drop-by location on Jan. 28, Feb. 4 & Feb. 11.

Guests loved the Pop-Up, Drop-in Warm Fuzzy activity – participants included kids, kids at heart, and police officers, crafting approx. 225 Warm Fuzzy creations.

The Warm Fuzzy Challenge provided an opportunity to give back to the community. Members of Girl Guides of Canada supported the Warm Fuzzy booth in exchange for a \$15 donation rate for each hour worked, which equated to 63 hours and a total of \$945.00.

Partner businesses were eager to participate and host sandwich boards at the five Warm Fuzzy Challenge locations, sharing the event details on their social media network and website.

The East Village is keen to partner with CRATE Art Therapy on new projects in the future.

Rosso Coffee Roasters invited CRATE Art Therapy to host future workshops at their location.

Support of Market Collective & Elliot (from Beakerhead) for an impromptu pop-up move due to security concerns at Arts Commons on Feb. 11.

Learnings

Distribute more promotional print material to share the Warm Fuzzy Challenge event with public (posters, etc).

Add a gamification element (ie. prizes w/ local vendors) for completing challenges.

Work with Chinook Blast to coordinate Warm Fuzzy Challenges to their Check-In-Challenge.

Add an engagement element online (feedback, comments, questions).

Choose a higher traffic (higher visibility) location for Pop-up, Drop-in activity.

Increase days/hours for Pop-up, Drop-in activity.

Public Events

Four of the five Warm Fuzzy Challenge locations were identifiable by a branded QR CODE sandwich board only, making it participant-driven, accessible for the duration of Chinook Blast. The signage encouraged the public to scan the QR Code, taking them to a webpage highlighting the unique Warm Fuzzy Challenge for the location.

QR CODE Sandwich board Locations:

- Challenge One: Hygge Hut
- Challenge Two: Studio Bell: National Music Centre
- Challenge Three: Rosso Coffee Roasters on Stephen Ave.
- Challenge Four: Calgary Central Library

The location of the fifth Warm Fuzzy Challenge (Sight) was unique. The location was advertised as a FREE Pop Up, Drop-in Art Therapy Activity to entice the public to come and craft their own warm fuzzy on Saturdays - Jan. 28, Feb. 4, & Feb. 11 in the lobby of Arts Commons (near the box office).

Volunteers & Hours

16 Girl Guides of Canada members worked 63 hours to support the FREE Pop-Up, Drop-in Art Therapy Activity at the Challenge 5 location on January 28, February 4 & February 11. Warm Fuzzy Booth workers received a donation of \$15/hour worked, equating to a total donation of \$945.00 to Girl Guides of Canada.

