

KLM High Five: street guerrilla marketing joining New Yorkers and Amsterdammers



It's that simple:

KLM encouraged people in Amsterdam to high five strangers in New York for a chance to win flights.

Nice use of technology for marketing.

Touch-(or slap-)screens in Amsterdam and New York allowed perfect strangers – 3,600 miles apart – to challenge KLM game and win (both) an economy-class ticket towards the opposite city.

Dutch-based advertising agency [Eigen Fabrikaat \(DDB Group\)](#) used this seemingly easy gesture to send people around the world.

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Note: no touch-screens were hurt during this campaign!