

With the NFL International Series becoming a growing feature within the NFL's regular fixture list, 2013 saw the year that Award-winning brand experience agency Wasserman contacted Showplace.

The brief given to them by their client; Brand USA, was to create a walk-in photo booth at both the Regent Street and Trafalgar Square Fan Rally. This attracted many fans to our structure to pose with the Super Bowl Trophy and have general American Football images super imposed into the background of their shots.

The Rally on Regent Street stopped central London in its tracks and created the biggest NFL event outside of the Super Bowl. Stretching from Niketown at Oxford Circus to Piccadilly Circus, The free event attracted more than 500,000 people in a single day!

