



FOMO

F A C T O R Y



Escape to childhood

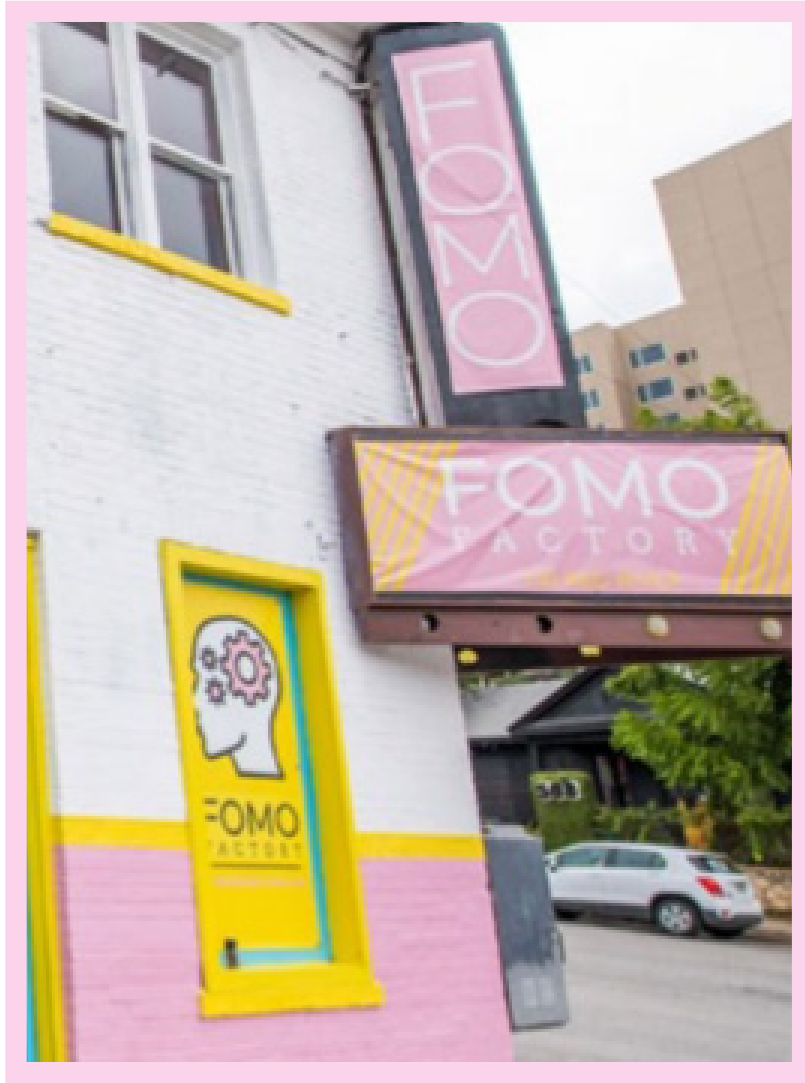
The FOMO Factory is an immersive installation
that takes visitors on a journey

We believe in the power of play

We design magical experiences

We create fun and organic
interactions for brands

Meet the FOMO Factory



Austin

2018
First Factory

- 5 months
- 8 rooms
- 3,600 sq ft



Houston Galleria

2019-Present
Second Factory

- 4+ months
- 16 rooms
- 6,500 sq ft



FOMO by the numbers

25k+

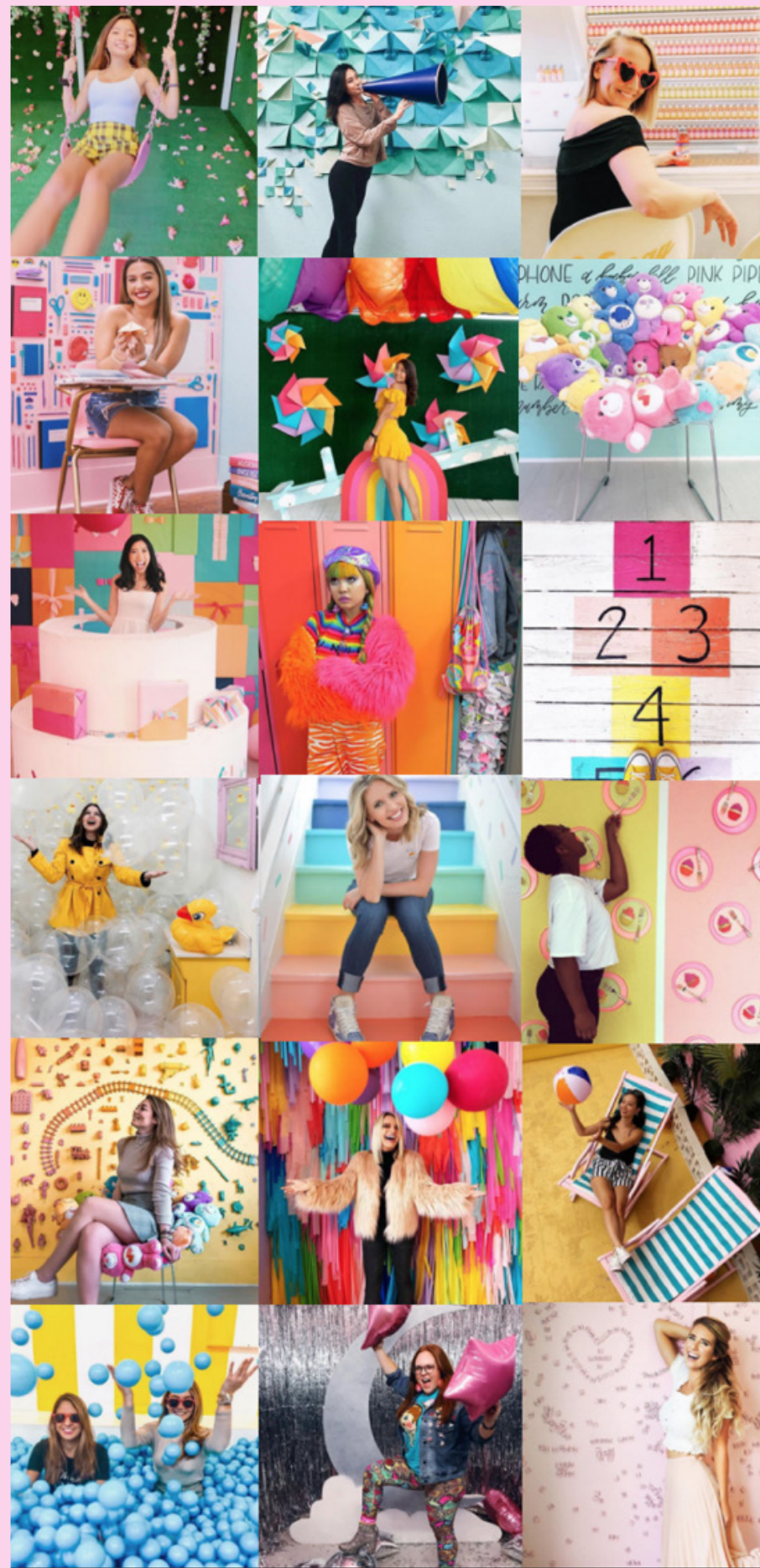
Total visitors

24.3k+

Instagram followers

20k+

Photos tagged



Notable Press

AUSTIN
MONTHLY

Forbes

THE **AUSTIN**
CHRONICLE

HOUSTON 
CHRONICLE

Study Breaks

PaperCITY
MAGAZINE

CURBED

THE **CW**

AUSTIN BUSINESS JOURNAL

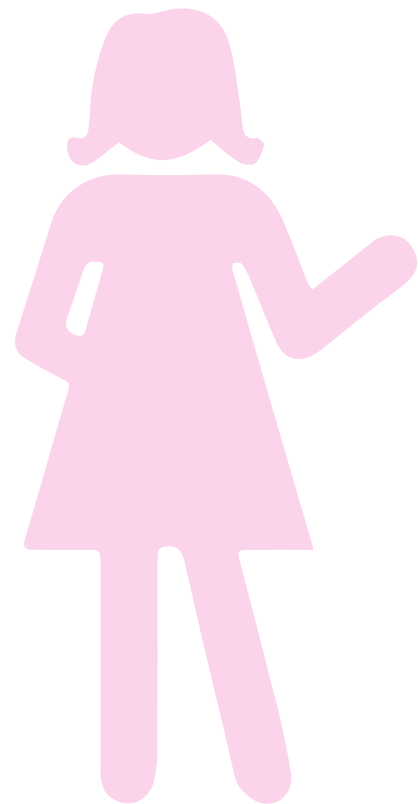
Austin American-Statesman

Core Audience



Women

Age 16-34

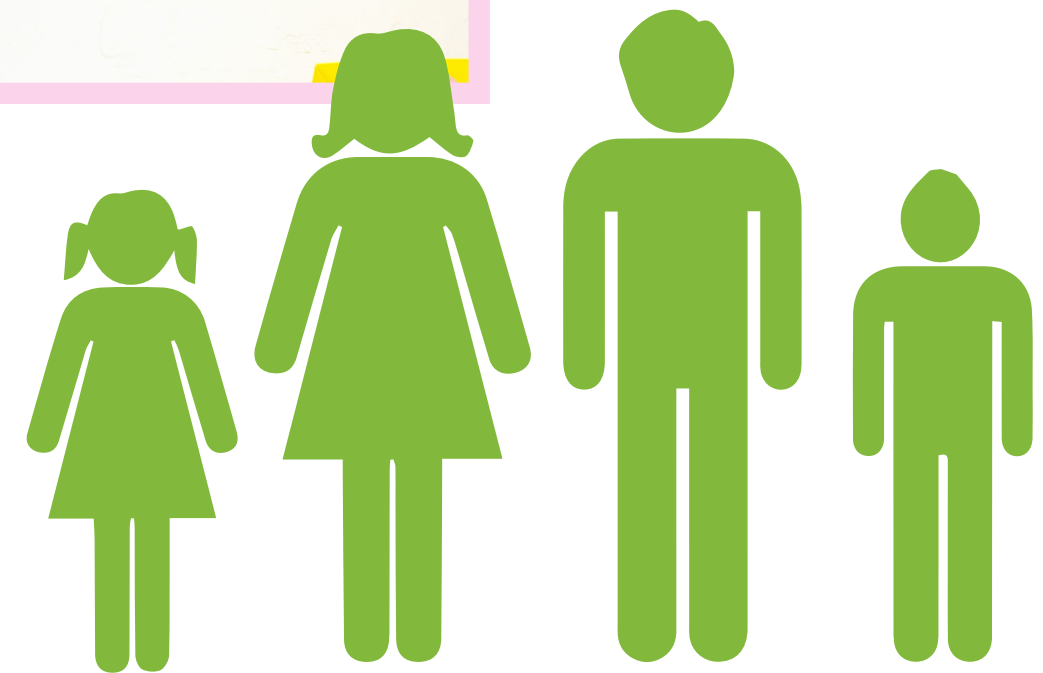


Secondary Audience



Families

with kids under 12



Sponsorships



Retail Activation

Merchandised in colorful, interactive displays, FOMO Factory visitors can take the experience home with them by shopping exclusive collaborations with top brands such as Juicy Couture, Forever 21, Judith Leiber, Marilyn Monroe, and more.



Case Study



This iconic 90s beverage saw an opportunity to use nostalgia to their benefit in the colorful world of The FOMO Factory. Their rainbow branding and silly Snapple facts blended perfectly with the installation's vibe.

The Vacation Room was branded with a full wall of Snapple bottles offering a photographic opportunity, along with Snapple sunglasses and beach balls scattered through the room

FOMO featured a plaque on the counter telling customers they could tag Snapple for a chance to be featured on the Snapple Instagram stories

Snapple created a Snapchat location filter for visitors to use



Contact



Brian Lenehan

brian@thefomofactory.com

Mike Salvaris

mike@thefomofactory.com

Web

www.thefomofactory.com

Instagram

@thefomofactory

