

# #Meetingroombattle

*How Boondoggle told the outside world they've moved to a new building.*

1

Every Boondogglers shared a picture of the new building on Facebook or Instagram

2

The mission: getting the most likes

3

The employee with the most likes becomes immortal by giving his/her name to one of the meeting rooms.

4

Instead of using signature changes in e-mails or other formal communications, '#meetingroombattle' created a huge social buzz in the Belgian advertising industry. Mission accomplished.

