Brief
Increase public engagement
UGC collection
Gather user insights

Solution
Integrate our technology for users to trigger heaters within the shelter so they could wait for their train in a warmer environment. A simple CTA allowed them to switch on the heaters instantly by sending a tweet to the hashtag #TweetToHeat. Original and quirky, the shelter achieved exponential reach over just one week to the tune of 44million due to positive PR and the happy warm commuters.