ADD MOBILE TO ANY STREET CAMPAIGN OR PRODUCT LAUNCH TO CREATE ENGAGEMENT
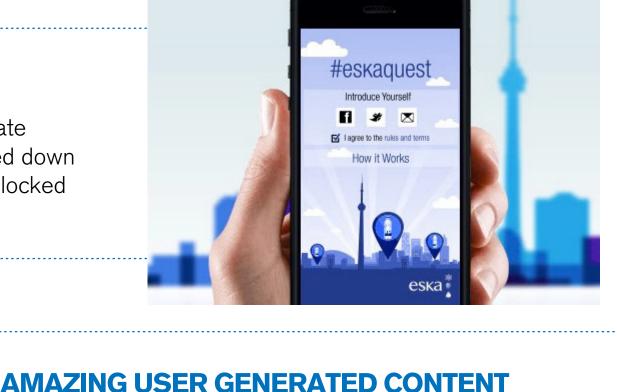
**THE SOLUTION**

# #eskaquest

**LOCATION BASED EXPERIENTIAL CAMPAIGN**

On top of handing out product with a dynamic street team, ESKA wanted to engage participants around the city with a fun brand building activity to drive awareness around an expanded offering. The #eskaquest app was created to challenge participants to find hidden branded ESKA tiles using QR Codes around town, unlocking fun Augmented Reality and Trivia challenges, earning points, and qualifying for rewards.

## LOCATION BASED ENGAGEMENT

The game was mapped out and approximate locations were given as clues. Fans tracked down branded tiles, scanned to check in, and unlocked hidden challenges.

## AMAZING USER GENERATED CONTENT

Users had fun posing down with creative ESKA-watermarked photos. From cramming themselves inside a bottle, to strutting off in summer gear, fans took part in the fresh ESKA-branding program. Let users create content for you!

## FULLY BRANDED MOBILE STRATEGY

Why deal with unorganized social media chaos for an experiential campaign? Have peace of mind with a completely branded gamification solution of your own, which can be easily shared to personal and brand social networks.

> We wanted something fun and playful that would give consumers a positive brand experience, and a chance to interact with the ESKA brand, without making them feel like we are selling to them.

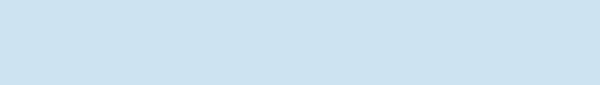*– Kristin O'Meara, Eaux Vives Water*

# MEASURE OF SUCCESS

**96%** People who downloaded the app, created a team

Branded Augmented Reality Photos are perfect for Content Marketing and Social Media

**97%** Brand education trivia questions answered correctly

## Awesome Content = Happy Fans

**50%** Teams completing a challenge, finished the entire quest

# FEATURES

## LOCATION-BASED

Phone 'check-ins' on their own are unreliable and not brand building. ESKA challenged users to hunt down hidden codes and scan them at strategic and branded locations.

## CUSTOM MICROSITES

Live streaming your content through your custom microsite, allows you to both show off and moderate your content in one location. Want to stream the content somewhere else? No problem - widgets are available for that too.

## BRAND EDUCATION WITH TRIVIA

Mix in trivia challenges to continue making users engaged with the brand. Trivia gives users more insight of your brand by driving them to your social platforms to find answers for your challenge's question.

## BRANDED AUGMENTED REALITY

Simple photos and videos make for great content, but specialized Augmented Reality leaves a lasting impression, and integrates your brand into the fun.

#eskaquest
www.eskaquest.com for more details

# POWERFUL THIRD PARTY SUPPORT
## built into Social Scavenger

**Flurry Analytics, Appspot and Appcircle:**
Measure your audience using Flurry reporting tools. Find new users by targeting them amongst the 250 million strong Flurry base. Monetize existing users with relevant embedded ads.

**Urban Airship:**
Automatic push notifications as well as on demand broadcasting.

**Testflight:**
Analytics and pre-launch testing for our iOS platform.

**MixPanel:**
Powerful analytics and event based push notifications.

**Twitter and Facebook:**
Authentication, sharing and friend imports.

**Bitly:**
Automatic link shortening, tracking and reporting to measure what's being shared and how it is engaging fans.

## Some Extra Features:

Core Solutions: White Labelled (Your App) | Hosted (Our App)
Full Admin Module
Moderation Tools
Unlimited Ability to Change Content
Engage Sponsors with New Inventory
Social and GPS Integration

FROM 50 TO 50 MILLION, SOCIAL SCAVENGER CAN BUILD FUN AND ENGAGEMENT INTO ANY SIZE EVENT OR CAMPAIGN.

# SOCIAL
## SCAVENGER

## Contact us Today:
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