SOCIAL SCAVENGER

ACTIVATING SPONSORSHIPS WITH MOBILE

THE SOLUTION

Scotiabank
Outdoor Movie Experience

ENGAGING MOBILE SPONSORSHIP

You can't go wrong with a classic family past-time that brings everyone together - movie watching. Scotiabank rolled out a free fun outdoor summer movie festival across the nation. But how do you occupy those who have come early to grab the prime seats? A golden opportunity to connect with your audience and get much more value from your sponsorship. For one or many sponsors, mobile gamification gives fans something fun to do that will bring your sponsorship to life. Game time!

What did the Scotiabank Outdoor Movie Experience do?

Scotiabank used Social Scavenger's White Label Solution to create custom games to accompany each movie. The focus was on two challenge types: Trivia and Augmented Reality. Trivia Questions relating to the movies gave people a chance to learn something about the movie production and flex their movie knowledge chops. Augmented Reality challenges were all about fun, and let users pose with costumes or famous sayings from the movies. By adding gamification layers to their campaign, Scotiabank was able to generate some amazing user generated content and encourage a fully interactive brand experience.

MOBILE BASED ENGAGEMENT

Scotiabank had observed fans arriving early and sitting around with nothing to do but stare deeply into their phones. Mobile engagement through unique challenges is the opportunity to connect.

CHALLENGES CONNECTING THE BRAND AND THE CONSUMER

People like photos, people like being silly, so why not combine the two? Scotiabank focused on Augmented Reality and Trivia challenges to engage with guests during their down time. A personal level of involving a brand without all the fuss.

FULLY BRANDED MOBILE SOLUTON

Why deal with unorganized social media chaos for an experiential campaign? Have peace of mind with a completely branded gamification solution that allows you to moderate all of the content in real-time. Rest assured your brand will be represented properly.

Choose How to Sign In

> Scotiabank has realized there's a need for integration across all media. When you think about it, digital's real value is empowering other things. I almost see it as a public utility, like heat, water and electricity. Like a public utility, digital is readily available, and we can't really operate without it. It's arguably the connective tissue between all media.

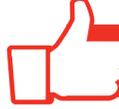— Paul Regan, Director of Media Innovation and Strategy at Scotiabank

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FACTS AND FEATURES

Garter predicts that:

70% of Forbes Global 200 organizations will have at least **one** gamified application

Fully Branded Augmented Reality Images of Feature Films like Ghost Busters, and the Avengers

Over 500 million photos are shared daily across social media

Creating Awesome **CONTENT** = Engaged **Fans**

FEATURES

CROSS PROMOTION

Use the app to highlight other key sponsorships or programs in your campaign. Scotiabank utilized the mobile app as a platform to introduce other programs such as their Scotiabank SCENE and SCENE debit.

CUSTOM MICROSITES

Drive your audience to a custom home platform to learn more about your brand. 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.

BRANDED AUGMENTED REALITY

Simple photos and videos make for great content, but specialized Augmented Reality leaves a lasting impression. Scotiabank intergrated their brand by creating fun specific AR images for each featured flick.

HEAD SCRATCHING TRIVIA

Mixing in trivia challenges is a great way to engage passionate users. Some brands include 'me' trivia to integrate learning - but Scotiabank focused on fun! Give users more insight of your brand by driving them to your social platforms.

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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