

ROAD TO PASADENA CHALLENGE BY THE NUMBERS

13,200



ROAD TO PASADENA Posts goes out to 13,200 "RED ZONE" followers on Facebook and Instagram

Clicked ROAD TO PASADENA posts **1,224**

9.2% Percent who clicked on ROAD TO PASADENA posts

GOFOTO app downloads **887**



6.7% Engagement rate of social

Participants joined the ROAD TO PASADENA chal- **638**

4.8% Of social reach played the

Unique checkpoint visitors in game **495**



3.8% Of social reach converted to foot traffic

78% Of players became foot traffic at desired location



ROAD TO PASADENA CHALLENGE PROJECT SUMMARY



PROBLEM

The University of Utah wanted a way to engage their fanbase while also giving back to their corporate sponsors. The University was eager to have a new offering to bring a more engaging experience to their sponsors that wasn't the usual "Logo on a banner" exposure.

SOLUTION

With less than 2 weeks before the 2022 Rose Bowl game, GOFOTO worked with the University's marketing team to brainstorm ways to utilize the platform in conjunction with the high-profile football game in Pasadena, CA.

Pepsi sponsored the entire challenge and 3 additional checkpoint sponsors paid the University of Utah to be included. It was decided that a multi-checkpoint challenge incorporating physical locations of sponsors would be utilized.

Two challenges were built, one for those driving from Salt Lake to Pasadena "On the Road", and one "At home edition" was for fans who were staying home to watch the game. Players would start the challenge by checking in at the University Red Zone store and then receive

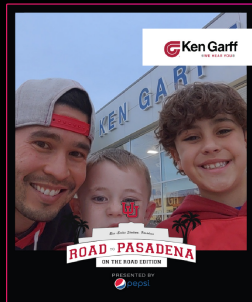
THE EXPERIENCE

Players were required to go to physical locations around the Salt Lake Valley, or on the road between SLC and LA. As the checkpoint challenges were completed, players are required to complete photo-based tasks to move to the next checkpoint. Sponsor checkpoints have custom photo frames; keeping a fully branded experience as players took photos. Players were then encouraged to post to social media with their branded photos. A pre-populated message and/or hashtag could be included for each checkpoint,

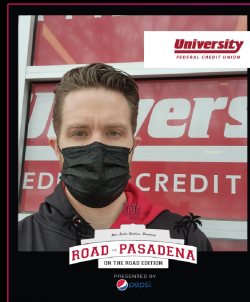
The Red Zone



Ken Garff Ford



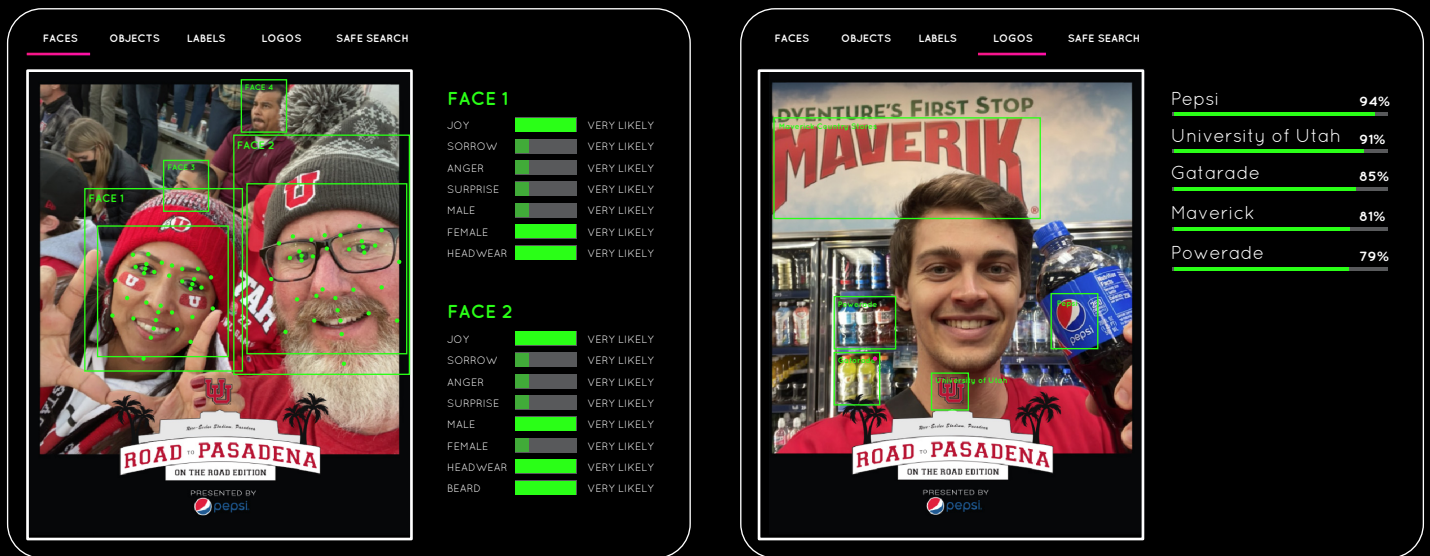
Federal Credit Union



ANALYTICS

Every checkpoint check-in is an opportunity to create player data that can be used in many ways. With players being required to take photos at each of the physical locations that they visit, a GPS coordinate is recorded per check-in whether its a correct attempt or not, as well as a photo of their check-in with specific instructions from the challenge. All photos created by players are collected and made available to the customer, and with each photo that the player creates, we can run a large analytics data set against the imagery to pull unique data to that player as well as others in their group, returning to our customers engagement data including if the players are enjoying themselves or not, their sex/age, logos or object that are in the scene, if the photo is appropriate or not, etc...

The photos created also contain a branded frame of the overall challenge sponsor or the individual checkpoints. These frames can be anything from fun imagery, to a coupon that can be redeemed at the location of the user in that moment, etc. This allows a potential expanded engagement experience at each and every checkpoint where users can partici-



EXPERIENCE + ANALYTICS = BRAND AMBASSADORS

MARKETING DATA

Once the challenge is completed, GOFOTO creates a lead list that can be sorted by engagement, geographic location, brands associated in photos, logos, etc to allow customers to have relevant data attached to new leads and existing customers on who is most engaged

This data is massively valuable for existing and future marketing campaigns by helping companies gain valuable insights on their key demographics and who might be appropriate customers to formulate reach-out to garner expanded exposure to your brand from those who have stood out as "ambassadors". These ambassadors could simply be targeted to receive special promotions, encouraged to further expand your brand engagement by re-posting their experience, or by formally joining an ambassador program to expand your reach as an influencer who is eager to spread the word about the amazing experience they had in relation to your brand.