

SOCIAL

# SCAVENGER

## CASE STUDY: LEADING EDGE FAN ENGAGEMENT

HOW DO YOU ENGAGE FANS FROM VENUE SEATS TO LIVING ROOM LAZY BOYS?

### THE SOLUTION

# AUGMENTED REALITY PHOTO GAME

EMBEDDED SOCIAL SCAVENGER PLATFORM INTO HEAT APP



Sports fans are some of the most passionate fans in the world and the HEAT were ready to up the level of fan engagement and interaction to bring together fans, the team, merchandise and sponsors!

#### Engaging Mobile Fans

The Miami HEAT started the year by making fans part of the World Championship celebration with an Augmented Reality mobile game. The HEAT wanted to engage fans inside their own app and leverage all social channels.

#### WEAR THE HEAT CHAMPIONSHIP RING



#### Driving App Downloads

Instead of steering fans to a third-party app to generate the fun the Heat were able to launch an AR game seamlessly inside their own app, awarding points, streaming content to their web properties / product pages and kickstarting a new engagement program.



#### Creating Amazing Content

Ten thousand plus photos, 20,000 likes on Pinterest and many more on Facebook and Twitter, and the Heat started preparing for campaign #2.

Our fans absolutely loved engaging with the ring and being part of the celebration with our Social Scavenger app integration! Not to mention our boom in downloads. Pure Awesome

- Jennifer Tobias

### SUCCESS

35%

Increase in daily download of HEAT app during the campaign

10,000+ Photo Submissions

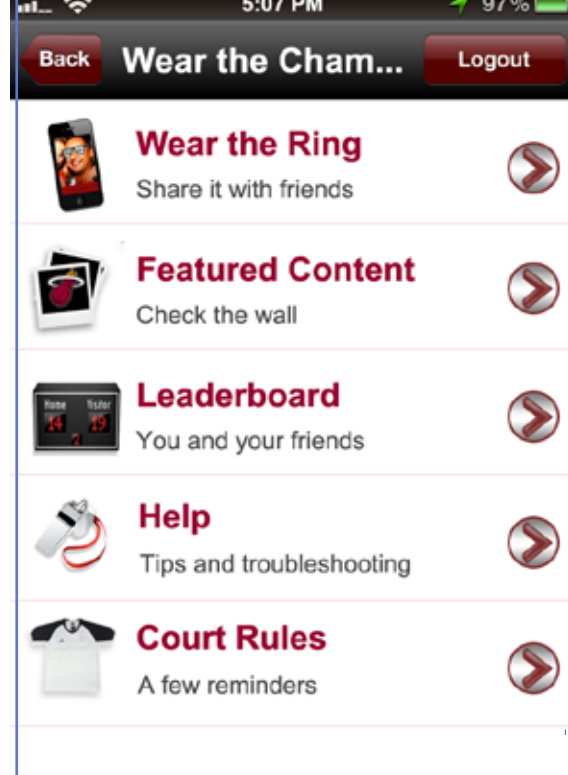


20,000+ Social Likes

## Awesome Content = Happy Fans

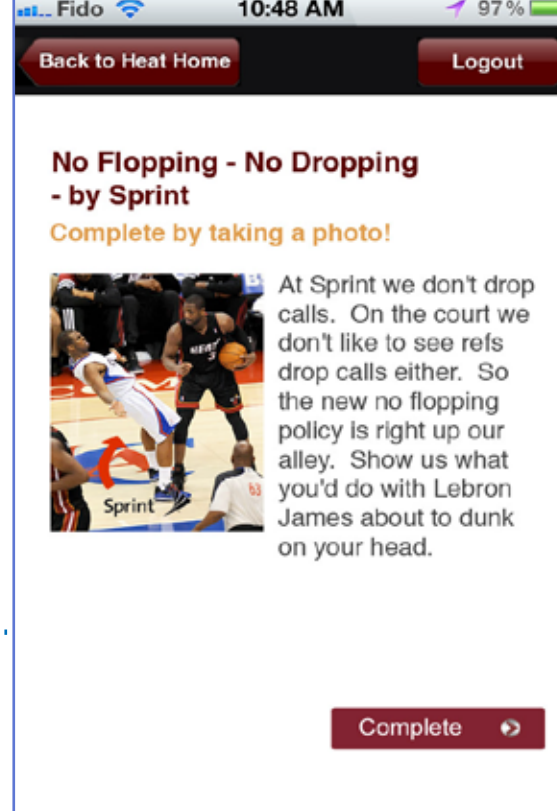
(and happy clients)

### A FEW FEATURES



#### Keep My Fans

The HEAT didn't want to drive their fans anywhere but back to home base, giving loyal and new app users an enhanced experience



#### Branded

Customized icons, streams and more - working hand in hand with the HEAT's brand guidelines

#### Social Content

Fans quickly proved they loved creating and sharing amazing content



#### Streaming to the Web

A widget pasted on the HEAT website allowed fans to find themselves on the big stage!



#### Merchandising Campaign

Fans tried on virtual Jerseys and were able to purchase them in the HEAT store and unlock hidden goods!

## 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:

- 3 Solutions: Embedded | White Labelled | SS Platform
- Full admin module
- Moderation tools
- Change content on the fly
- 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.



Contact us Today: [info@socialscavenger.com](mailto:info@socialscavenger.com)