



Burd Ford "Cash Quest" Scavenger Hunt

Burd Ford, an Indianapolis based automotive dealership, was looking to develop an interactive way to engage with their customers, and build brand loyalty. A two-week scavenger hunt was planned; however, Burd was unsure how to track participation and how to implement the loyalty platform... this is where Tetherball came into play.

THE CHALLENGE

- Effectively track participation at each event throughout the scavenger hunt.
- To communicate in real-time with participants to share location specific information and acknowledge check-in.
- Deliver individual rewards in real-time based on participation.
- Measure participant activity throughout the event.



THE SOLUTION

Tetherball provided an all-encompassing Near Field Communication, NFC, based solution tailored for Burd Ford. Participants received a "Cash Quest" Scavenger Hunt card, which contained an NFC chip and instructions to activate their account through text messaging. Each day participants were instructed to visit and check-in at sponsor locations by tapping their NFC enabled card at the Tetherball RewardStation. Customized RewardStations were built into Ford Mustang replicas. Upon check-in, time, location, and member id were delivered to participant's mobile phone instantly.



THE RESULTS

- One of the greatest features of the scavenger hunt was the program's ability to drive foot traffic to specific locations.
- 78% of participants visited 12 of the 16 required destinations. Foot traffic generated incremental revenue for the participating businesses.
- Hundreds of personalized SMS messages were delivered to participants which included digital coupons, gift cards and other prizes.
- One lucky contestant won \$3,000 and all participants enjoyed a fun and exciting two weeks.
- Video footage of the event can be found at: http://www.youtube.com/watch?v=HN_kz1LQkUo