

Case Study: Telescratch™ Providing differentiation.

Client:

Vivace - Event Organiser
Adding the “wow” factor to a Corporate training event for Vodafone.

The Challenge

When top event organiser Vivace (www.govivace.co.uk) needed to deliver the “wow” factor to a treasure hunt it was developing for a Vodafone sales & marketing team, they turned to Telescratch™.

The Solution

Participants were set a James Bond themed treasure hunt in and around the city of Bath. With a series of tough cryptic clues delivered in SMS messages to guide the teams of contestants to their next objective, help was required to decipher the clues!

A Telescratch™ scratch-away picture hint was delivered to their phones by SMS push:

Image Delivery - The Process

SMS Request For Content (Clue) → SMS Gateway → WAP Push → Image (Clue) Delivered



Competitors scratched away the branded image to reveal a further pictorial clue. This innovative user interface proved to be addictive and fun and effectively demonstrated how the Telescratch™ application can deliver content to mobile phones in an exciting, interactive way.

The Result

The teams were able to decipher the clues in a fun way but more importantly saw at first hand how the Telescratch™ application can be used to create real customer interaction with content delivered by brands as part of mobile marketing campaigns.

About Telescratch™

The technology behind the scratch cards is called Telescratch™ and was provided by web developer Akriga. A powerful tool for mobile and on-line marketers, Telescratch enables marketers to design a wide range of branded campaigns with a high level of interactivity that has been proven to deliver spectacular response rates in both B2C and B2B contexts.

The range of applications for Telescratch games is wide and provides endless opportunities for brand managers to flex their creative muscles. The technology can support campaigns using voucher delivery, image delivery, lottery style games, instant/delayed wins or consumer purchases. For example, another Telescratch game that uses the phone's camera delivers a 'dateability rating' judgement on images revealed behind a branded scratch-away splash screen. The application 'analyses' the image, 'assesses' feature balance, eyes, face shape, hair and pulling power, and then lets the user scratch away to reveal the verdict. Hours of fun for lads and lasses.

For interactive demonstrations of the Telescratch™ application please visit www.telescratch.com

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