



**RECAP**

# PARTICIPATION



- Attendees scanned a total of **214,663** times throughout all activations (not including registration)
- **22,459** unique attendees scanned their band at a minimum of one sponsor activation (registration not included)
- Attendees scanned their band an average of **8** times throughout all activations
- On average, linked attendees who participated in photo activations took **1** photos
- On average, linked attendees who participated in video activations took **1** videos
- **18,909** unique photos/videos were tagged a total of **25,023** times by **1,633** unique attendees



## TOTAL EVENT REGISTRATIONS



29,353

+3%  
Since  
2016

Adults	13,176 (45%)
Children	16,177 (55%)

Linked Bands	24,483 (83%)
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+5%  
Since  
2016

## TOTALS

Pre-Registration	16,476 (69%)
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On-site Registration	12,877 (31%)
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## EVENT UNIQUE PARTICIPANTS

22,459  
unique participants

## OPT INS

On-site Registration	4,379
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Pre-Registration	4,059
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Total	8,438 (64%)
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# CHECK INS



**101,389** Total Check Ins

**20,756** Total Unique

20,756 unique LLWS attendees checked in a total of 101,389 times across all sponsor check in locations



# SCAN TO WIN

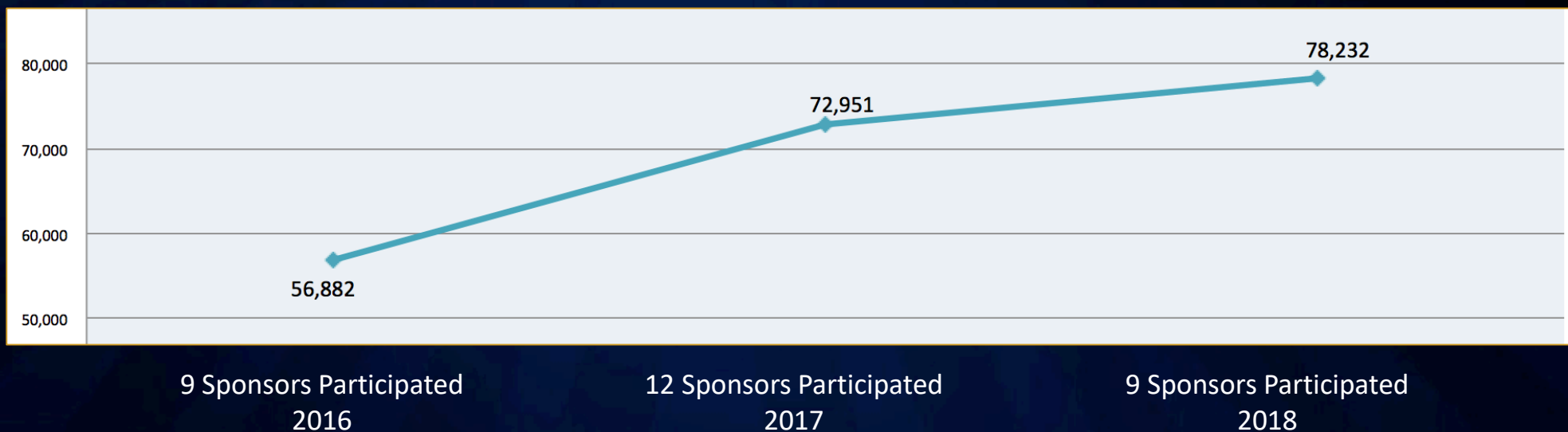


**78,232** Total Scans

**30,401** Total Wins

**47,831** Total Losses

- A total of **17,738** unique attendees scanned for their chance to win prizes.
- A total of **30,401** attendees won a prize.



# PHOTO EXAMPLES



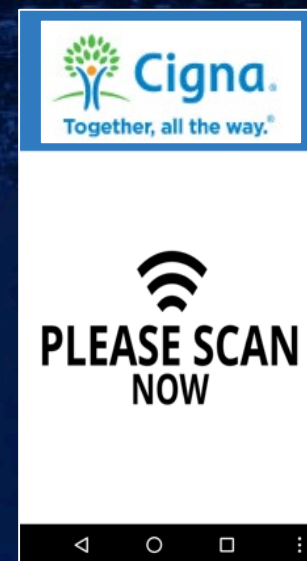


# ***UTILIZING THUZI CAPABILITIES***



## What Kind of Engagement Do You Want with Your Brand?

- 2 Types of Engagement Onsite
  - Quantity of consumers
  - Quality engagement
- What are you looking for?
  - Example: Cigna
    - 1. Check-in
    - 2. Photo with their game
    - 3. Scan to Win





- Today, there are more concerns using opt-in data
- Many companies are tightening their rules on how to accept data
- Thuzi can help and work with your eCRM, CRM, data group

## Example:

1. Prior to the Event, The Brands Data Team and Thuzi will work together to figure out how data needs to be:
  1. Formatted
  2. Securely uploaded
  3. Data needed to be collected
  4. How to ask consumers for the data
2. Execute at the event
3. Immediately following the event Thuzi formats the data into the template and follows the upload instructions discussed prior to the event



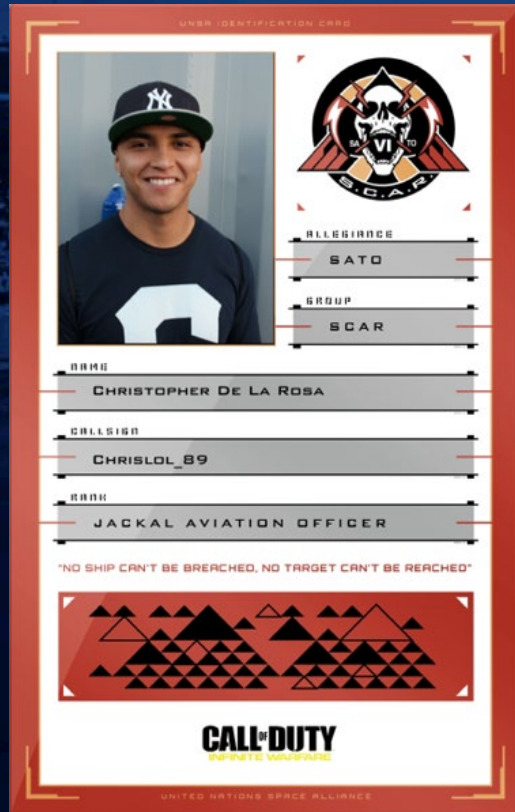


# ***PHOTO ACTIVATIONS***

Create memorable, shareable experiences for your attendees with our photo engagements



# DSLR WITH CUSTOM OVERLAY



OH SNAP!

We've partnered with TONS of big brands to create all sorts of amazing photo opportunities.

# GREEN SCREEN PHOTO



## MOVIE MAGIC!

Utilize the power of the green screen to transport your guests to the future or far off lands, or let them choose which UFC fighter to challenge. The green screen makes the impossible, possible.



# ANIMATED GIFS



REP YOUR REGION



## GET ANIMATED!

Bring multiple photos to life by harnessing the power of motion using our animated GIFs. Create a zombie, party your beads off or boomerang the action with a just a few clicks of the shutter!





# ***VIDEO ACTIVATIONS***

Let your attendees experience your brand like never before with our one-of-a-kind video activations





# BRAND VIDEO BUMPERS



## MAKE IT YOUR OWN

Every video activation gets a custom intro and outro to help create an on-brand piece of content that attendees are excited to share. We've worked with the biggest brands to create impactful video bookends that take an activation from good to great.



# 360° VIDEO BOOTH



## SWING FOR THE FENCES

We helped **Dick's Sporting Goods** take their presence at the **Little League World Series** to the next level by bringing out a real heavy hitter – the **360° Video Booth**. Fans had a blast and got to share a one-of-a-kind video souvenir.





# GREEN SCREEN VIDEO



## AND... ACTION!

Roll the camera and cue the fan. A new star is born thanks to our green screen video capabilities. We put the **EMS Summit** attendee at the peak of this spot. We watched them perform, then watched the social sharing of their content blow up!

# CUSTOM VIDEO PLAYER CARD



## FIT FOR A KING

We worked with **Clash Royale** to create these epic player cards for the participants of their “**King’s Cup**” **Tournament**. Player’s entered various information during registration, such as play style and favorite card, which were dynamically added to their video player card as custom overlay elements!





## GLOBETROTTING!

We went all the way to China with **Marriott** to shoot some hoops to earn **Marriott Rewards**. We captured the entire shoot around the globe and then hyperlapsed it for a one-of-a-kind video experience.



# ***PRIZE MANAGEMENT***

Participation incentives can be powerful tools to aid in increasing fan engagement, we make it easy to track and reward





SCAN TO WIN / ENTER



## PRICELESS DELIVERY

At the **Miami Open** we helped **MasterCard** serve up some sweet swag to tennis fans using our video prize wheel. A custom algorithm controlled the prize delivery and was capable of updating on-the-fly.



# ***RESERVATION SYSTEM***

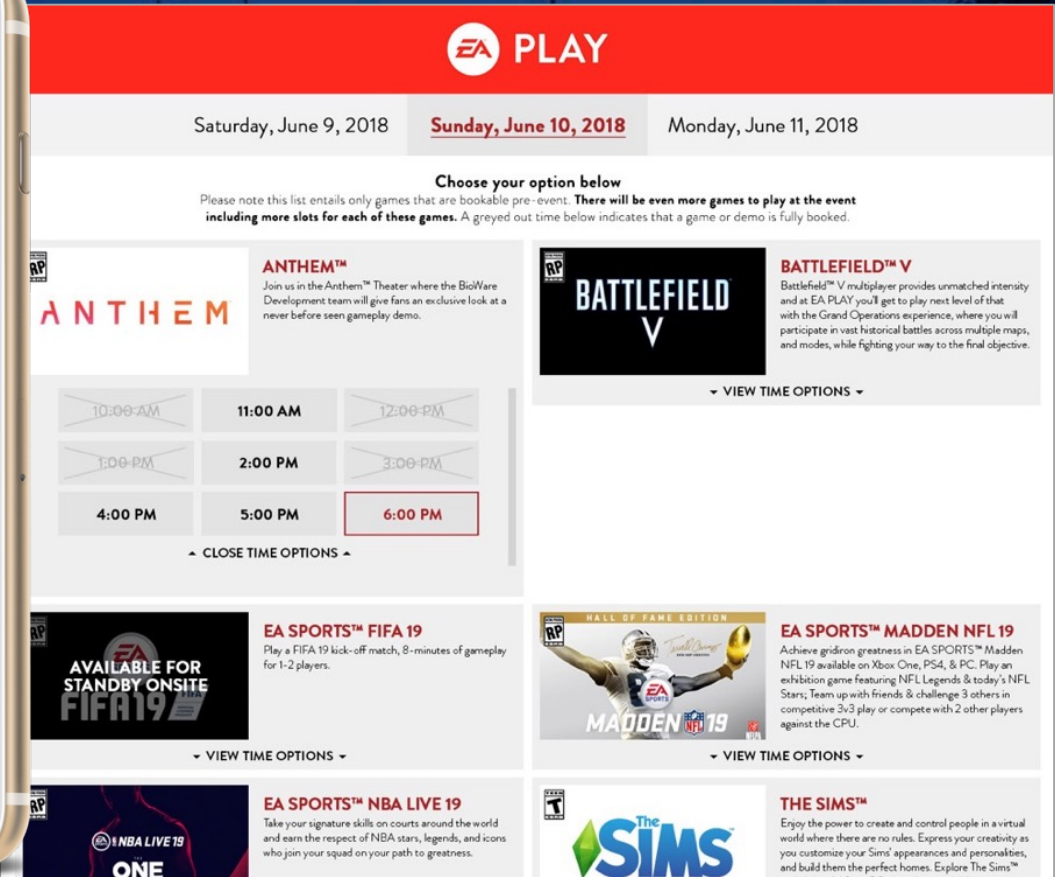
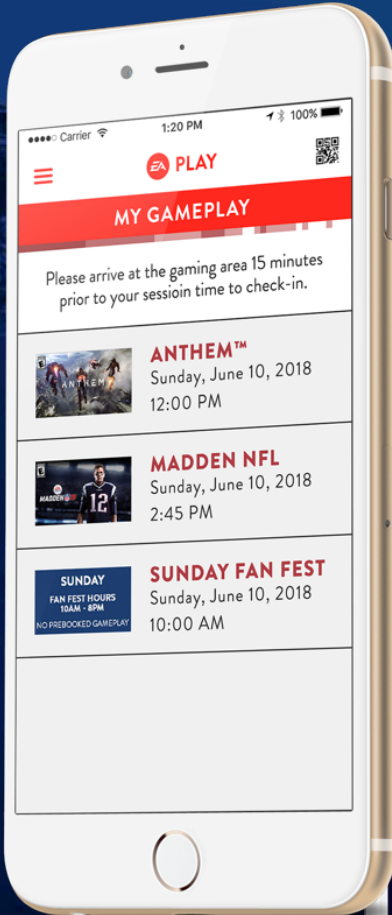
Reduce congestion and long lines while providing an easier and fan-appreciated frictionless experience

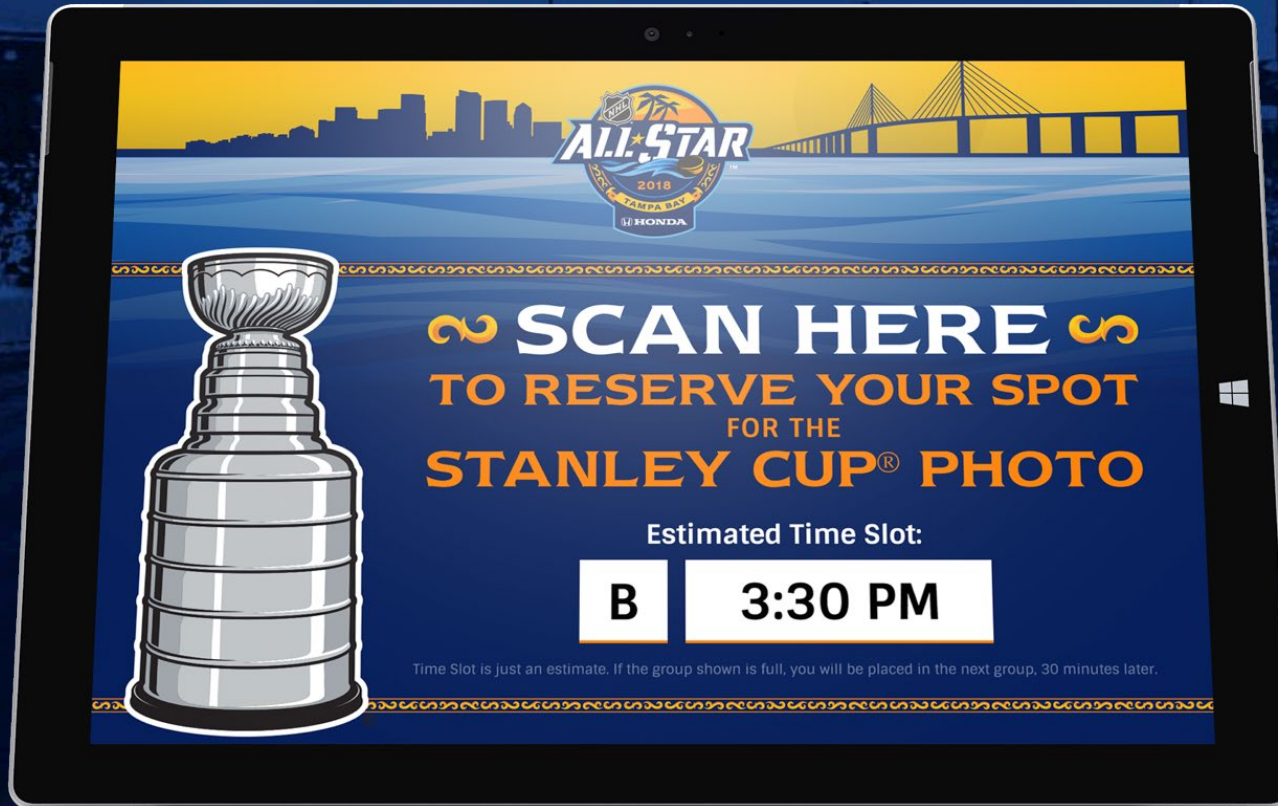




## HOLD MY SPOT

Our **Reservation System** is key when you have tons of fans, but limited availability for experiences. We worked with **EA** to craft a robust, customized **Reservation System** for their **EA Play** event that let attendees reserve gameplay demo slots at home, on site or through their Thuzi driven mobile app.





## HOLD MY SPOT

When attendees arrive to the activation, they simply scan in with their credential to verify their time slot. Everything is managed through the back-end to help account for delays, weather and whatever else might throw things off. **We've got you covered.**



***THANK YOU***

**thuzi** 

