

CASE STUDY: TMP WORLDWIDE

Mobile Scavenger Hunt

Challenge

TMP Worldwide is constantly researching and developing methods to help our clients reach their target audiences in new and innovative ways. Putting these methods into practice for ourselves is important as well, as it allows us to “live the brand,” and practice what we preach to our clients every day.

According to CTIA - The Wireless Association, as of December 2009 there were more than 285,610,000 mobile device subscriptions in the United States (keep in mind that some of us have more than one phone, iPad, or other such device). In an article in the Los Angeles Times from March 25, 2010, it was revealed that “Americans used more than 1.1 trillion minutes in the last half of 2009.” It was further stated that “consumers sent almost five billion text messages per day in the last half of 2009.” Of course, with the introduction of smartphones and iPads, wireless data usage continues to rise at astronomical levels.

Against this backdrop of ever-expanding mobile usage that, TMP Worldwide chose to create a mobile experience at the National Association of Colleges and Employers (NACE) 2010 Conference. The challenge with tradeshows typically is that they can be boring, traffic tends to be poor, and when people do come to your booth, they aren't all that engaged. We believe that at these shows, there's a lot of “telling,” but not much “showing.”

So at the NACE event, TMP wanted to be able to “show” rather than “tell” our clients, prospects and friends how powerful mobile can be as an engagement tool at an event, a career fair, or even as a component of an overall strategy.

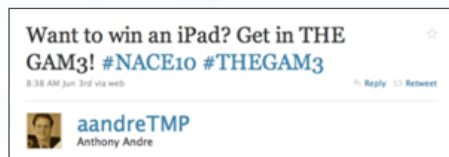
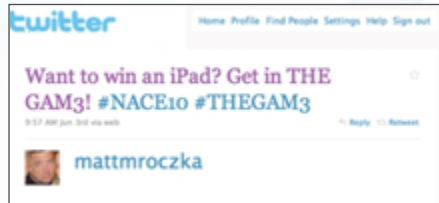
Solution

To achieve this, TMP developed a mobile scavenger hunt called “THE GAM3” that was designed to engage conference attendees not just in the exhibit hall, but more importantly, out in the halls, in the breakout sessions, and during networking events. THE GAM3 leveraged mobile phones and Quick Response (QR) codes to drive the attendees to eight different locations within the exhibit hall based upon their ability to answer various trivia questions.



Promotion

To succeed, THE GAM3 needed to grab the attendees' attention, engage them and give them a reason to compete. To do this, THE GAM3 was initially introduced via Twitter and Facebook with posts that said "Get in THE GAM3 at NACE" or "Win an iPad in THE GAM3 at NACE."



We chose to provide very little detail to create an aura of mystery around the event. During the week preceding the NACE conference, nearly 150 different messages were posted on Twitter using appropriate hashtags (#THEGAM3 and #NACE10) and the message was retweeted by attendees and well-known industry experts as the event neared. As the message circulated, the excitement and momentum built to the point where conference-goers couldn't wait to start playing.

The final pre-conference message via Twitter read, "#NACE10 tweeps - #THEGAM3 is afoot! Find me or one of the other TMPers to Get in THE GAM3!"



Tactics

Once the conference was underway, it was clear that the social media promotion had succeeded in piquing conference-goers' curiosity. As soon as the doors opened, there were many people eager to "get in the GAM3!" First, the GAM3 players were given an SMS link to download the QR reader to their phone. With that complete, they were able to begin the scavenger hunt by scanning QR codes on various promotional materials (detailed below). The QR codes would bring up a quiz question, and if the correct answer was selected, the person would receive a clue to find the next QR code. Clues were hidden throughout the exhibit hall in TMP partners' booths, encouraging traffic in those areas as well.

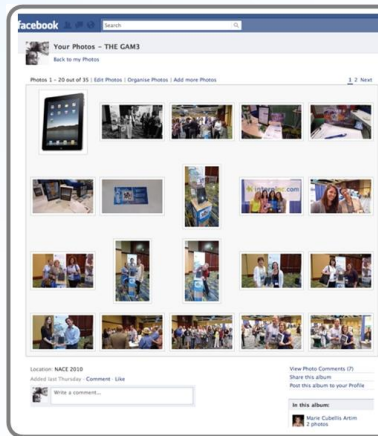
The GAM3 was so engaging because it brought out the competitive spirit in participants and made the conference experience fun instead of tedious.

Read on for the details on the materials, the prize, the booth traffic, and the reverberations felt after the GAM3 was over and the prize had been presented.

Materials

To engage conference attendees we chose to “atomize” THE GAM3 by creating handshake cards, posters, stickers, and other visual elements that all contained different QR codes that led to videos, photo sharing sites, THE GAM3’s Ning community, Facebook, YouTube and other sites. These elements appeared throughout the conference hotel, not just in the exhibit hall, thus extending the reach of THE GAM3 beyond the expected area.





QR codes from collateral materials sent participants to Ning and Facebook, YouTube and other sites.

Prize

Finally, to give attendees a compelling reason to compete, we offered an iPad as the prize for winning THE GAM3. By leveraging the existing hype around the recently launched device, we were able to engage a much larger portion of the audience.

The Prize!



The Winner Accepts Her iPad!



Results

Booth Traffic

THE GAM3 was hugely successful, not only in driving traffic within the exhibit hall, but more importantly, as a live proof-of-concept for clients and prospects alike. The hype and buzz generated by THE GAM3, in addition to the engagement shown by the attendees, proved that mobile is an incredibly powerful way to communicate with and engage an audience whether at a conference, career fair, campus event or as a part of the overarching recruitment strategy.



TMP and partner booth traffic eclipsed other vendors.



Even during breaks, participants at the conference were busy with The GAM3.

Reverberations

With this exercise, TMP was able to "SHOW" people the power and potential of utilizing mobile solutions instead of just "TELLING" them. By first creating suspense, then engaging our audience in an active way, we created a buzz that took on a life of its own. The GAM3 could be compared to a drop landing on a pond – the ripple effect in the social community extended outward in waves. What began with TMP promoting its own event turned into retweets by clients, prospects and even industry analysts. For example, a retweet of the upcoming GAM3 from Steven Rothberg, well-known college recruiting industry expert and blogger, allowed the original tweet to reach his 53,000+ followers.

And the hype didn't end when the scavenger hunt did. The GAM3 continued to be talked about on social media, including a blog posting by Steven Rothberg, deeming the GAM3 a "Great Success." There was even a Google Alert focusing on the GAM3 and its success. There was a great deal of retweeting around the college recruiting community, and resulted in many companies reaching out to TMP to learn more about what we did and how they could utilize mobile technology for their recruitment strategies.



The image shows a screenshot of a Twitter post. At the top, the Twitter logo is visible along with navigation links: Home, Profile, Find People, Settings, Help, Sign out. The tweet is from a user named "College Ca" (with a star icon) and reads: "TMP's 'The Game' at #NACE10 Was a Great Success <http://bit.ly/cw7i31>". The tweet was posted at 3:52 PM on June 7th via twitterfeed. Below the tweet is the profile of Steven Rothberg, with a small profile picture and the name "Steven Rothberg". At the bottom of the screenshot, there is a snippet of a website or blog post that says "CollegeRecruiter.com is the leading job... students searching for internships and recent graduates hunting for entry level jobs and other career opportunities." and includes the URL "CollegeRecruiter.com/weblog".



The image shows a screenshot of a blog entry titled "Steven Rothberg Post-GAM3 Blog Entry". The entry is dated "« CACEE Conference in Halifax, Nova Scotia | Main" and has the headline "TMP's 'The Game' at #NACE10 Was a Great Success". The main content features a photograph of three people at a booth. One man is holding a laptop, and another woman is holding a tablet. The booth has a backdrop with the "CollegeRecruiter.com" logo and text: "Reach out to Graduates" and "Communicate to Students". To the right of the photo is a testimonial from Steven Ehrlich, Global Vice President, Client Development, of TMP Worldwide Advertising & Communications, LLC. The testimonial reads: "One of my favorite people in the digital recruiting industry is Steven Ehrlich, Global Vice President, Client Development, of TMP Worldwide Advertising & Communications, LLC. For those who have not had the pleasure of meeting Steve, his job is largely to be a visionary and tackle special assignments for TMP. From everything that I've seen and heard, he does his job very, very well." Below the testimonial is a paragraph of text: "Last week's National Association of Colleges and Employers (NACE) 2010 annual conference in Orlando featured one of Steve's special projects. TMP, CollegeRecruiter.com, and dozens of other vendors, employers, schools, etc. had booths in the exhibit room. But Steve, rather than waiting for potential employer clients to come to him, instead went to them. He approached a limited number of TMP partners such as CollegeRecruiter.com and offered to us the opportunity to be a part of 'The Game,' an interactive scavenger hunt type of a game played by attendees. Each participating attendee downloaded an application to their smart phone that allowed them scan two dimensional barcodes and upload those to CardScan, the vendor used by TMP. The attendees then went from participating booth to participating booth. At our booth, they scanned our bar code (see the photo) and then answered a question about which celebrity was the first to reach a million followers on Twitter. Hint: Ashton. When they got the question correct, they moved onto the next booth." At the bottom of the entry is a concluding paragraph: "'The Game' was brilliant. Attendees who came to our booth frequently remarked that they were doing so because of The Game but while scanning and uploading they engaged in a real and meaningful conversation about their job and we talked about how we could help them. No one just got a scan and left without talking. There's no doubt that we made a handful of quality new business connections because of TMP's efforts at NACE and for that and many other things, we thank TMP in general and Steve Ehrlich in particular!"

The results that TMP was able to garner from this initiative were incredible, and now we are excited to share this technology with our clients. Mobile advertising and social media are here to stay, and we can help you to harness their power – no matter what your challenge may be – to create an even bigger buzz!

Google Web Alert for: "Digital Brand Authority"

[GAM3 - Your mind is your weapon](#)

TMP is the Digital Brand Authority - a full-service recruitment advertising agency that is taking our clients into the future of interactive, social media ...
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