



CASE STUDY: EVENT SCAVENGER HUNT

KONDOR BLUE / Craterr Quest / NAB Event Hybrid Scavenger Hunt Experience

CAPTELLO AND KONDOR BLUE: Transforming Event Engagement at NAB

In the dynamic world of broadcast and media production, standing out at industry events is crucial. Kondor Blue, in partnership with Captello, pioneered an innovative approach at NAB that not only captivated attendees but significantly amplified lead capture and engagement.

Elevating the Experience with Gamification

The NAB Show is a cornerstone event for professionals in the broadcasting industry, featuring cutting-edge innovations and valuable networking opportunities. Kondor Blue leveraged Captello's robust event engagement platform to create the "Craterr Quest: SCAN & WIN" scavenger hunt, a gamified experience designed to intrigue and involve participants both physically and digitally.

CRATERR QUEST! FULL STORY



The Mechanics of Engagement

The scavenger hunt utilized strategically placed Waypoints across the show floor, incorporating QR codes in partner booths, live events, and even on partner websites.



33.5% increase using gamification

Participants engaged by scanning these codes, which were seamlessly integrated into the Captello platform. Each scan not only offered instant rewards but also encouraged deeper interaction with the event's offerings.



This surge in engagement was facilitated by the intuitive design of Captello's platform, which provided a seamless and enjoyable user experience, encouraging attendees to participate more actively than in traditional event setups.

Daily Incentives and Grand Prizes

To maintain high levels of excitement and participation, the event featured daily giveaways and the chance to win one of four Golden Tickets each day. This structure ensured that attendees remained engaged throughout the event, returning each day to increase their chances of winning spectacular prizes.

Kondor Blue's innovative use of Captello's gamification platform at NAB not only enhanced attendee interaction but also significantly increased the number of qualified leads captured. This approach proved that integrating interactive technology into event strategies effectively cultivates a memorable attendee experience while simultaneously achieving business objectives.

Get Started with Captello Today!

Are you ready to transform your next event?

With Captello's event engagement solutions, you can captivate your audience, increase engagement, and capture more qualified leads.

Join leading brands like Kondor Blue and start creating unforgettable experiences today.

Learn more at: captello.com/scavenger-hunts/

captello.com/demo