



IPHONE/IPAD APPS 42BELOW DATE CAPTURE & DRINK MAKER GAME

How do you build awareness around a new-born brand?

In 42BELOW's case, the vodka upstart started by promoting their launch at events and collecting consumer data. To support these efforts Fullhouse built a custom, multi-facet application that included data collection, instant win screens and a cocktail making game.

At events, brand ambassadors, armed with iPod Touches, intercepted consumers and bartenders, engaging them in the application's various games while obtaining invaluable contact information and receiving critical feedback.

In exchange for answering a few short survey questions, consumers had a chance to win prizes from the application's lottery ticket-esque scratch-off game and even mix their own virtual drink with 42BELOW vodka.

To continue the experience post-event, participants were sent thank you e-mails before ever leaving the venue!



The small size of the iPod Touch allows Brand Ambassadors to bring the 42BELOW experience right to the consumer and allows for a personal, one-to-one interaction with them.



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