

ABA - ADE BIJO APP*

*In English:
Ascend Boy APP



adjarabet.com



CREATIVE INSIGHT:

Besides laziness, most sports-lovers prefer watching games over playing them with friends or strangers, as they fear they lack skills for a non-embarrassing gameplay. Which is probably true.

SOLUTION:

For this reason, we designed an entirely new team-based competition game, that requires nearly no skills. You just need to install our movement-tracking application and get more active. It's all about each team-member's consistency and intensity of physical activity.

Game Rules:

1. New teams can be created, or existing ones joined;
2. Every team has the same limited available slots;
3. Each team member's physical activity is tracked by the app and added up to a total team score;
4. The game consists of several rounds. Every round random teams are compared to each other, the ones with the lesser score fall out, while the winners pave their way to the finals;
5. Top 10 finalist teams win a trip to their chosen sports team's season opener game.

HOW IT WORKS:

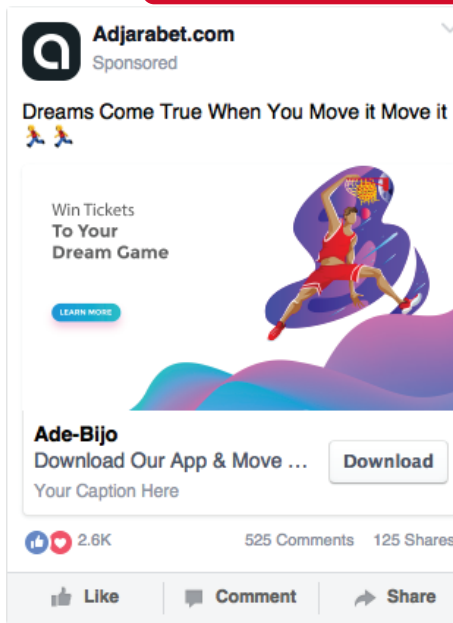
When creating new teams, users will be encouraged to fill it by inviting friends & co-workers, thus popularizing the game through word of mouth. After registration deadline, recommended jogging routes will be provided and the game is on.

Results of every round will be announced on client's web and social media platforms among other major sports news. Bear in mind that you never know which team you will be compared to and all your team members see your activity input, so move your butt for a better shot.

App users will be acquired through:

1. Pixel driven ads on Google & Facebook
2. Quick Payment Kiosk Screens
3. Ads on client's web platforms: Adjarabet & Adjarasport

Pixel Based Ads



Payment Kiosks



Client's Web Platforms

