

spottrTM

DISCOVER. ACTIVATE. BUY.

**GOOD
BRANDS
GO PLACES.**

**LET'S MAKE
YOUR BRAND
A THING.**

**FROM "WHO?"
TO "I WANT IT."**

One Spottr campaign. Six ways
to move people from discovery
to action.



**REAL
PEOPLE.
REAL
PLACES.
REAL
IMPACT.**



**TELL
YOUR STORY**



**GET
FOUND**



PLAY



HUNT



CHOOSE



INFLUENCE

**REAL BRANDS.
REAL PEOPLE.
REAL IMPACT.**

ONLY ON SPOTTR.

spottrTM
DISCOVER. ACTIVATE. BUY.

01 TELL YOUR STORY.

GIVE PEOPLE A REASON TO DISCOVER YOU.

We're creating a new Spottr category dedicated to emerging brands — giving consumers a place to discover brands they may not know yet, and understand the stories, products and ideas behind them.

We find brands worth knowing and tell people why they should care.



GOOD BRANDS SHOULDN'T HAVE TO STAY HIDDEN.

02 SHOW THEM WHERE TO BUY.

AND WHEN THEY DISCOVER YOU, HELP THEM FIND YOU.

Whether someone discovers your brand through our Emerging Brands feature, social media, word of mouth or anywhere else, **Spottr** helps them find the stores and outlets where they can buy it — with the click of a button.

And as new retailers join your Spottr network, your availability updates automatically.



FROM "I WANT TO TRY IT" TO "I KNOW WHERE TO GET IT."

REAL BRANDS. REAL STORIES.



FIND IT. GET IT.

LOCAL STORES. REAL PEOPLE. YOUR BRAND.



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03 TURN LOCATIONS INTO GAMES.

GIVE PEOPLE A REASON TO SHOW UP.

Once people know where your products are, turn those real-world locations into experiences.

Create check-ins, challenges, missions and rewards that give consumers a reason to visit participating stores and engage with your brand.



Check-ins



Challenges

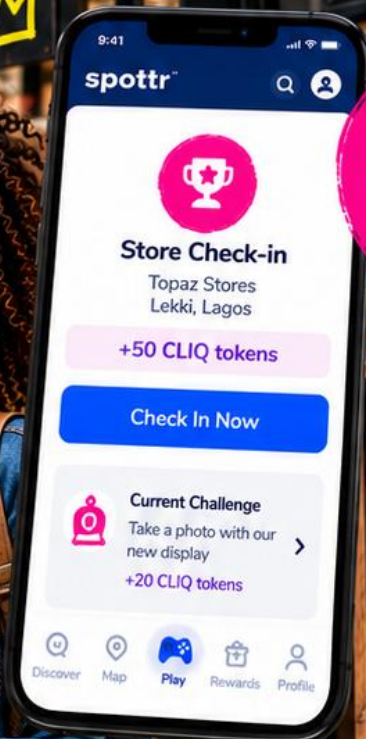


Missions



Rewards

SAME PLACES.
MORE PLAY.



REAL STORES.
REAL REWARDS.

DISCOVER
CHECK IN
PLAY
WIN
REPEAT.

04 SEND THEM ON A TREASURE HUNT.

MAKE YOUR BRAND WORTH FINDING.

Take the experience beyond one location.

Send consumers on a trail of clues, QR codes, checkpoints and missions across real-world locations — with rewards waiting at the end.

Turn your product into something people actively search for, discover and share.



QR challenges



Multiple locations

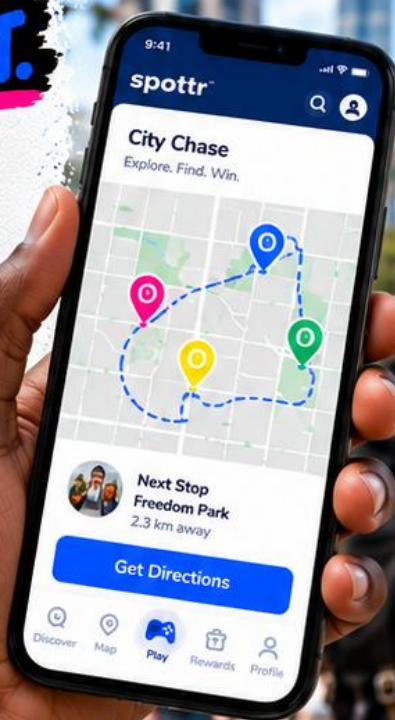


Missions & clues



Rewards & giveaways

DON'T JUST GET THEIR ATTENTION.
GET THEM MOVING.



CLUES.
CHECKPOINTS.
REWARDS.
BIGGER ADVENTURES.

REAL PEOPLE.
REAL PLACES.
REAL IMPACT.

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DISCOVER. ACTIVATE. BUY.

05 LET PEOPLE CHOOSE YOU.

TURN ATTENTION INTO PREFERENCE.

Once people have discovered and experienced your brand, give them a reason to make a choice.

Ask them to compare, vote, choose and recommend — turning consumer participation into real preference and useful insight for your brand.



Polls & decisions



Consumer feedback

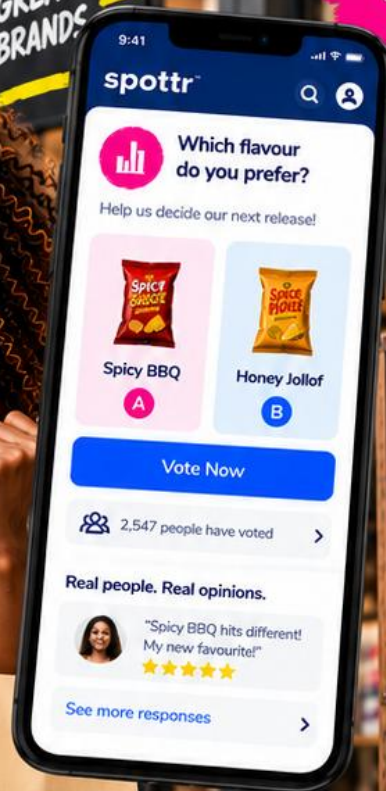


Verified responses



Actionable insights

DON'T JUST ASK FOR ATTENTION. EARN THE CHOICE.



GOOD CHOICES GREAT BRANDS.

CONSUMER CHOICES. POWER BRANDS. REAL GROWTH.

PEOPLE VOTE. BRANDS GROW.

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06 INFLUENCE A TEAM.

TURN INDIVIDUAL ATTENTION INTO COLLECTIVE ACTION.

Give people something to rally around.

Adopt a team in Spottr's Two Rooms, create challenges, missions and rewards that turn your audience into a community with a reason to keep showing up — and something to win together.



Adopt a team



Run challenges



Create missions



Reward participation

DON'T JUST BUILD CUSTOMERS. BUILD A CREW.



TWO ROOMS. BIGGER ADVENTURES.

TEAMS. CHALLENGES. REWARDS. REAL PEOPLE.

CHOOSE A SIDE. CREATE MOMENTUM. GO FURTHER TOGETHER.

spottr™

DISCOVER. ACTIVATE. BUY.

ONE BRAND. SIX WAYS TO MOVE PEOPLE.

From the first discovery to the final purchase, Spottr connects your brand with real people, real places and real action.



BRANDS
PEOPLE
PLACES
PROGRESS.



01



TELL

Your story.

02



GET FOUND

Where people buy.

03



PLAY

At real locations.

04



HUNT

Across the city.

05



CHOOSE

Through real opinions.

06



INFLUENCE

A team that rallies around you.

FROM "WHO?" → TO "I WANT IT."

DISCOVER. ACTIVATE. BUY.

LET'S MAKE YOUR BRAND A THING. →



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REAL PLACES.
REAL PEOPLE.
BIGGER OPPORTUNITIES.

GOOD
BRANDS
BRIGHTER
CITIES.



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