

Increasing visitor engagement through social media and Gaming



Interactive Rights Management

15+ years experience in digital innovation

- Managed digital and social strategies for over 20 brands : Millionaire/Agatha Christie/Dancing with the stars/Mastermind/ Deal or no Deal
- Over 100 games launched globally (smartphone, tablet, online, console)
- Generated more than \$400m
- Won 11 industry awards

Agatha Christie



YouTube

amazon



The British Museum



irim



Discovery CHANNEL

média PARTICIPATIONS

VISITPARIS REGION





Millionaire Inflight Game



Millionaire along TV game



Millionaire interactive TV game



Extreme Makeover: Home Edition, Big brother - Facebook

Of the 13000 cabs in New York City, only one pays you
Welcome to the Cash Cab Game. Click play to take a ride



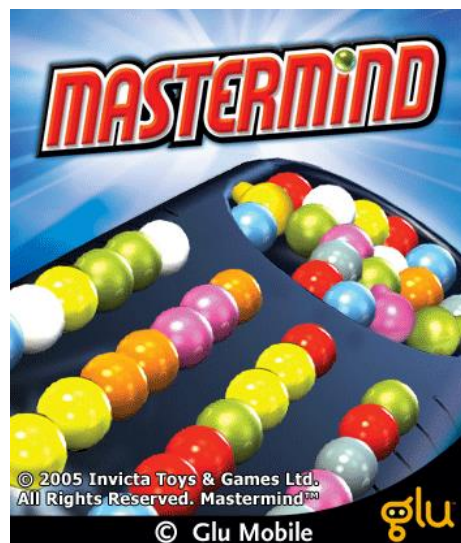
CASH CAB

PLAY

Cash Cab US – online game (Discovery channel)



Mastermind mobile game



Un gars, Une fille play along

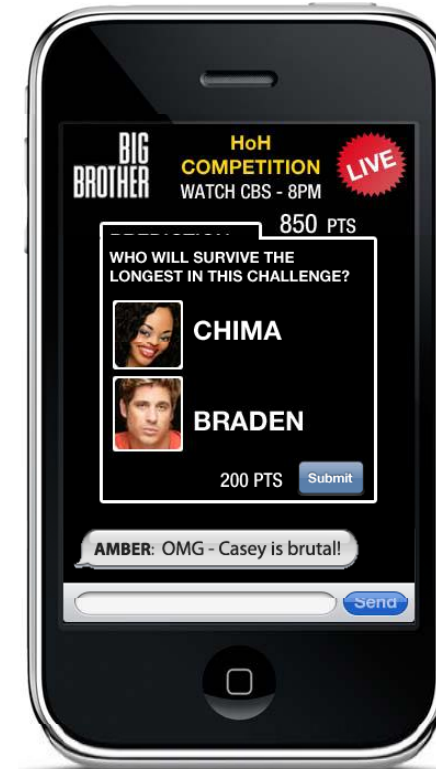




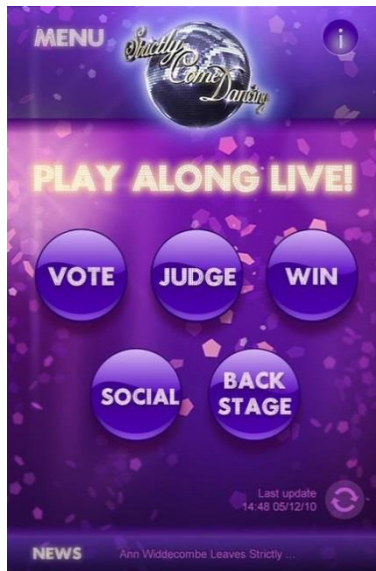
Wipeout global iPhone game



Wipeout US online game – ABC



Big Brother smartphone game



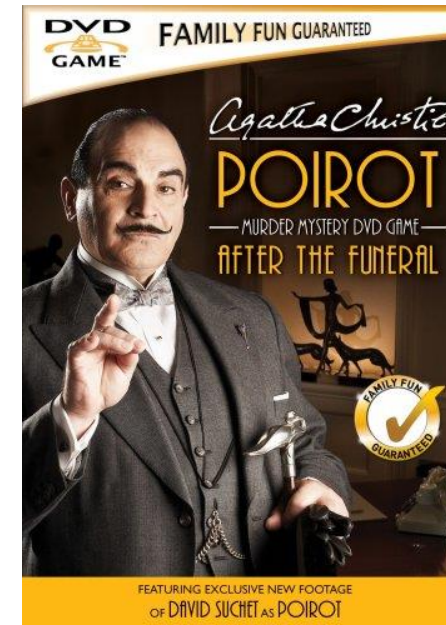
Danse Avec Les Stars iPhone app



Agatha Christie iPad game



Danse Avec Les Stars online offer



Agatha Christie iDVD game



Agatha – cross platform Game



Agatha Christie – branded slots



From TV to Tourism

- Brand management: cities, museums, attractions should be managed like TV brands; IP and content –digital to remain relevant
- Competing with other type of entertainment ...

What do visitors need for engagement?

Informed

- Case study: Paris Museums

Connected

- Empowered by social - visitors to become ambassadors
- Case study: Paris Fashion week

Entertained

- Increasingly competitive world; digitally immersed natives and digital natives
- Case study: Augmented Reality Treasure hunt games



1- Inform

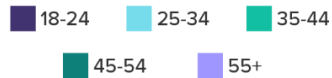
- Consolidation of content
 - Smartapp –location-based relevancy to offer targeted suggestions in real-time
 - Centralise, simplify; maps, tickets, travel, tours, restaurants, hotels, reviews
- Paris Region: VisitParis smartapp – stage 1 real-time queuing



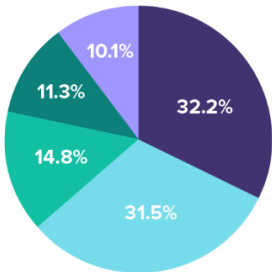
2- Connect through Social media



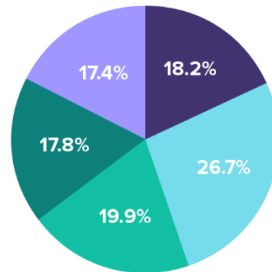
Age Demographics Breakdown [%]



Snapchat



Instagram



- Review social media strategy
 - Identify target, tone, channels used, content; event/products to showcase...
- Examples
 - Agatha Christie – Twitter challenges
 - Dancing with the stars - facebook voting and conversation aggregation
- Complete a 360 strategy

Dialogue: facilitate, not prevent!

- Millennial toolkit
- Create dialogue; before, during and after visit



**PARIS
FASHION
WEEK**



Case Study: Paris Fashion week

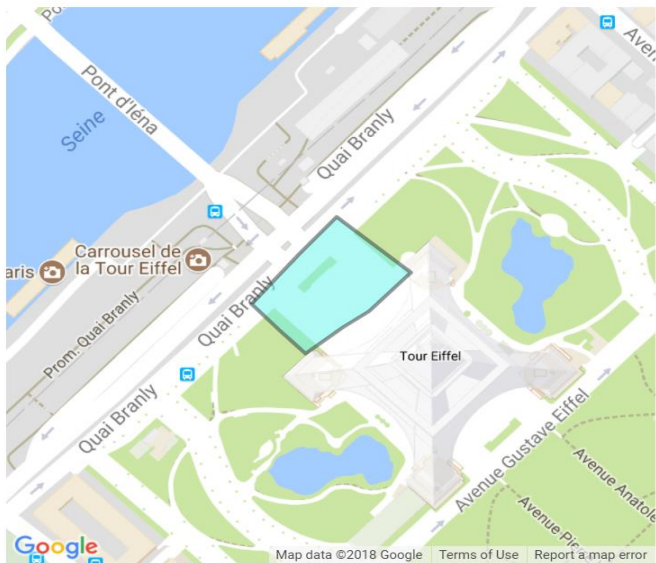
Brief: Re-position Paris as a vibrant city for young people and showcase events

Strategy: challenge Paris' established mature image of elegance and history with rawness of Snapchat

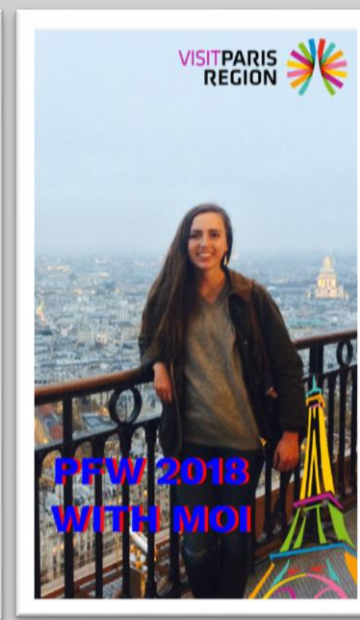
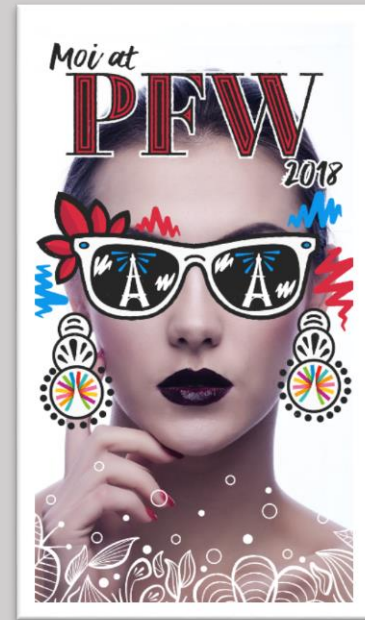
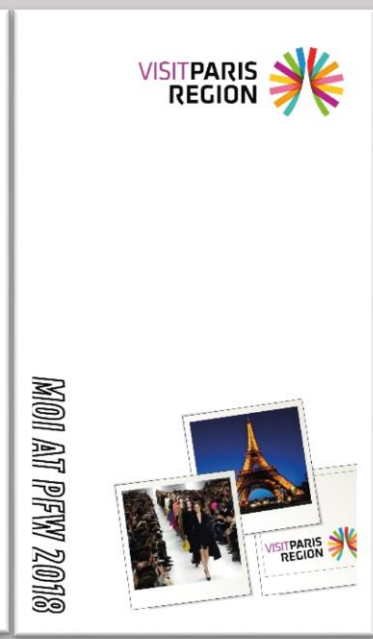
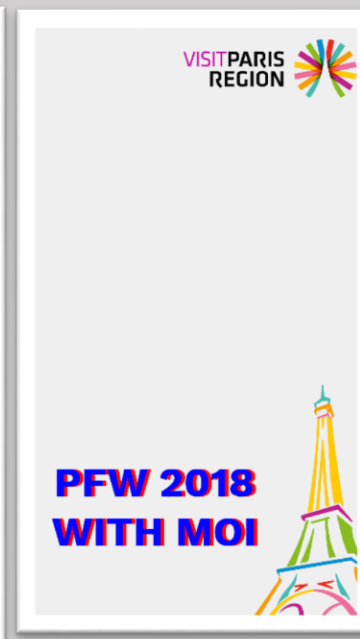
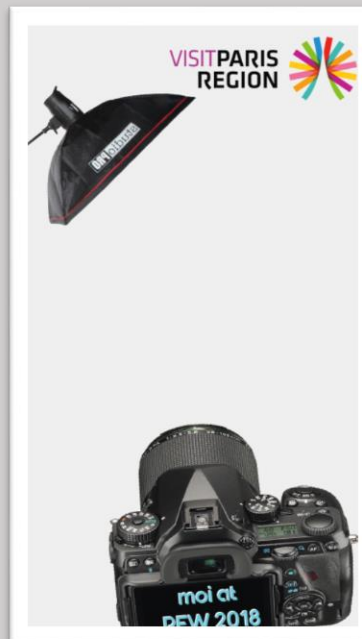
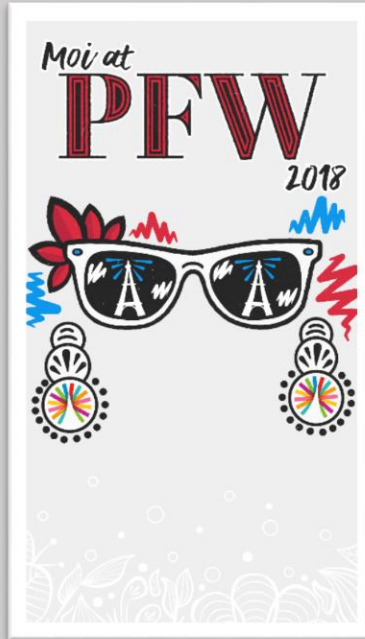
Relevance for Fashion week –

- 50% more time spent per user than instagram
- Reach – Snapchatters getting older, France 79% over 18yrs
- 65% upload images and Fashion week centred on imagery

Campaign



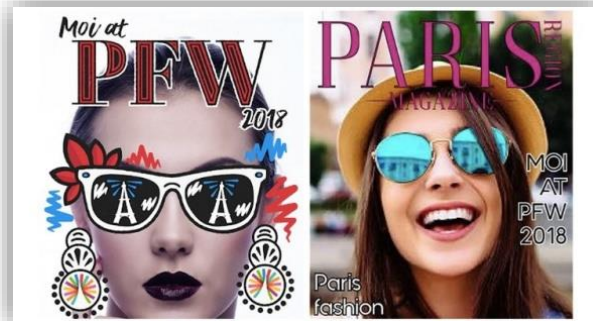
- Budget allowed for Geo filter & audience filter (vs Stories or Lenses)
 - Design: Trial (Cardiff, Serbia, and California).
 - Postcards
-
- With real-time results we could A/B test and optimise media spend



Paris Fashion week - Results

Snapchatters became city ambassadors

- Viewed 8.2 million times
- 200,000 shares
- High % of people saving the picture to share across other social media
- Over achieved by 12 times
- Achieved with a extremely small budget!!!





3 - Entertain through games

- 2.2 billion active players in world (2017)
- \$108 billion revenues in 2017 > Hollywood
- Engage a younger demographic by discovery through puzzles, AR, VR
- Orient people for their visit - understanding the context/relevance
- Encourage people flow and data insight
- Generate new revenue stream

3 - Entertain through games

- **Museums:** British museum, Louvre
- **Paris and Region:** VivaTech innovation award (Macron's new digital initiative)
- **Brands:** Hidden Secrets

The British
Museum

VISIT PARIS
REGION



Winning solution enriches life for Paris tourists

News 27 Jun 2017

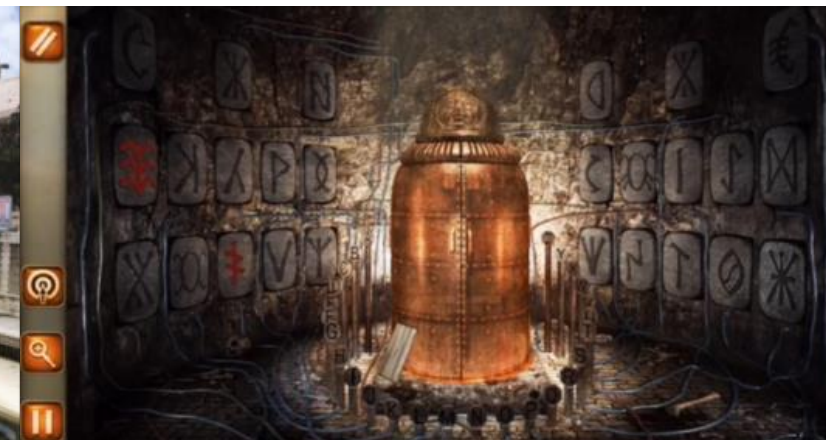
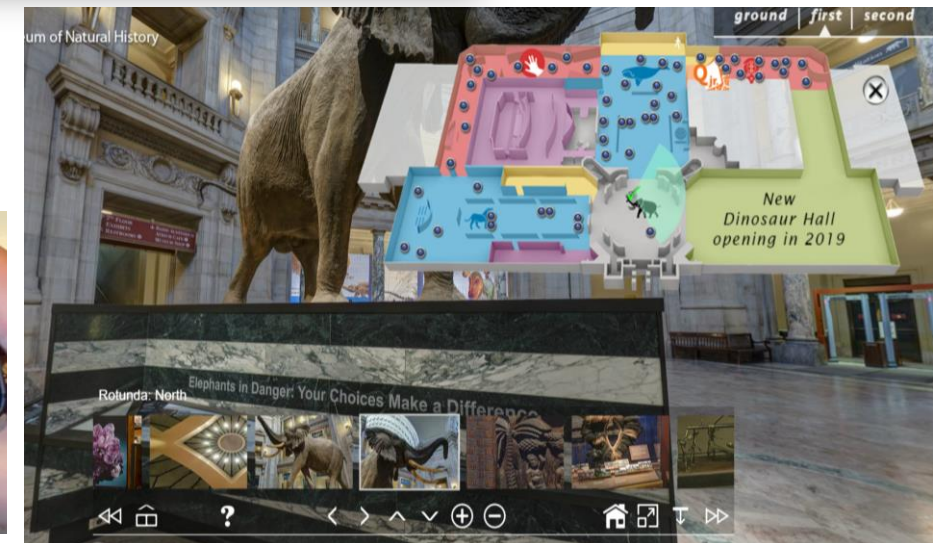
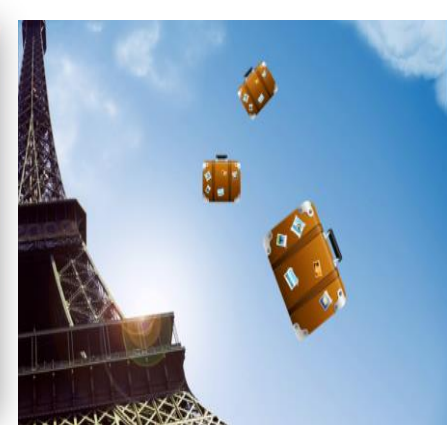
Solution helps to reduce waiting times and turns dead queuing time into a digitally rich experience



IRM founders Megan Goodwin and Valerie Bozzetto with other shortlisted entrants

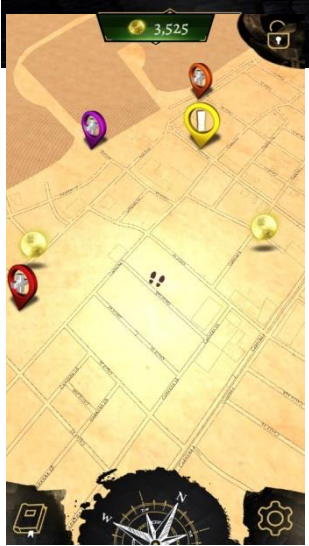
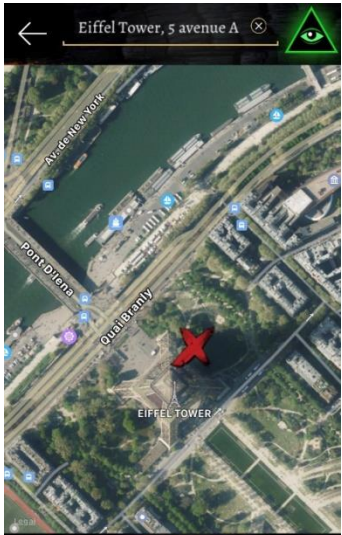
Case study: Paris region

- Engage and orientate with surroundings
- Entertain and educate during 'dead' time
- Connect in queue
- Encourage people flow
- Game types;
 - Puzzles
 - Hidden Object
 - Serious games
- AR or VR – pros and cons



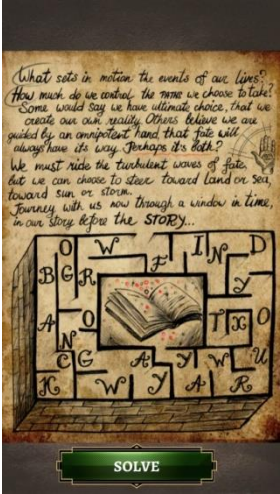
Case study 2: AR - Destination and brand

- Outdoor location-based meets mystery puzzle game
- AR Adventure game which gets people out and reward players with real cash/prizes
- New challenges are released



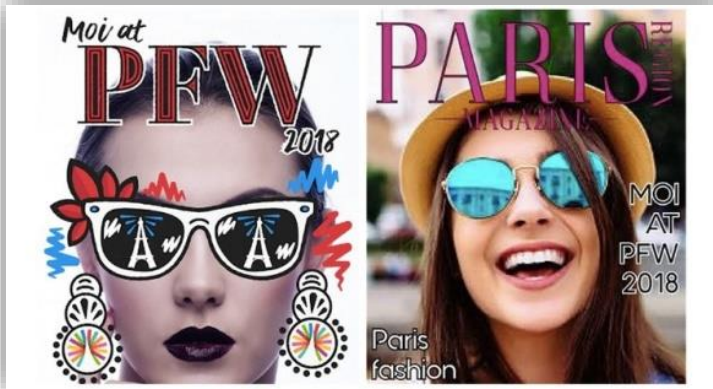
What does it bring Partners?

- Connect with players in specific locations
- sponsor geo-stops -Players have to visit this physical location
- Sponsor puzzles or new content
- Relevant brand engagement



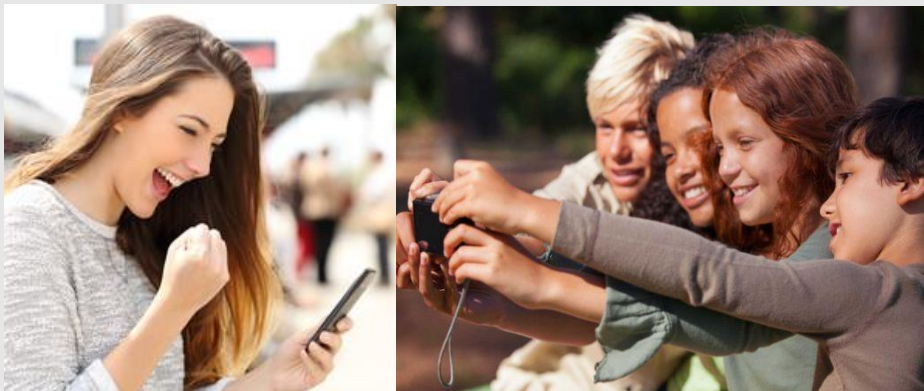
Social media take outs

- Social media is an amazing and very cost effective marketing tool for tourism.
- Fun way to engage a “hard to reach” demographic.
- Behave like a brand – tool kit to allow visitors to become city/brand ambassadors: Geofilters/ Lenses/ Stickers.



Games to entertain and educate

- Games are a fantastic tool to engage and entertain before, during and after visit.
- Helps differentiate your destination - Players gain knowledge and have fun
- Most interesting opportunities are in AR and VR
- Games can be designed to achieve specific objectives
- Disney: Anticipation/Experience/Memory
- IRM: Engagement is connecting people with the physical world through an enriching digital experience!





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