

Case study: A Shot At Fame

A Door In A Wall created A Shot At Fame as a bespoke event for O2 and Nokia in July 2013, to promote NFC technology and the Lumia 925 Smartphone.

Objectives

O2 and Nokia wanted to get the word out about the capabilities of near field communication (NFC) technology in a fun and interesting way, using Nokia Lumia 925 smartphones. They approached us to design and run a bespoke game that would show off their product and get people interacting with NFC, beyond the current applications for mobile payments. Through meetings with the marketing and PR teams at O2 and Nokia, we worked to establish the right tone, theme and scale for the event so that these objectives could be met within a controlled budget.

The event

Building on our existing profile as an established and exciting immersive events company, O2 promoted the game – A Shot at Fame – as a competition, through which the winners would be given the opportunity to bring three friends to take part as a team on their allocated day. To manage the expectations of the competition entrants, and to ensure they would be enthusiastic game-players, we created an online puzzle which prospective players were required to solve before being given further details of the competition. Throughout this period, we coordinated with O2's PR department to administrate and promote the competition and the game in the early stages, including running a press night before the first competition winners' sessions.

The potential of NFC technology for exciting game-playing opportunities was immediately apparent to us, and working to a tight schedule, and within the agreed budget, we designed a three hour murder-mystery game with an engaging plot, real-world locations, actors and clues that integrated the use of Lumia phones and NFC. Clue mechanics included using NFC tags to follow trails and bring up websites, photos, sound clips and puzzles on the smartphones, and players encountered a number of entertaining characters including a broadcasting pirate, an artistic gorilla and an inept crime scene investigator during their time in the field.





Outcomes

During the three days of game play, the Door In A Wall team demonstrated the smartphones and NFC technology to almost 200 players to ensure they had a good experience with the product in the field. While orchestrating the various live theatrical and mechanical elements of the game, we ensured all the Lumia phones loaned to us were treated with care and returned safely.

Players reported great satisfaction with the game itself, while also stating that they were more likely to use NFC in future and that it had helped them realise the strengths of the product. Client feedback was also strongly positive; of the experience, O2 said:

"The success of the event was down to the professionalism, dedication and passion of the ADIAW team. Everything was delivered with incredible attention to detail, from the early planning stages to finding the locations and building the NFC puzzles. Customers loved the overall experience and many learned more about NFC technology as a result, which met our objectives as a business."