



IBC @ NAB Show Vegas

Driving Engagement Through Gamification

IBC

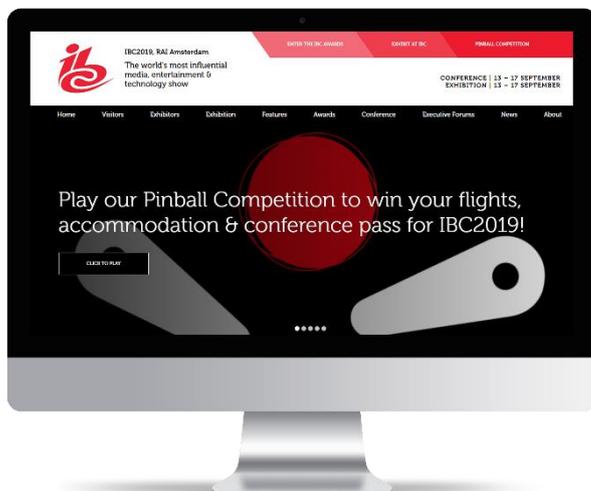
IBC is a London-based event management company that hosts IBC Show, a crucial event in the calendar of broadcast and media professionals worldwide, providing an invaluable annual meeting-point for the industry. The tradeshow connects a community of 1,700+ exhibitors and 57,000+ visitors while delivering year-round access to the wealth of knowledge held by IBC’s wide range of industry experts.

CHALLENGE

While attending a 6-day conference in April 2019 in Las Vegas, Nevada, IBC needed to stand out against nearly 1,800 other exhibitors and drive lead generation.

KEY OBJECTIVES

IBC wanted to capture new leads while creating an engaging brand experience for event attendees while exhibiting at a tradeshow. This was necessary to emerge from the large crowd of exhibitors at the NAB Show. Real time reporting was critical to the success of the campaign as the show was only 6 days and IBC wanted to award daily prize winners as well as keep an up-to-date leaderboard of the top scores up on their website.



View all our customer success stories at www.odicci.com

SOLUTION

Gamification – Pinball

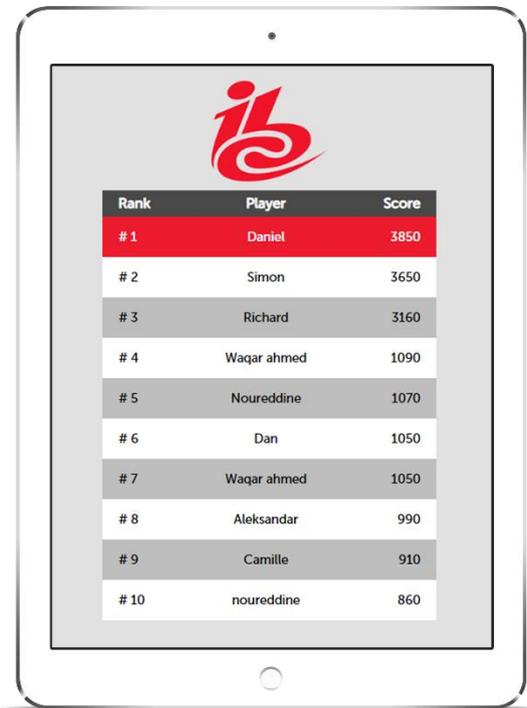
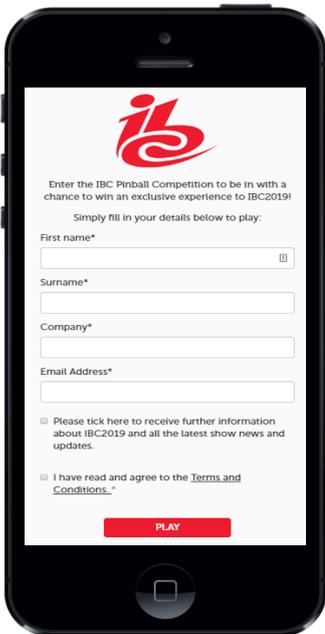
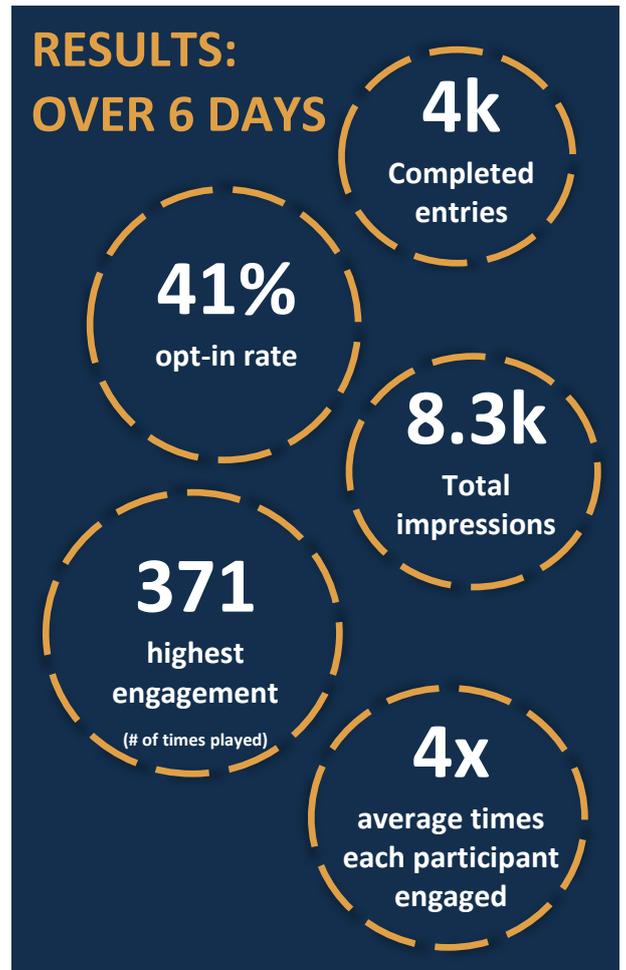
- Excellent way to drive engagement
- Custom branding
- Playable over a 6-day period
- Leaderboard for top scores

Prizes

- Score based prizes
- 10 winners/day for a small prize
- Daily high score wins an IBC 2019 show pass
- Overall high score wins an exclusive IBC 2019 experience including travel and accommodation

Details to be captured:

- Company name
- Email address
- Communication preferences



About Odicci

Odicci's content platform enables users to build interactive experiences to drive customer engagement. Users can create, test, and measure programs with zero development skills required. The insight generated from campaigns can then be used to better target customers. For more information, please visit www.odicci.com or email marketing@odicci.com.