

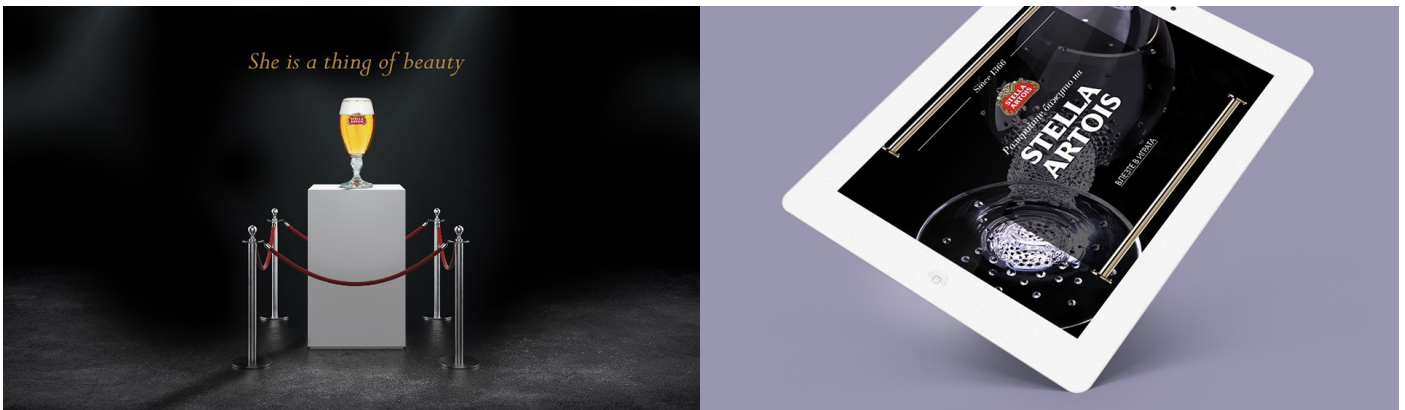
# MOTIVIAN



## Open the secret safe

iPad application with Quizzes, aiming interaction with the audience during the series of BTL activities

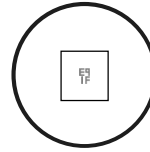
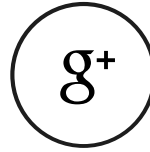
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Lowe Swing Communication Bulgaria teamed up with Motivian for developing an iPad application for Stella Artois, aiming interaction with the audience during the series of BTL activities. Team of promoters was equipped with iPad devices with the pre-installed application. The application recreates the decoding the code of the secret safe of Stella Artois through answering of quizzes questions related to the brand. After answering all of the questions correctly, the winner can get his prize in exchange for name, phone number and email. When the answer is incorrect, a message for unsuccessful try is shown.

### Benefits:

- With the BTL activities there was high customer satisfaction and interaction with the brand
- Building database with emails and phone numbers for future use
- High brand and company history awareness



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Contact

**ATHENS**

9-11 Ethn. Antistaseos str.,  
15232 Chalandri, Athens  
Tel: +30 213 0186800  
Fax: +30 213 0186888  
Email: info@Motivian.com

**MILANO**

12, Via Appiani,  
20121 Milan, Italy  
Tel: +39 0287368375  
Fax: +390287368375  
Email: info@Motivian.com

**SOFIA**

81A, Bulgaria Blvd.,  
City General Business Center,  
1st Building, 4th floor  
1404, Sofia, Bulgaria,  
Tel: +3 592 933 5500  
Fax: +3 592 933 5502  
Email: info@vci.bg

**LARNACA**

48 Inomenon Ethnon  
Guricon House  
6042 Larnaca, Cyprus  
Tel: +357 24 821200  
Fax: +357 24 821201  
Email: info@Motivian.com