

# Interactive Merchandise

powered by **R★EVOLUTION**

## CASE STUDY:

### CLIENT:

Kindred Souls Foundation – “Unleashed” Stadium Bowl

### PROJECT:

Recruit and activate participants over mobile and social networks to drive event awareness, registrations and fund raising for abandoned, abused and neglected dogs and cats.

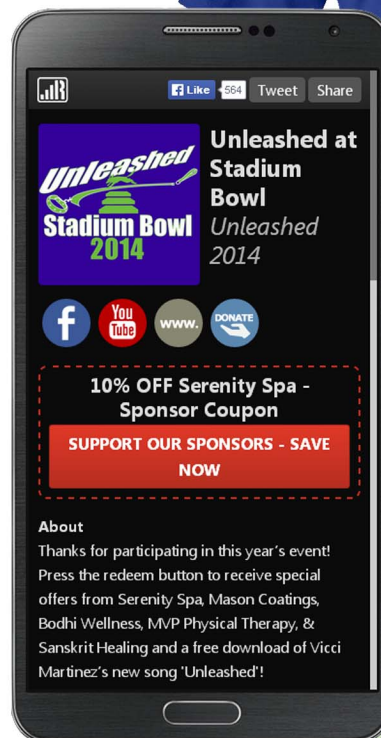
### STORY:

This non-profit charity gave their event tees a boost by utilizing interactive merchandise as a new touch-point to reach its mobile volunteer fan base. Volunteers and participants who received the tee before and during the event were asked to scan the Personal Redemption Code to receive coupons and offers from local business sponsors supporting the fund-raiser.

The interactive t-shirt integrated directly with social media making it easy for participants to promote, recruit and share their experience with friends and family already in their social network!

### INTERACTIVE MERCHANDISE PERFORMANCE:

- 11% Scan Rate (QR ave. is 6.4%)
- 3.4% Redemption Rate
- 2 Scans Per Activated Code
- 1 Redemption Per Activated Code
- 5 Event Sponsor Coupons Offered
- Significant increases in donations & registrations!



SCAN with YOUR PHONE



sales@r-evolutionindustries.com

www.R-EvolutionIndustries.com

phone 425.890.9086

