

The Fab 50

CASE STUDY

PINNACLE

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CAMPAIGN: AMAZON AT GAME DEVELOPERS CONFERENCE

CLIENT: AMAZON

EXHIBIT BUILDER: PINNACLE

Developing a game? Amazon Game Tech wants you to know that there's a Database for that.

At the Game Developer's Conference, Amazon wanted to give attendees a taste of their suite of tools and prove their spot in the gaming world as the ultimate one-stop-shop for both gamers and developers.

Amazon knew that hands-on demos would be the best way to educate game developers about the capabilities of their Database—to let the power of their tools speak for themselves. With such a wide range of products and capabilities to show off, they wanted to give attendees a unique and guided experience through the booth.



So, that's exactly what we did—we turned the whole booth experience into a personalized exploration of interactive demos and elements, leaving attendees in control of their own journey.

At registration, developers scanned their badge at a tablet which self-populated with their show registration information. From there, they were prompted to answer some questions about themselves as developers and the registration app designed a custom schedule for their experience in the booth. The personalized schedule ensured they hit every demo that was relevant to them in a way that was fun, different, and exciting.

With their own, custom schedule in hand—a guide for their time in the booth—attendees could head over to their first demo, where they scanned their badge to begin.

As they scanned in and out of demos, attendees earned points they could redeem for exclusive Amazon products. While making their way around the booth, they always had their eyes on a colorful wall of cubbies where the prizes were hidden. The coveted goods built anticipation, inspiring attendees to complete more and more demos to accumulate points—bringing the average time spent in the booth to a whopping 52 minutes.

After digitally redeeming their points they were able to open one of the cubbies, revealing an Amazon-curated giveaway. As jackpot prizes were randomly inserted each hour, an alarm sounded and a synced light cue went off to bring a gameshow-esque pop to the activation.

The scannable badges and personalized tour through the booth added to each attendee's individualized experience, incentivizing them to stay longer and learn more. Additionally, it allowed Amazon to capture key metrics down to each individual attendee. Guests had a blast—and as they left, there was no question that the space had made a lasting impression.

