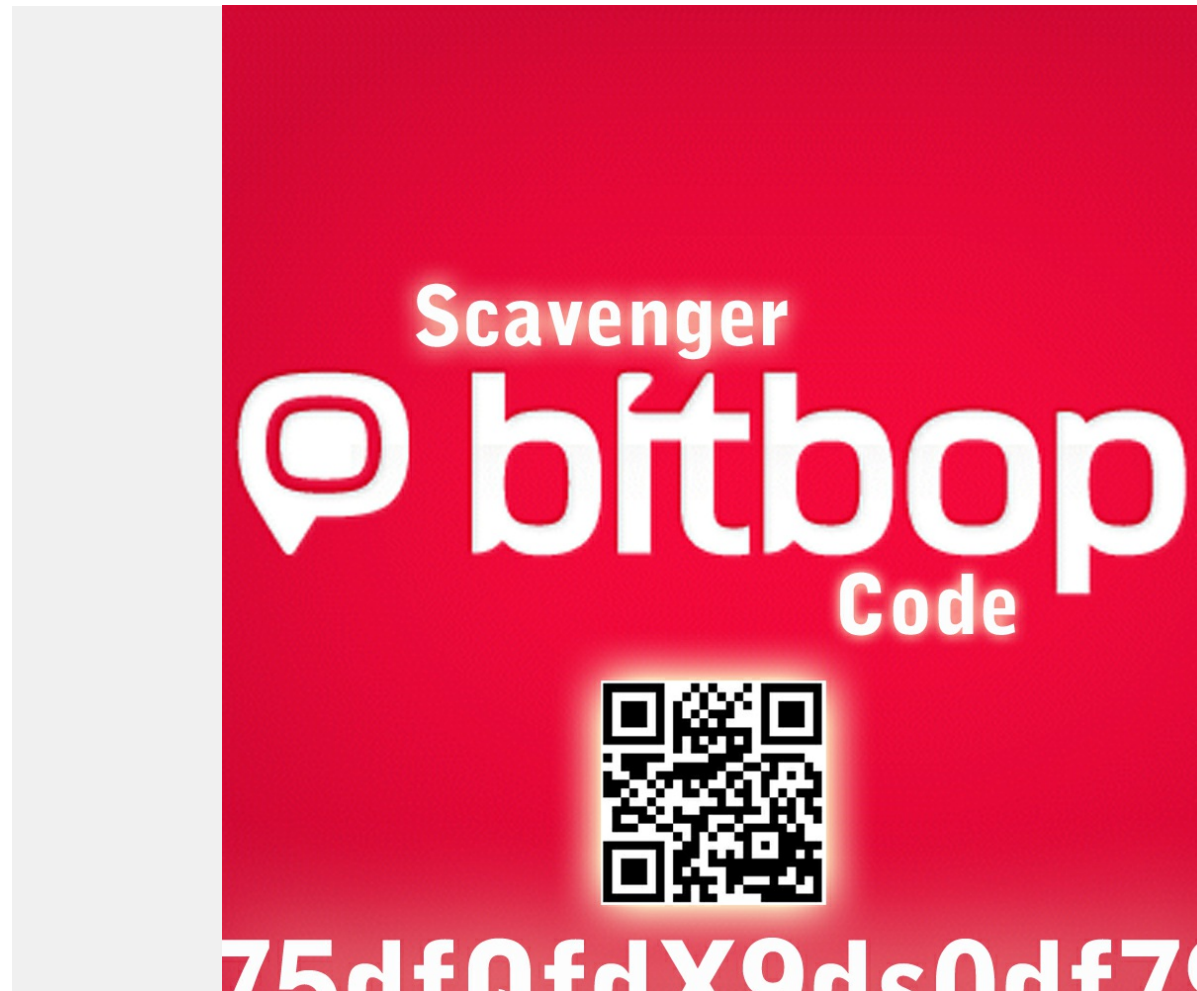


1/2 bitbop Scavenger Code

Codes for free service will be secretly scattered around the city. Finding a code will give the first 1,000 people who enter the code a week of free service.



Solution

Targeting young go-getters? Make them go find it!

Bibop Codes will be discreetly placed around the city. In alleys, in restrooms, on the bottom of someones shoe, plastered 60 feet up on a beam? The possibilities are endless.

Young Berliners will go wild finding the 200+ codes strewn throughout the urban jungle. The number of codes and amount each code can be used is variable.

The code logo will be bitbop pink with the bitbop Scavenger Code logo and will include the smartphone code. The look will be similar to the title slide in this presentation.

There could be some prominently displayed codes that have 2,000 uses (ie display poster on street that further creates interest in the hunt). There could also be limited

Transform your time!



2/2

bitbop Scavenger Code

Codes for free service will be secretly scattered around the city. Finding a code will give the first 1,000 people who enter the code a week of free service.

Creative's profile



Zerooks **PRO**

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jovoto