



CLIENT
adidas

CAMPAIGN
adidas "Hype Key" Contest & adidas Originals store opening

ASK
Create excitement around the new adidas Originals store in Vancouver, BC. while driving consumers to retail with a flash contest and engagement campaign.

SOLUTION
Teased by hints on Twitter, @adidasCA followers were invited to a secret location in Vancouver to acquire an NFC-enabled adidas Hype Key Card and register for the chance to win a limited edition pair of adidas shoes. Only the first 150 people to arrive at the secret location received a Key Card and only 50 prizes were available to be won. On the day of the store opening, Key Card holders were invited to tap their Key Card at the in-store kiosk to see if they were a winner.

WATCH THE DEMO
<https://vimeo.com/271934871>
Password: W!LYadidasHKBC

BY THE NUMBERS

Promotion Duration: 10-days
Entries: 150 (Max Number of Entries Possible)
adidas Opt-ins: 76% of total entries

SCREENSHOT

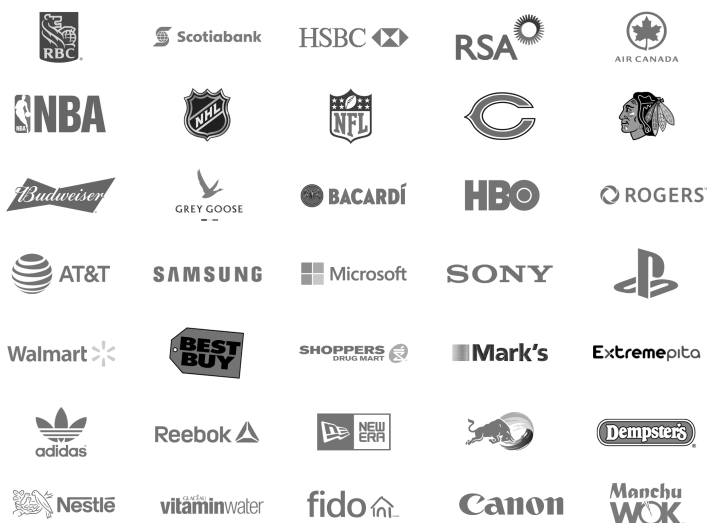


PRIZES

25 pairs x Limited Edition adidas x Pharrell HU Hiking Shoes
25 pairs x Limited Edition adidas NMD shoes

WILY is a leader in marketing technology solutions that enable businesses to engage and incentivize consumers.

USED BY THE WORLD'S MOST TRUSTED BRANDS



POWERED BY

SPRY

SPRY is the WILY platform that powers every solution.

SPRY is an agile, robust, and secure cloud-based platform built with finance sector enterprise security and encryption that provides a range of innovative solutions. **Build and deploy in under 10-days.**

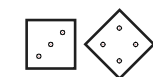
Information Security Team Approved



WILY SOLUTIONS

WILY Campaigns enable you to build and deploy innovative, one-off programs that fit your immediate timelines, budget, and objectives.

WILY Enterprise enables you to integrate the SPRY platform with your core business intelligence system, websites, eCommerce sites, apps, and CRM/marketing automation platforms so you can plug-in and layer-on smarter, faster programs.



Gamification



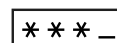
Digital Incentives



Data Capture



Contests/Sweepstake



PIN Codes



Registration/Check-In

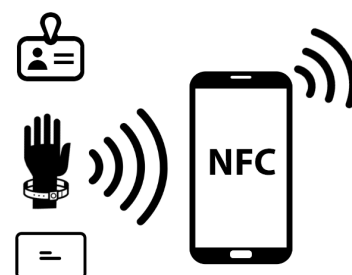
...
And More

FEATURED SOLUTIONS

CRM Integration



NFC Solutions



RSVP, Event Registration & Check-in Solutions



eCommerce Engagements



Capabilities



WILY