



CLIENT

Sport Chek: Sponsorship activation with the Edmonton Oilers at Rogers Place.

ASK

Develop an in-arena digital activation that promotes Sport Chek's sponsorship of the Edmonton Oilers while engaging fans and driving them to retail.

Must be able to handle the traffic load of simultaneous hits on the promotional website. Note: The Oilers have executed this promotion in the past with other partners and have had issues with sites crashing.

SOLUTION

Sport Chek invited fans to enter to win over 850 prizes on their smartphone by digitally shooting (flicking) a puck on a goalie.

All prizes were claimed onsite at one of three prize stations operated by Sport Chek Advisors.

DEMO

Hockey Mechanic

SCREENSHOT



BY THE NUMBERS

Attendance: 18,347

Contest Entries: 6,934 (38% of fans)

Newsletter Opt-ins: 2,069 (30% of entries)

Prizes Awarded: 850 instant prizes

Technical Interruptions*: 0

Development Days: 4

* WILY's SPRY platform is agile, robust, secure and designed to handle heavy, concurrent loads of traffic for live event-based activations.

PRIZES

TOTAL: 850 Instant Prizes

500 x \$10 Sport Chek Gift Cards

100 x \$25 Sport Chek Gift Cards

100 x \$50 Sport Chek Gift Cards

100 x \$100 Sport Chek Gift Cards

25 x \$250 Sport Chek Gift Cards

10 x GoPro HERO6 Black HD Action Cameras

5 x FitBit Ionic Smartwatches

5 x Edmonton Oilers Authentic Home Hockey Jerseys

WILY is a marketing technology company that develops innovative solutions to engage and incentivize consumers wherever they are.

TRUSTED BY



POWERED BY

SPRY

At the core of every execution is **SPRY** — an agile, robust, and secure cloud-based platform built with finance sector enterprise security and encryption that has served **over ten million users**.

Select from a range of off-the-shelf solutions or customize your own. **Build and deploy in under 10-days.**

Vetted and Approved by the Information Security Teams of:



ENGAGE YOUR WAY

SPRY is a multifaceted platform that enables you to develop **standalone** interfaces (off-the-shelf and customized) or **integrate** with existing systems, websites, ecommerce sites, apps, CRM/marketing automation platforms and third-party technologies via our secure APIs.



FEATURED SOLUTIONS

CRM Integration



NFC Solutions



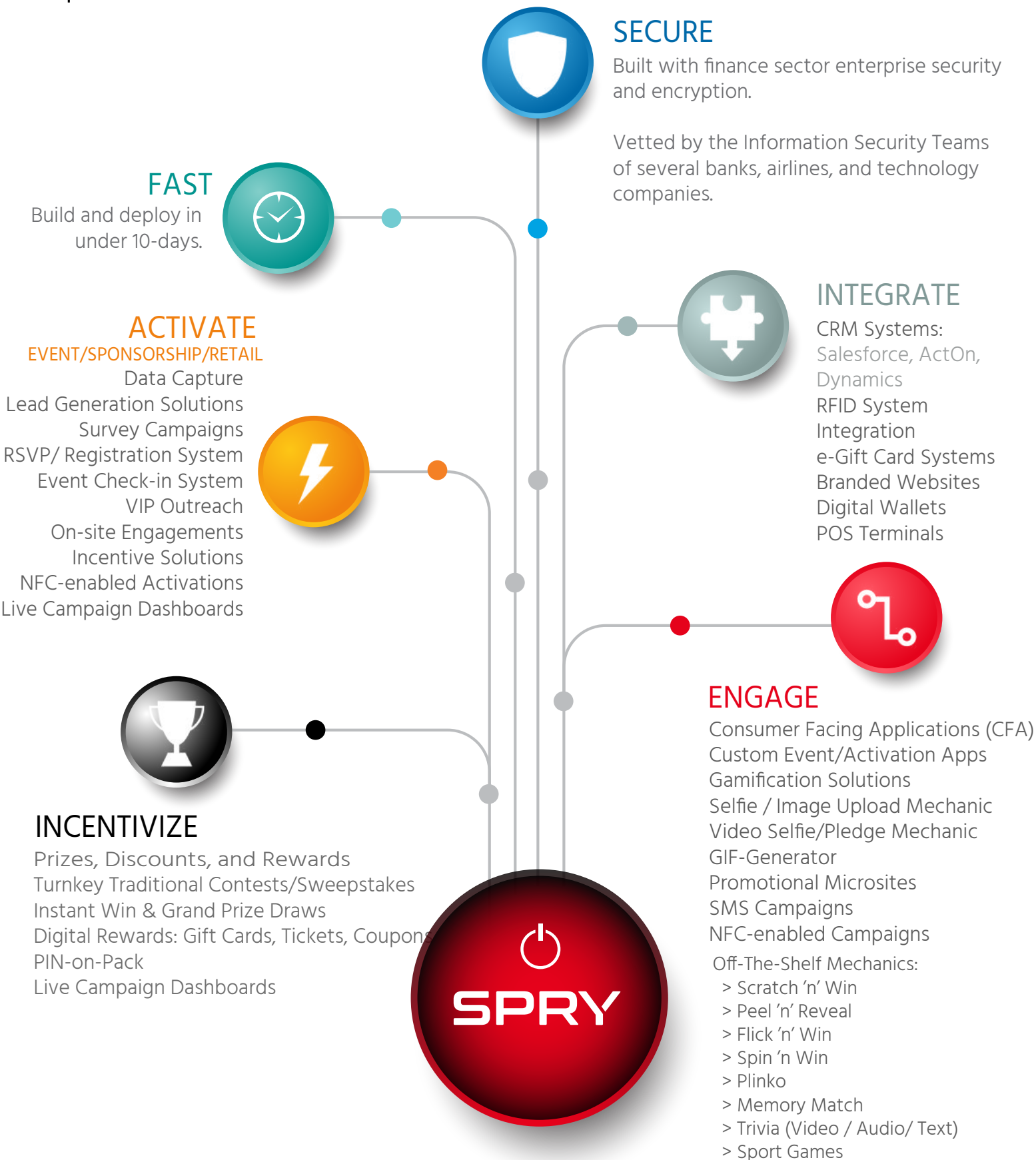
RSVP, Event Registration & Check-in Solutions



eCommerce Engagements



Capabilities



WILY