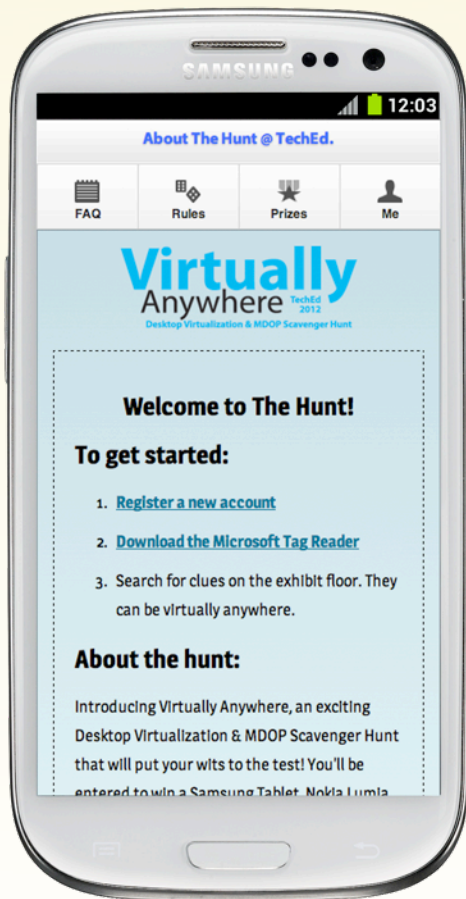


# Web-App Scavenger Hunt



Microsoft Marketing wanted a way to entertain conference attendees while showcasing product information. The result was a scavenger hunt utilizing Microsoft Tags and a Web App created by MobileXpeditions that could be used on any modern smartphone browser. On the first challenge they encountered, players would create an account, followed by the entering the answer to the challenge. Hourly prizes awarded throughout the conference were available to anyone with at least one correct answer. Grand prizes were awarded through a drawing of those with at least 10 correct answers.

The results and participation were impressive. For the two day event, more than 1,200 individuals created accounts, making over 3,500 entries. Over 200 prizes were awarded.

For more on the Hunt, please refer to:  
<http://www.prweb.com/releases/2012/6/prweb9642937.htm>



Client: Microsoft

Web App: Microsoft TechEd 2012 Scavenger Hunt

Platform: Any web-enabled smartphone

Project: Engage conference attendees to learn more about Microsoft products through a scavenger hunt and their mobile phone.



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