

The Schladming Adventure – a exclusive introduction to Schladming

Problem

Schladming is mostly known for winter sports. How can we get young people to go to Schladming in summer?

Target audience

Young authenticity-seekers with an ironic attitude – aka “hipsters”.

Description

“The Schladming Adventure” is a point-and-click-adventure for iPhone based on Schladming locations. Upon completing the game you get an invitation to an exclusive week in Schladming – if you’re among the first 69 to do so. The game is not promoted traditionally, but through exclusive clubs and underground stores. Because Schladming is wifi-enabled, the guests will share their experience on the internet, creating buzz around Schladming.



Use scenario

Robin knows a guy named Tommy, who is really cool. Tommy gives Robin the secret link to download “The Schladming Adventure”. Robin plays the game and thinks it’s really cool. It reminds him of the games his older brother used to play in the nineties. He plays the game and is really

excited to get one of the exclusive tickets to an exclusive week of cool underground events in Schladming. He goes to Schladming, has a good time with the other winners, and shares his experiences on Facebook, Twitter and Tumblr. In no time, everyone is going to Schladming.

Technology

iPhone.

The Schladming Adventure

– a concept by Bilgenur Öztürk, Maria Kougioumoutzi, Sara Elebro, Robin van Oorschot, Thomas Hjermitslev.

