



Mobile Urban Adventures for Businesses

What is a Mobile Urban Adventure?

A Mobile Urban Adventure is a new kind of interactive experience that combines a mysterious story with fascinating locations spread throughout a building, a neighborhood, or an entire city. Just like scenes in a movie take place in different places, so too do the scenes in a Mobile Urban Adventure – but it's up to the players to discover the next place where the story continues. Players receive text messages and phone calls that give them clues to their next destination as well as bits and pieces of the story they're following. It's their job to follow the clues, find their way, and piece together the story as they go.

Who plays Mobile Urban Adventures?

Mobile Urban Adventures are targeted at the young-professional demographic, but the adventures are accessible to a wide range of audiences. The technology uses simple SMS messaging and voice calls, so players don't need a smart phone to play. The narrative content of each Mobile Urban Adventure is different, and while some stories center on (or at least mention) murder, madness, illicit affairs, etc, most of our stories would probably be given something between a PG and PG-13 rating, if they were rated. Daytime adventures feature family-friendly locations and content, while nighttime (21+) adventures feature more mature content and may go to locations like bars.



What makes a Mobile Urban Adventure valuable for my business?

A Mobile Urban Adventure is an opportunity to literally bring customers to your door. A Mobile Urban Adventure showcases the cultural and historical landmarks of an area, as well as guiding players to the specialty businesses that make an area unique. When featured in a Mobile Urban Adventure, your business helps provide a fun and exciting experience that deeply connects customers with your location. After the Mobile Urban Adventure ends, the lasting impression of the unique experience encourages players to return to your business to share their experience there with friends.

How do players interact with my business?

Players in a Mobile Urban Adventure use their cell phones to receive clues that guide them through the experience. When they reach your business, players will be searching for a game tag, placed inside or outside of your business. Once they find it, players text in the code on the game tag to receive their next clue. At a high level of participation, players may also engage directly with you and your business through additional challenges that encourage players to spend time at your business and take advantage of its services.

Example:



A team finds a game tag outside of a local coffee shop. When they text back the code, they receive a cryptic response before being given their next clue:

"Perhaps you're thirsty? Step inside, order a coffee, and ask for Henry..."

The team decides to investigate, and after they order and ask for Henry, the barista points to a painting of a man hanging on the wall. Underneath the painting is a puzzle. The team decides to complete this new challenge before moving on to their next location, lingers at the coffee shop, and orders another round of drinks before moving on.

Mobile Urban Adventures by Brightwork, LLC.

Visit www.brightworklabs.com for more information, or email contact@brightworklabs.com