Easter Eggs

EASTER EGGS

Cost

Approximately 2 management hours to implement

£150 design time for the images

OPTIONAL EXTRA: Email and site comms to advertise the launch at £200

Audience

All audiences on all online programmes

Timescale to implement

2-3 days from sign off, no downtime needed

Objective

To engage users in the programme on a very basic level

Encouraging site logins and site exploration

Mechanics

Easter eggs, in the gamer term, are defined as 'an unexpected or undocumented feature in a piece of computer software, included as a joke or a bonus'. They would be displayed as hidden images or phrases throughout the site, hidden in the content for users to explore and hunt. The 'easter eggs' would link through to an IPV code for example for them to redeem against.

Measurement

Easter eggs in the gaming community and ultimately, much of our audience, are very collectible and an enjoyable part of the game, the hunt for them is what engages users. It encourage people to explore the site. We would expect to see an increase in the length of time people spend on the site, an increase in redemptions as recorded on site reporting and more brand awareness.

Reward

Potential for IPV reward for anyone who hunts all the Easter eggs, or submit a form of where you think they are all hidden and get a larger reward

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*Depending upon the amount of easter eggs and the length of the promotion, the costs may extend or decrease depending upon the amount of eggs we need to 'bury'.