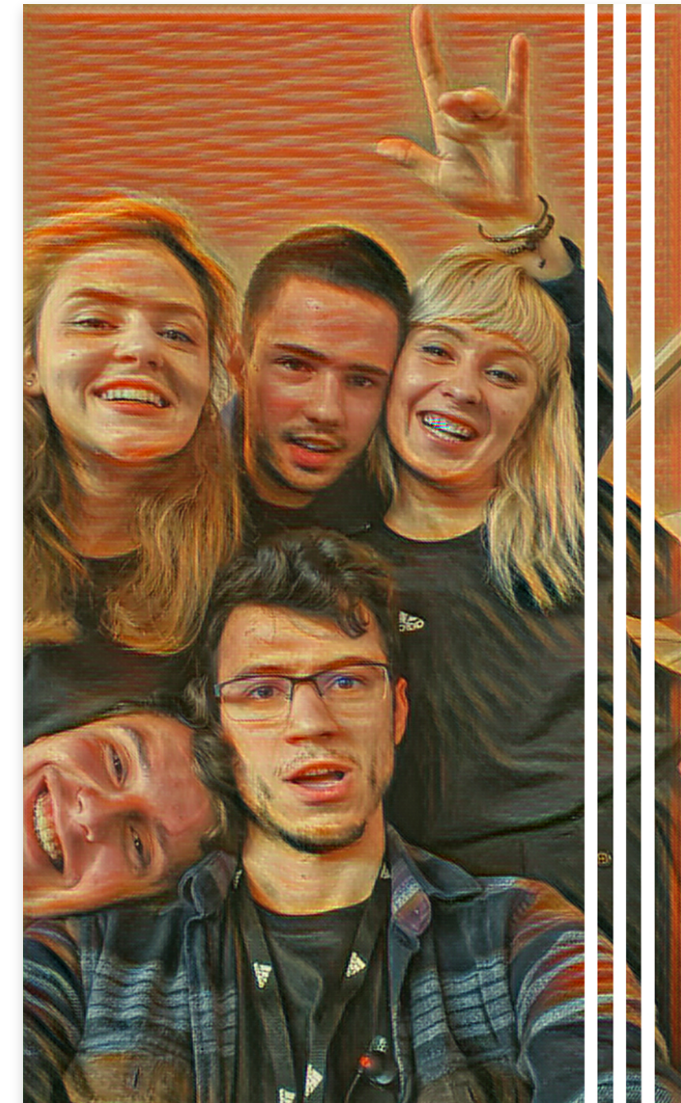
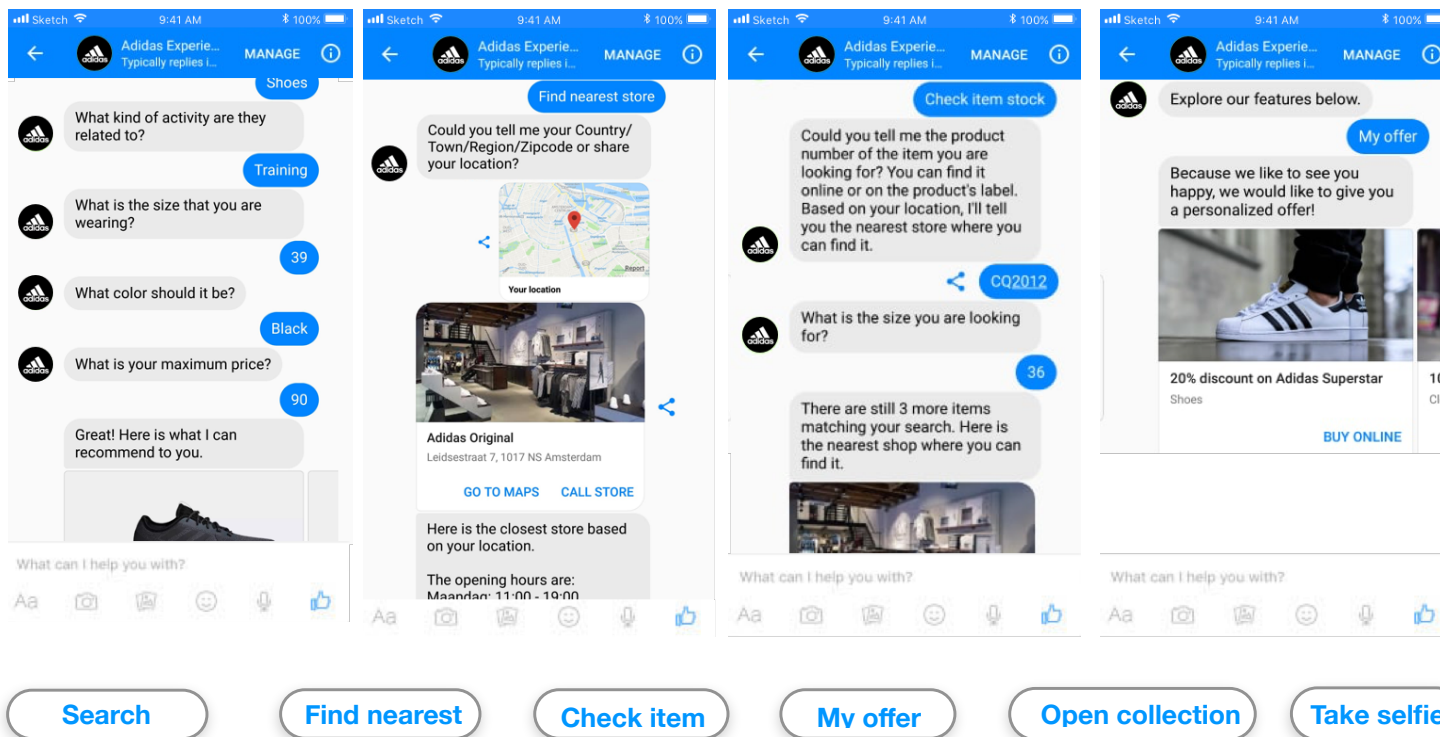


# Adidas Experience Messenger Chatbot / Every moment counts.

Team Insiprescu

## Adidas Hackathon Amsterdam 2018



#HereToCreate



## Engaging in the new customer experience .

We offer a new shopping experience which is effortless and memorable for the user, which boosts customer engagement for the business. With the help of an AI-powered social media chatbot, the user can perform all actions that could have been done on a website, easier, faster and friendlier! In addition to these basic functions, our unique value for engagement comes from rewarding users with the possibility of participating in a challenge after they complete a purchase every month. People can send a selfie of their new purchase to the chatbot and receive in exchange a personalized photo that can be shared on social channels with friends. When 6 selfies are collected in the gallery, the user gets the chance to personalize and get a T-shirt for free.