

Lau case competition 2023

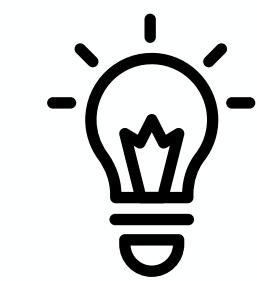
# Embrace the Hunt Campaign

*"Unveil Lebanon's Enigmatic Souvenirs through AR Exploration!"*

**Issue:** The economy of Lebanon is now experiencing a protracted crisis that is marked by currency devaluation and high unemployment rates. Local businesses are under tremendous difficulty as a result of this terrible scenario, and they are in urgent need of a lifeline to keep them operating and support economic recovery.



**Objective:** capture travelers' interest and persuade them to choose Lebanon as their preferred travel destination.



**Approach:** use the potential of augmented reality (AR) technology and fun experiences to draw tourists and promote Lebanon as a top travel destination. And Implement a clever marketing strategy that revolves around an alluring AR-enabled treasure hunt.



# The Campaign is Targeting Tourists From All over the World



Lebanese  
immigrants



Non-Lebanese



Lebanese

To have a clear portrayal and understanding of those audience we need to know their desires, preferences, and motivations

# The Tourists wants/needs can be satisfied in lebanon

The tourists have the following desires, preference and motivation to visit Lebanon



**The Chance to Learn About History**

**The Desire to Experience New Culture**

**Enjoy Country's Natural Wonders**

**The Desire to Try New Food**

**Exploring local craftsmanship, purchasing unique souvenirs**



Lebanon attract tourists through its captivating landscape and rich heritage



Rich History



Vibrant Culture



Stunning Scenery



Diverse and Flavorful Cuisine



diverse range of shopping experience

**Understanding Audience**

**Creating the Idea**

**Crafting the Proposition**

**Executing the Idea**

**Conclusion**

# Addressing the Tourists' Important Factors can guide in developing a campaign that address their needs

## What's Important For a Tourist coming to Lebanon?



### Safety and Security:

To Provide a safe environment



### Authentic Experiences:

To encounter in the local culture, traditions and cuisine



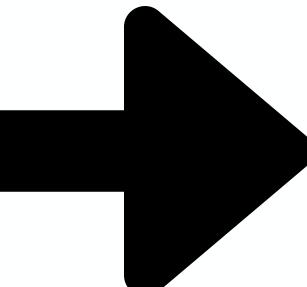
### Unique Attraction:

To highlight Lebanon hidden gems



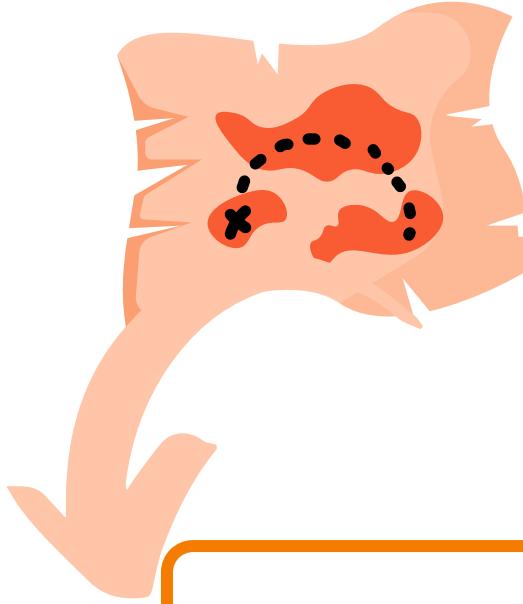
### Accessibility:

To provide sufficient information, and transportation options



*After gaining a thorough understanding of the audience's preferences, desires, and motivations to visit Lebanon, we are equipped to create a captivating campaign integrating an augmented reality (AR) experience to explore all of Lebanon's destinations, that resonates with their interests .*

By offering an immersive and thrilling AR scavenger hunt adventure, we can satisfy their desires and preferences taking into consideration the tourists' important factors



**General Discription:**

Scavenger Hunt that uses augmented reality (AR) technology to provide players with additional information about the places they are visiting.

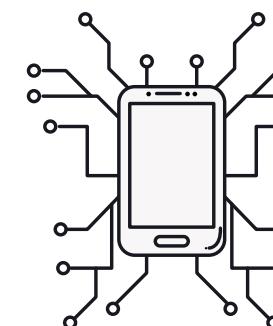
*This idea and technology will be used and implemented in an application to create a more immersive and interactive experience for tourists in Lebanon .*

**Scattering hidden clues and captivating stories throughout the markets and souks, this AR experience sparks curiosity and creates a sense of mystery around Lebanon's cultural and historical significance.**

To do that, those features in the application must be integrated



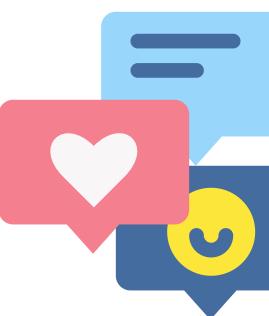
**Location-based:** players need to be at a specific location to complete a task



**Augmented Reality:** for Digital information such as historical facts



**Rewards:** redeem their points for prizes, such as souvenirs

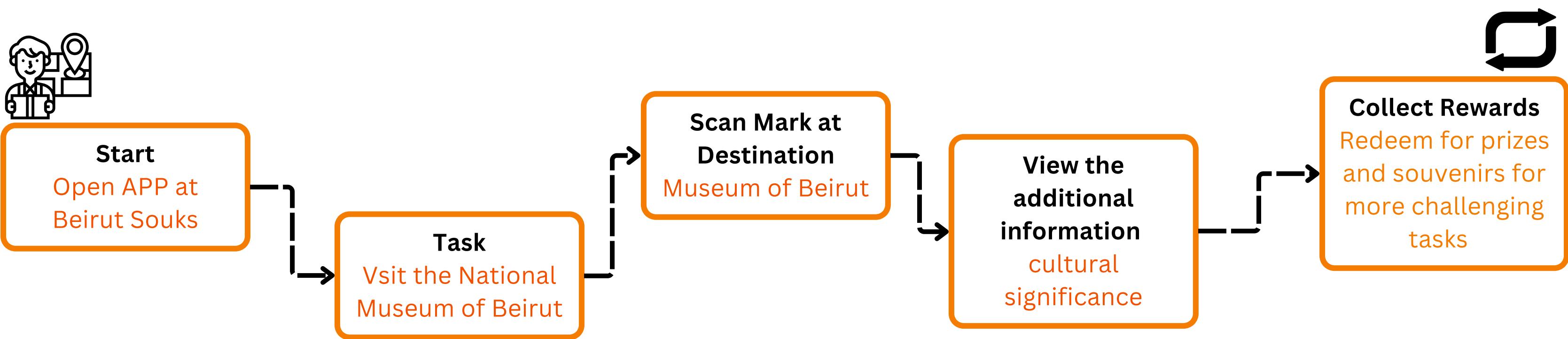


**Social sharing:** share their progress on social media promote the scavenger hunt and attract new players



**Competition:** to earn more points, this adds an element of excitement and challenge to the experience

**It is very simple to use! Open the app. Select a task. Do the task. Scan the marker when arriving to the destination. Win the digital information as well as reward points.**



**The App is featured with a map of Lebanon & touristic location marks, the tourist will do the task and compete to know more information and get rewards**

Understanding Audience

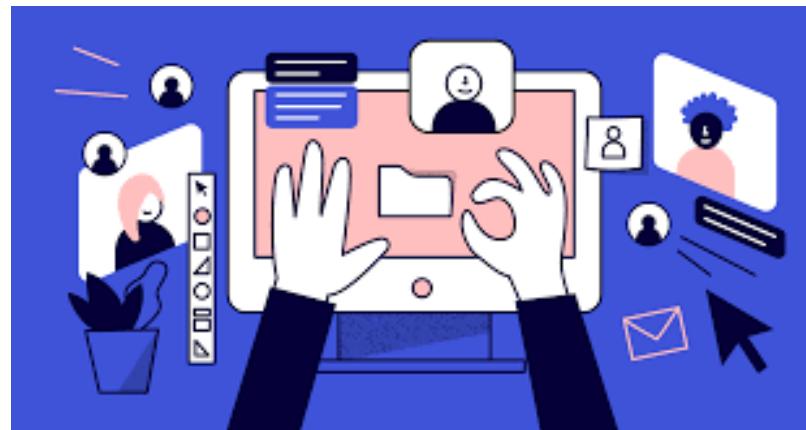
Creating the Idea

Crafting the Proposition

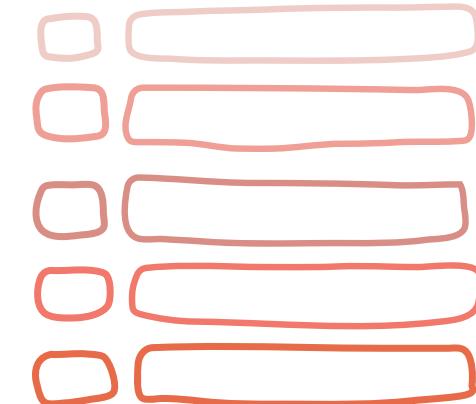
Executing the Idea

Conclusion

This AR app is a unique experience, fun, and educational, that is beneficial for tourists and satisfies their needs mentioned before.



Interactive way to learn



Well organized tourist vacation



Ensuring safety through the paths and tracks provided by the application



Affordable and efficient way to go around Lebanon



Easy access to strategic touristic location in Lebanon

Understanding Audience

Creating the Idea

Crafting the Proposition

Executing the Idea

Conclusion

No tourist will finish all the tasks and visits all the locations in a one vacation.

If the Tourist were satisfied with this experience

*This is an advantage for the lebanese economy and the sustainability in the touristic field*



*Tourist will have the desire to complete the tour and relive the same experience*

*So, the likelihood to come back to lebanon increases*

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Understanding  
Audience

Creating the Idea

Crafting the  
Proposition

Executing the  
Idea

Conclusion

The ultimate goal behind the 'Embrace the hunt' Campaign is to revitalize Lebanon's tourism sector, attract tourists, and stimulate economic growth.



## The Campaign Goals

### Goal nº 01

Uncover hidden place and make the visit even more memorable



### Goal nº 02

Contribute to the economic growth of the country



### Goal nº 03

Encourage tourists to continue exploring lebanon beyond scavenger hunt and foster deeper connection with the local culture and community



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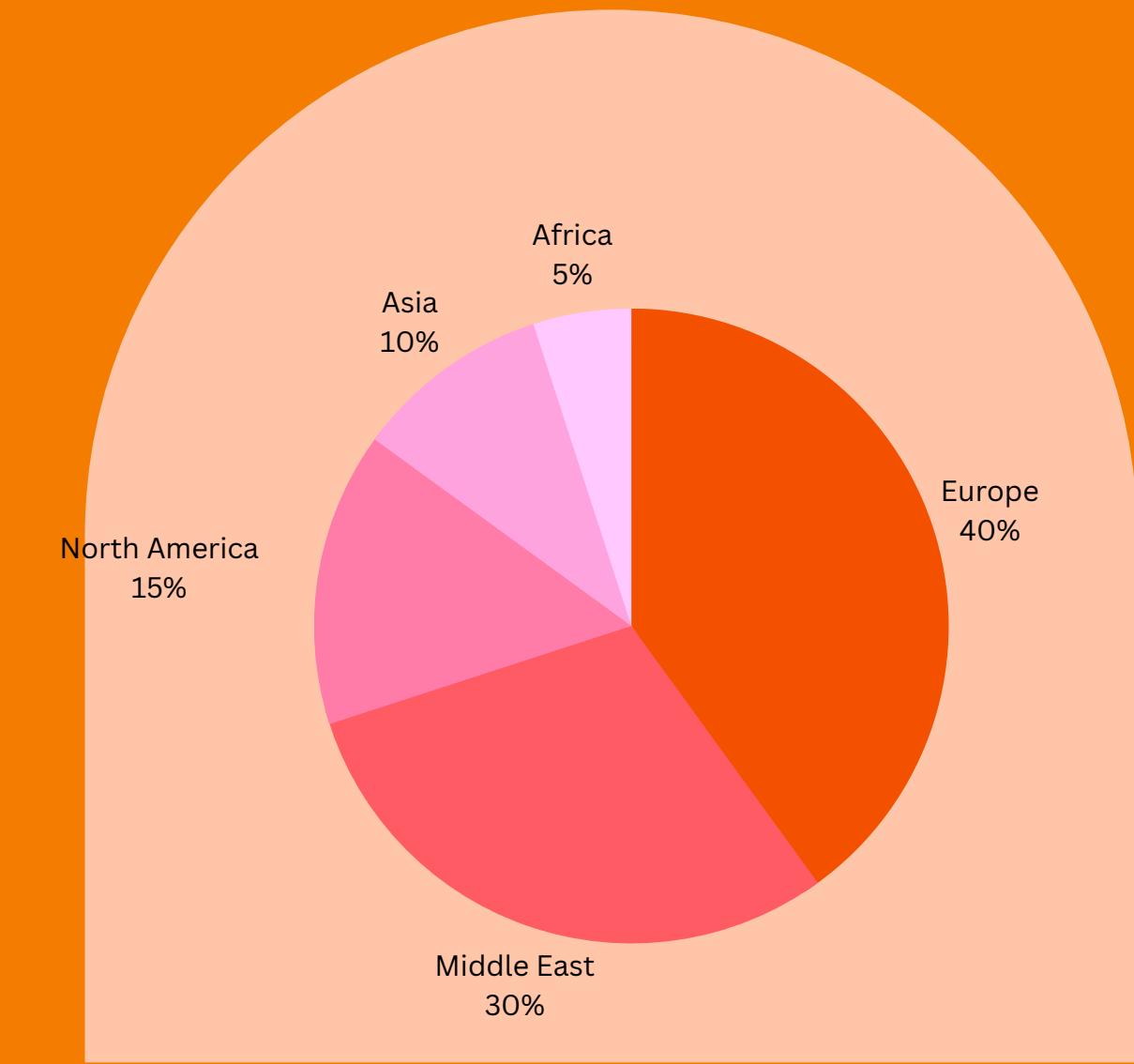
Promoting the app should be targeted towards Tourists that come from Europe and the Middle East

These markets are 70% contributing of the number of users visting lebanon

Focusing on the unconventional effecient marketing channels in those regions will have the most affect for tourists to try this new experience

## Statistics on tourism in Lebanon based on region

The graph shows that lebanon attracts from Europe and Middle east the highest percentage of tourists



# Different channels are used to market for the 'Embrace the hunt campaign'

## Marketing Channels



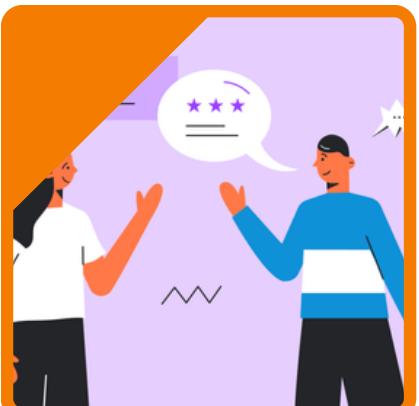
### Social Media Platforms

- encourage user-generated content through hashtags and challenges.



### Influencers collaboration

- They can share their journey participating in the hunt, creating buzz and reaching a wider audience

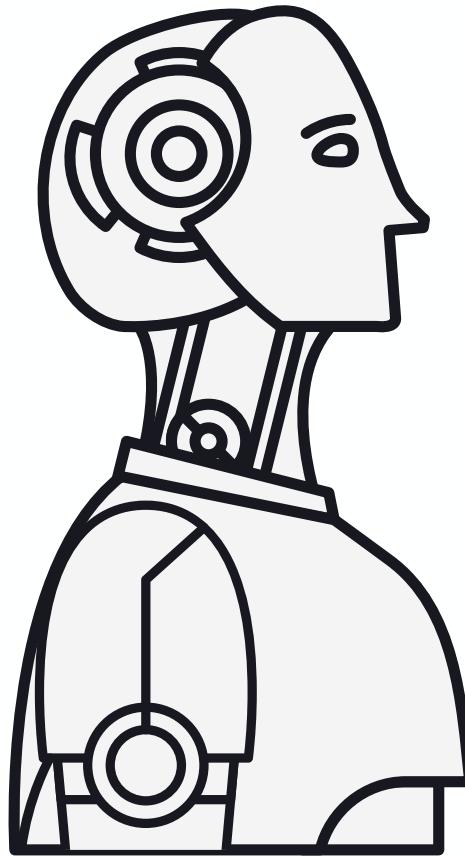


### Word-of-Mouth

- Foster a sense of excitement and satisfaction among tourist's friends and family that generate positive recommendations.

*By leveraging these diverse marketing channels, the campaign can reach a wide audience, generate interest and engagement, and position Lebanon as a must-visit destination for immersive and cultural experiences*

The campaign promotes Lebanon as go-to touristic country through an immersive augmented reality scavenger hunt.



- *The future of AR in tourism is very promising.*
- *The campaign uses a gamified scavenger hunt format to add excitement and competition, making it an unforgettable and shareable experience. This experience is not available in the region.*
- *The use of the multichannel marketing strategies will reach audience and generate buzz to the campaign.*

*The "AR- Enabled Scavenger Hunt" is a unique and immersive tourism experience that will allow tourists to discover a side of Lebanon they never knew existed*

# Prototype of the Application:



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