Chase the Challange!

Partner Brand Information Deck

Jase

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Younger people value experiences

4 out 5

Gen Z and Millenials say

they value experiences over products.

Forbes, Jeff Fromm, (2023)

Give your customers a memorable experience!

89%

of consumers say that

they feel more connected to a brand

after participating in an experiential event

MarketSplash, (2024)

Introducing Jase,

mobile game where people create real memories!

Turn life into a game - create unforgetable experiences with your friends!

What We Can Do

A game app that merges digital engagement with real-world exploration

We use fun and memorable challenges to merge technology with real-world fun.

Jase users are primed for exploration, discovery, and brand interaction.

Our users are primarily Gen Z and Millennials who are seeking socialization and adventure, through the challenges we provide.

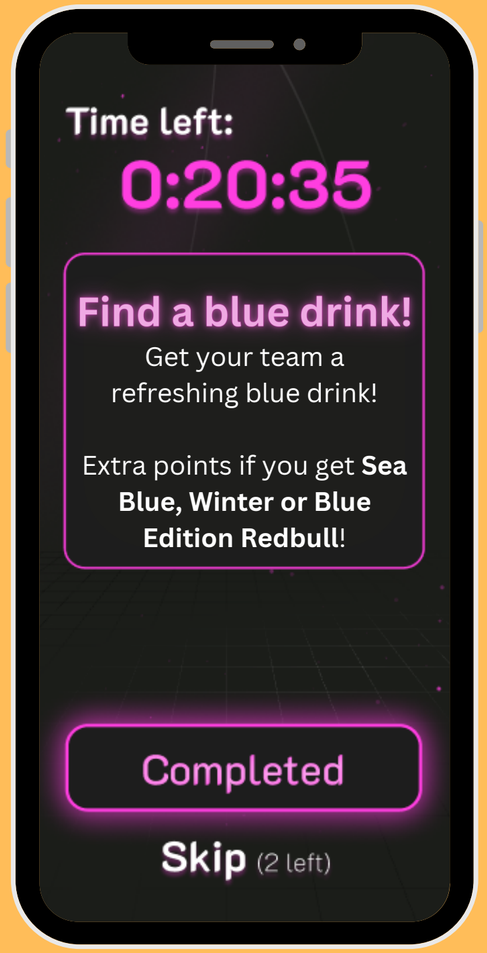
You can be part of the users’ journey!

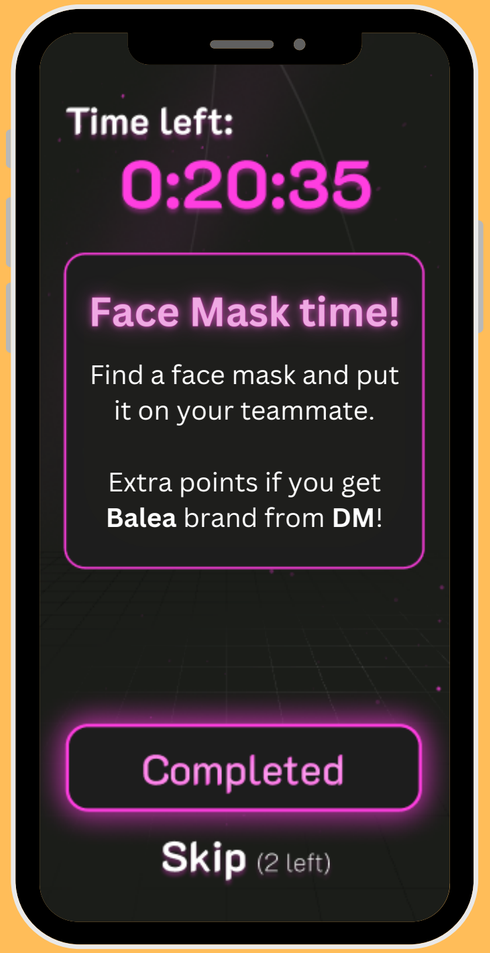
As a brand you can be part of our users’ adventure and make your brand be a part of the memories they create with their friends in an authentic way.

What are partner challanges?

We work with you to create authentic interactive experiences that involve your brand or product.

Make the users feel more connected to your brand.





*example challenges

Power of Experiential Advertising in Jase

Jase challenges go beyond static ads to create active brand interactions.

You can tailor experiences to meet your specific marketing goals, such as community-level impact for localized brands or directly targeting any demographic and their friend group.
Access to a unique audience, rich user engagement data, and measurable results for their marketing investment.
More importantly, be a part of the memories they create together

User Insight

Users spend around 7-15 minutes per challange.

During our beta testings, average time spent on a challenge was around 7 to 15 minutes, meaning partnered challenge will have up to 15 minute of visibility per user.

Target urban youth

Both our demographic research and user testing show that our main target audience will be 15 to 35-year-olds in urban cities.
We also observed a high interest from rural areas and will work on targeting that group as well.

Growing mobile game market.

Our research shows that people are seeking more authentic ways of socialization while the mobile game market is rapidly growing*, which perfectly fits the problem Jase is answering.

*Statista (2023)

Who are our User Peronas?

The Social Explorer

Psychographics: Outgoing, enjoys social activities and urban exploration, and is motivated by friendly competition and teamwork.

Needs and Motivations: Desires engaging, easy-to-share challenges and looks for a community experience within games that provides a sense of belonging.

The Competitive Challenger

Psychographics: Passionate about urban discovery, appreciates balanced social and competitive elements, and motivated by curiosity and adventure.

Needs and Motivations: Looks for challenges that engage him both mentally and physically, valuing a game that encourages activity and exploration.

Success Metrics

1

Challenge Completion Rates

See how many people who finished the challenge, and engaged with your brand instead of skipping.

2

Engagement Time

See how long users interacted with your brand's challenge.

3

Positive Brand Sentiment

Users can share the results of the challenges on their social media or give us a feedback, track how users view your brand .

4

Brand Interactions

By linking your product's website, description or images see how many people are interested in engaging with them.

Pricing Models and Packages

Package	Custom Challenge	Analytics	Custom Reporting	Strategic Reviewing	Co-branded promotions
Basic	✓	✓			
Premium	✓	✓	✓		
Exclusive	✓	✓	✓	✓	
Partner	✓	✓	✓	✓	✓

Start Boosting Your Brand Engagement Today

Book a demo with our team for a trial period and See Jase in Action!

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Jase