



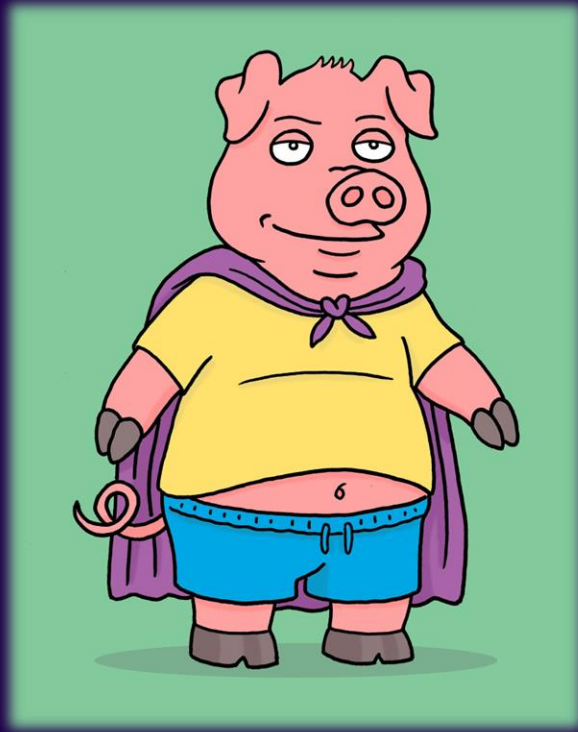


The Plan

Create engaging Trivia content with a likeable Host/Presenter on TikTok & Instagram in and around London in quirky locations using interesting guerrilla marketing style tactics

Groom that audience and encourage users to play more Trivia at 3pigs.io with more fun games to win prizes and challenge friends

The Brand

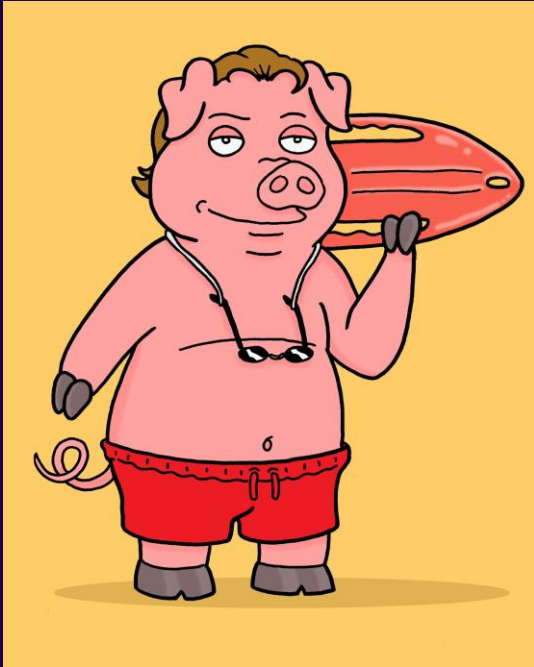


App/Website where users can play trivia games, challenge friends and win prizes

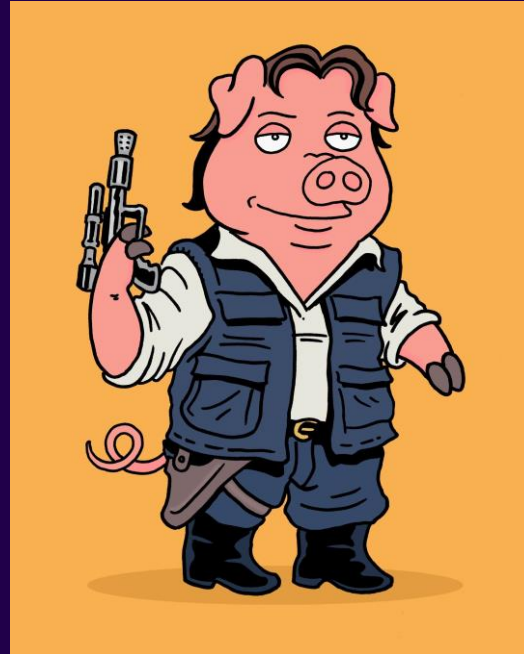
3 Pigs doesn't take itself too seriously, leans into the weird and stupid. The vibe should be that the product is nice, easy to use but we are half taking the piss with some of the things on the App

“sometimes going into the surreal/abstract can play well, particularly as this helps bring in trends and sounds alongside core product/trivia content.”

The Brand (NFT Potential)



David Hasslehog



Ham Solo

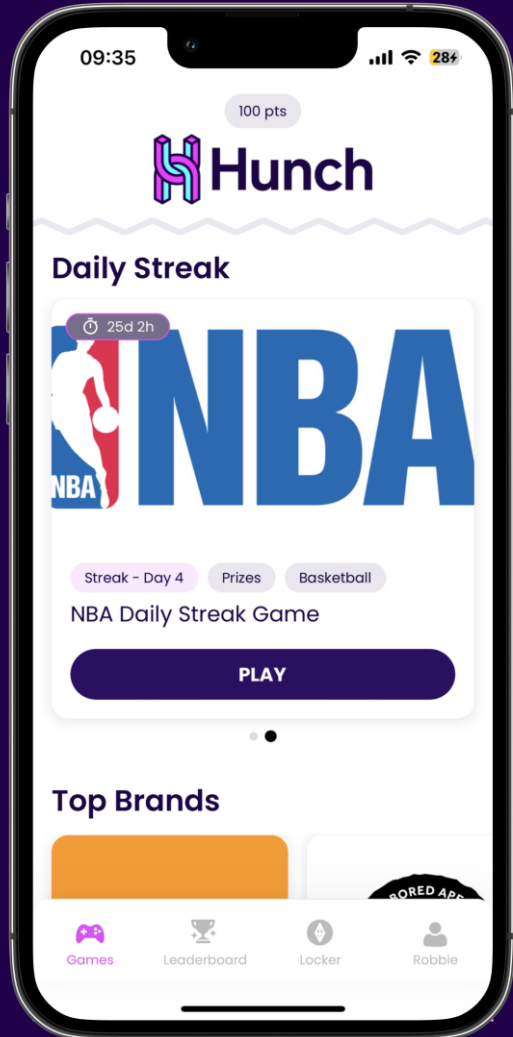


Pork Fiction

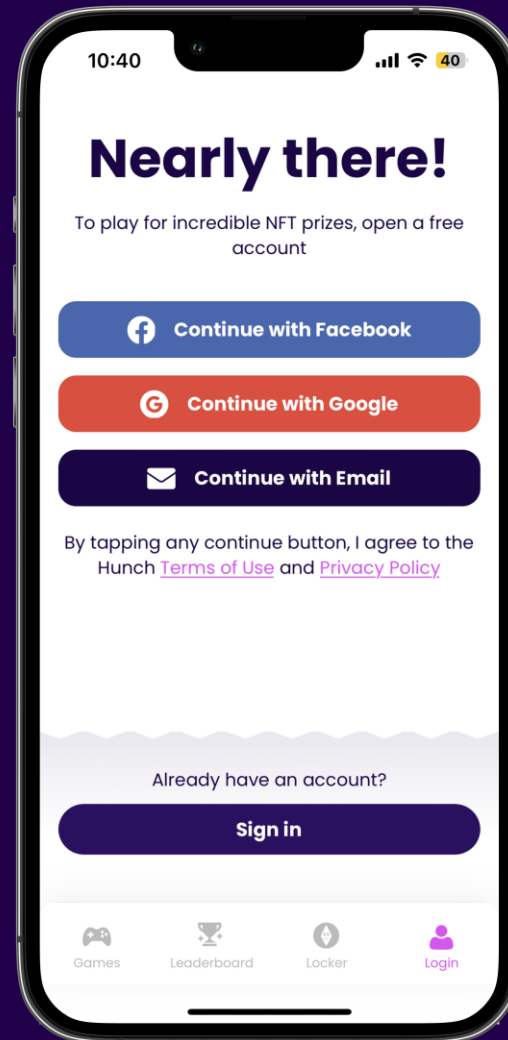
The Product



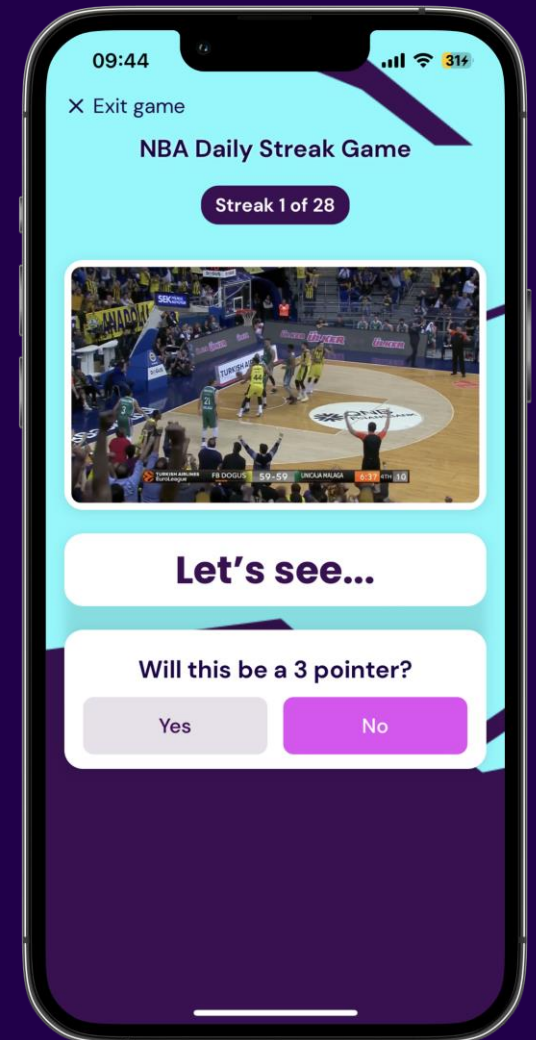
Games Lobby



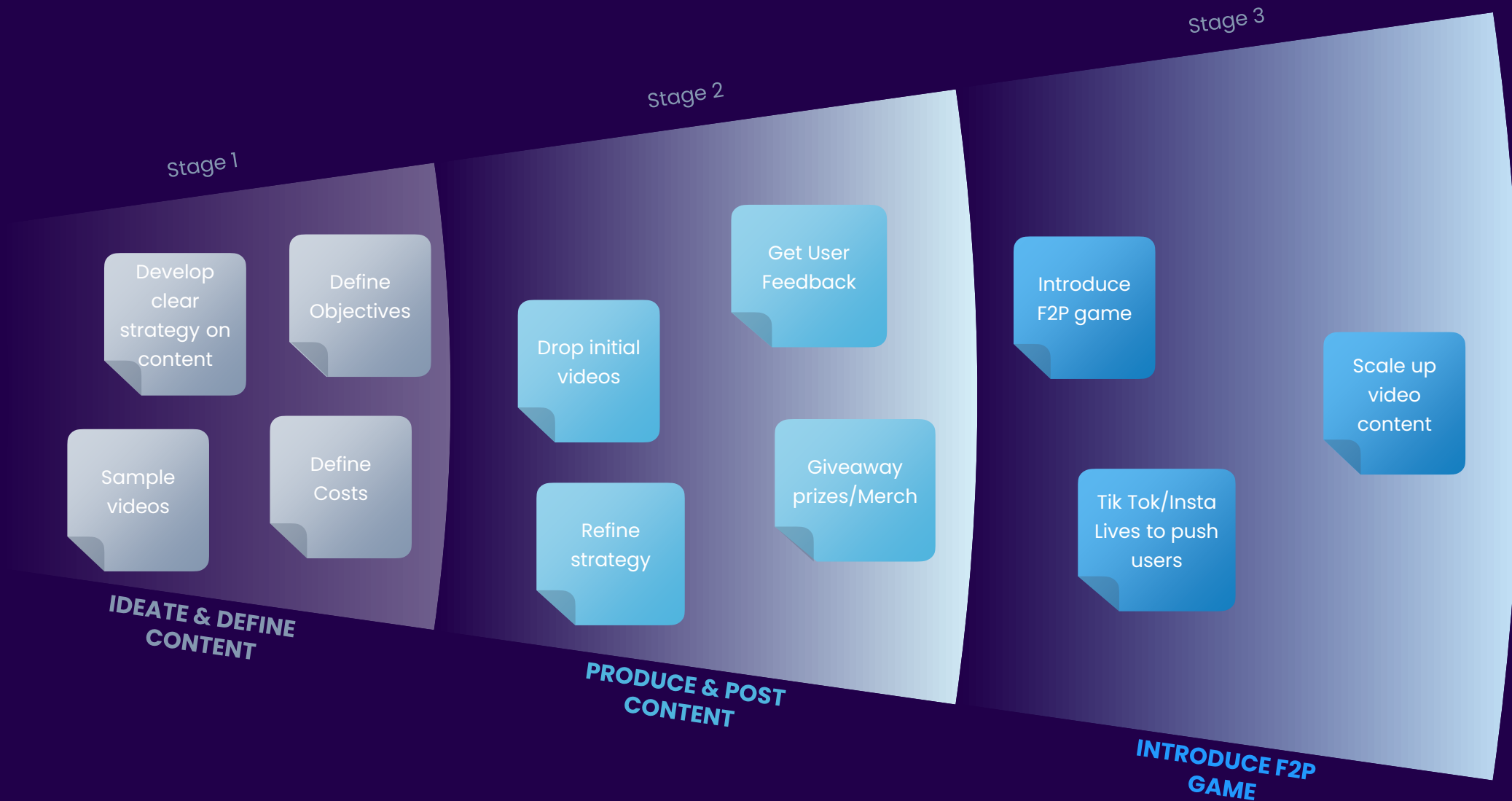
Sign Up



Play



The Plan



The Content



- **Likeable Host** Much of the content will live and die on the host
- **Non-threatening Host** Given the host will be in public situations, it shouldn't be someone who scares people, they should look and sound non-threatening
- **No Deception indicated** It shouldn't feel like there is any sort of money or big brand behind these videos
- **Influencers only used as Duets** Potentially to keep to the above point influencers could only be used as Duets to hide the fact we are paying them
- **Paddy Power Mischief Magic** We like the old Paddy Power stunts, would be good to be a bit cheeky and out there with some ideas

Lets not add too much polish...



Where to go?



- **Train Trivia**
 - **Pub Trivia**
 - **Dentist Trivia**
 - **Library Trivia**
 - **London Eye Trivia**
 - **Sauna Trivia**
 - **Gym Trivia**
 - **Prank call trivia**
-
- **Outside football stadiums**
 - **People are walking their dogs**

Who is this for?



**People who
like Trivia**

**People who
find the stupid
funny**

**People who
follow tiktok
trends**

**Friends groups, we
need to tap into the
sharing culture**

R

what kind of people played hq trivia



HQ Trivia, a live trivia app that was launched in 2017, attracted a diverse range of players from around the world. However, based on data and observations, here are some characteristics of people who played HQ Trivia:



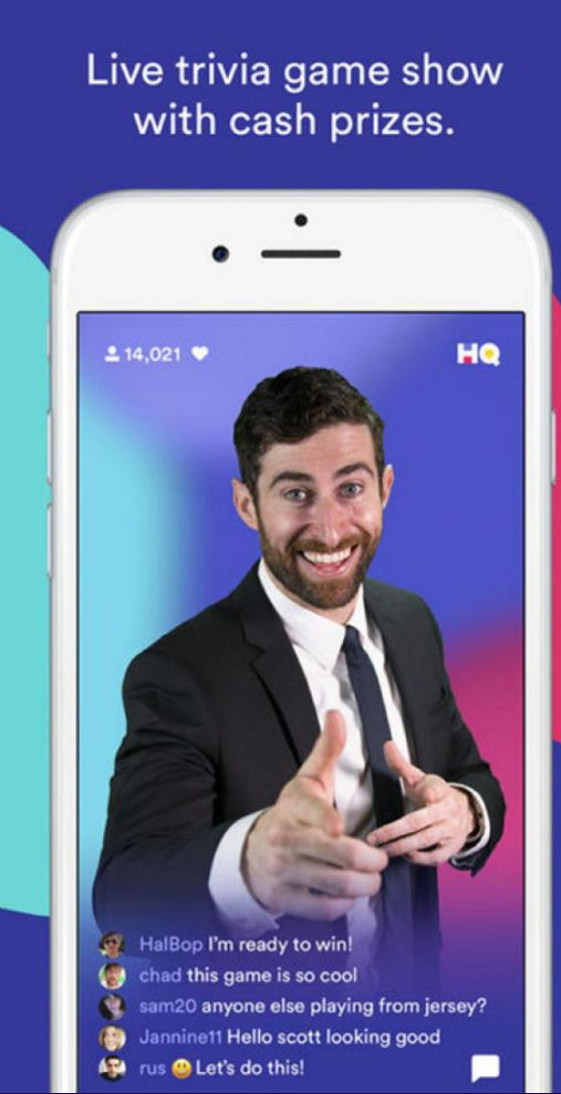
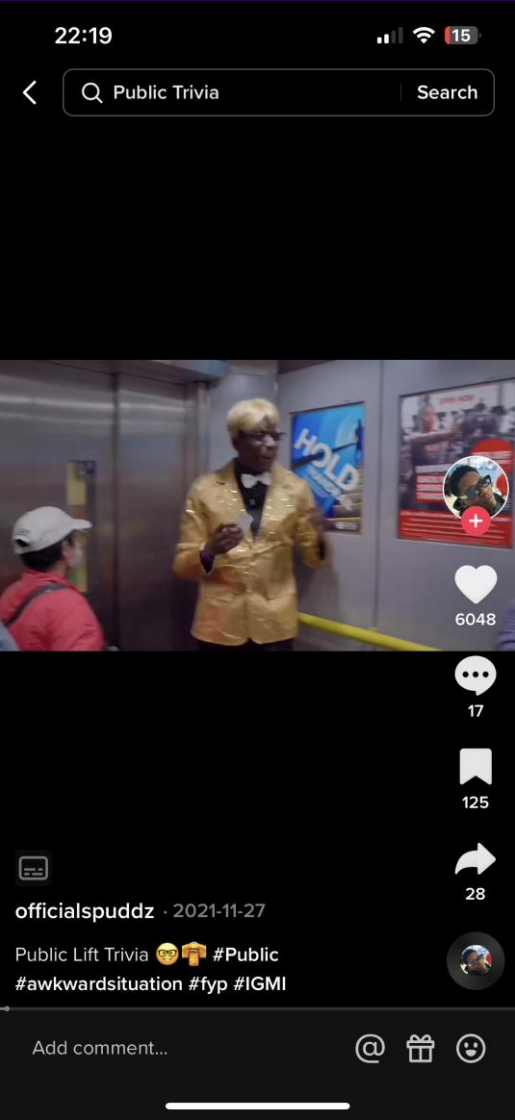
1. Tech-savvy individuals: As HQ Trivia was an app-based game, players who were comfortable using mobile devices and accessing apps were more likely to play.
2. Younger demographic: The majority of HQ Trivia players were under 35 years old, with many of them being millennials and Gen Z.
3. Socially engaged individuals: HQ Trivia's live format, which required players to tune in at specific times to play, attracted people who enjoyed socializing and connecting with others online.
4. Competitive individuals: HQ Trivia was a fast-paced game that rewarded players for speed and accuracy, making it appealing to those who enjoyed competition.
5. Fans of trivia and game shows: HQ Trivia's format, which resembled a game show, was attractive to people who enjoyed testing their knowledge and competing for prizes.
6. Casual gamers: HQ Trivia's short and sweet format, which required only a few minutes of playtime, made it appealing to casual gamers who wanted a quick and fun gaming experience.

Overall, HQ Trivia's appeal was broad, but it primarily attracted a younger, tech-savvy, and socially engaged demographic that enjoyed competition and trivia games.

Examples



Examples



Examples



Some Game Ideas



- **Which is heavier** (two random objects, 20 VW Golfs or 10,000 blocks of cheese)
- **Guess this noise?** (Play a 1 second clip of something and people have to guess the noise, winner in the comments wins something)
- **Emoji country game** (Display emojis and they represent a country)
- **Muddled up celeb faces**
- **Family Fortunes**
- **Phone a friend** (you can't give them the answer, they must know it for a prize)
- **Finish these lyrics** (potentially too much of this done)

Examples

