



**foursquare**

OR

**Gowalla**

**WHO TO GO WITH FOR CAMPAIGNS, PARTNERSHIPS, & PROMOTIONS?**

# GEO-BASED GAMES

A LITTLE BIT ABOUT...

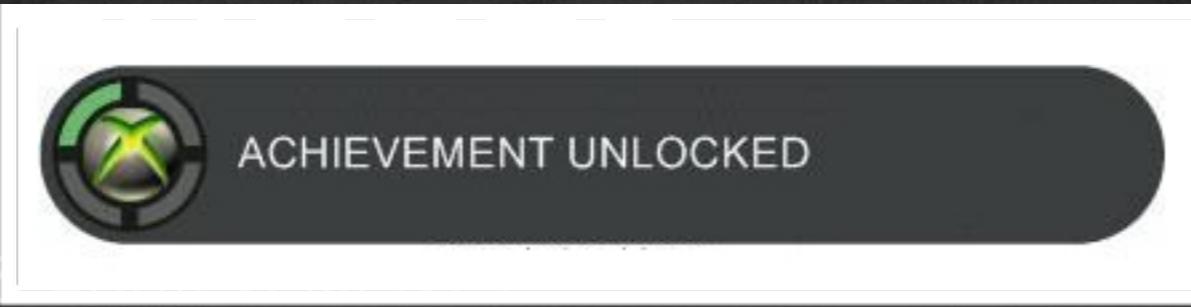
# BUT WHY DO PEOPLE USE THESE?

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REWARDS & ACHIEVEMENTS

# BUT WHY DO PEOPLE USE



Rewards

# BUT WHY DO PEOPLE USE THESE?



REWARDS & ACHIEVEMENTS

# BUT WHY DO PEOPLE USE THESE?

- REWARDS & ACHIEVEMENTS
- BEING SOCIAL & SHARING

# BUS US

REWARD  
BEING

Zain Habbo last day at work for 5 months...coocoo bananas!

April 16 at 6:41am via BlackBerry · Comment · Like

2 people like this.

View all 9 comments

Sarra Ghazi Nasser Yahoo!!!!

April 16 at 1:35pm

Walid Zou'bi Yikes!

April 17 at 3:04am

Write a comment...

# BUT WHY DO PEOPLE USE THESE?

- REWARDS & ACHIEVEMENTS
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- REWARDS & ACHIEVEMENTS
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- STATUS

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# LE

# BUT WHY DO PEOPLE USE THESE?

- REWARDS & ACHIEVEMENTS
- BEING SOCIAL & SHARING
- STATUS

# THE NUTS & BOLTS

HOW DO THESE THINGS WORK AND WHAT ARE THEY ABOUT?



UP FIRST...

Gowalla

# GIST OF THE GAME

Gowalla's main gameplay psyche is focused on discovery. As you check in to different locations, you acquire stamps, discover items & offers, and receive pins for achievements - all of which contribute to your "passport"

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# MISSION & PURPOSE

Encourage users to “get out” more and help their friends do the same. “Go out. Go discover. Go share. Gowalla.”

# DETAILS & STATS

1 USERS

1 FUNDING & SUPPORT

1 PLATFORMS SUPPORTED

1 COMMUNICATION TONE

1 INTEGRATION

1 PARTNERSHIPS

# DETAILS & STATS

## USERS

~100,000 & growing (International & US-based)

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## PLATFORMS SUPPORTED

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- USERS ~100,000 & growing (International & US-based)
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• PARTNERSHIPS	NJ Nets, Chevy, Palm, Adobe, Peet's Coffee, Chipotle, InCase, Lance Armstrong Foundation

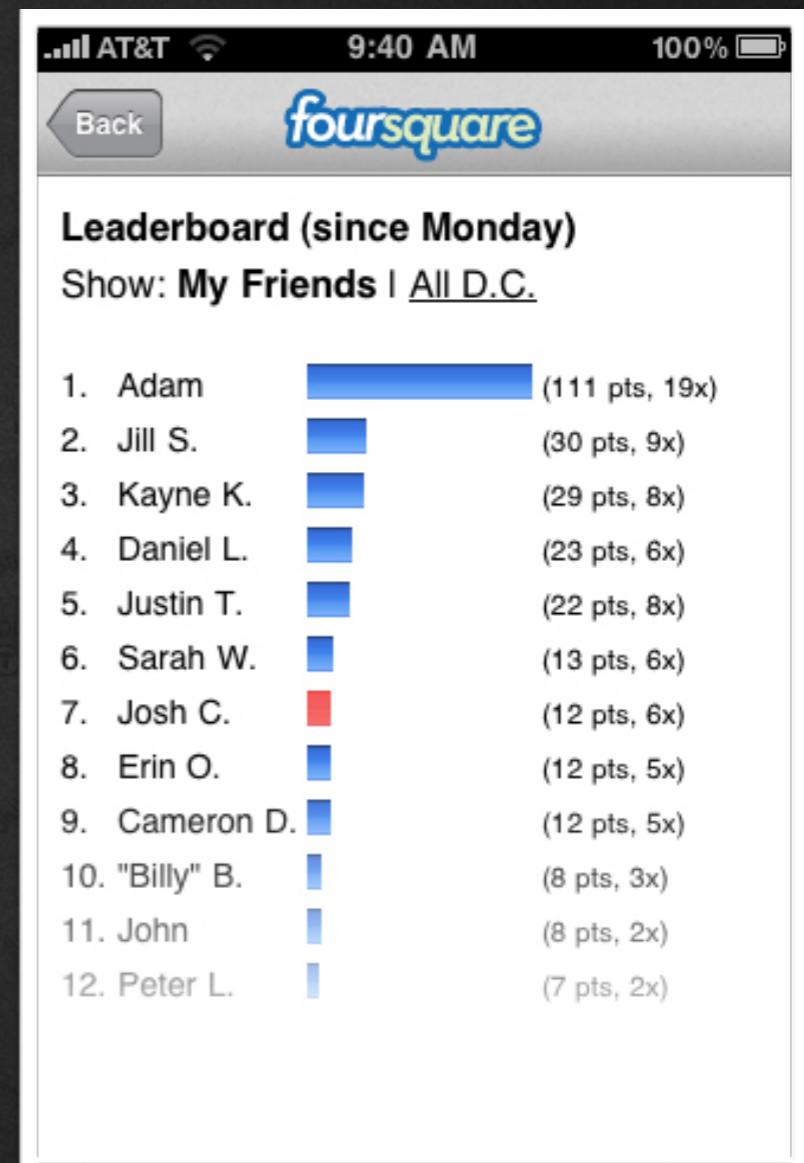


# GIST OF THE GAME

Foursquare's main gameplay psyche is focused on competition. Check-in's earn points which contribute to a leaderboard, users who frequent a location become Mayors, and users acquire badges based on specific activity requirements

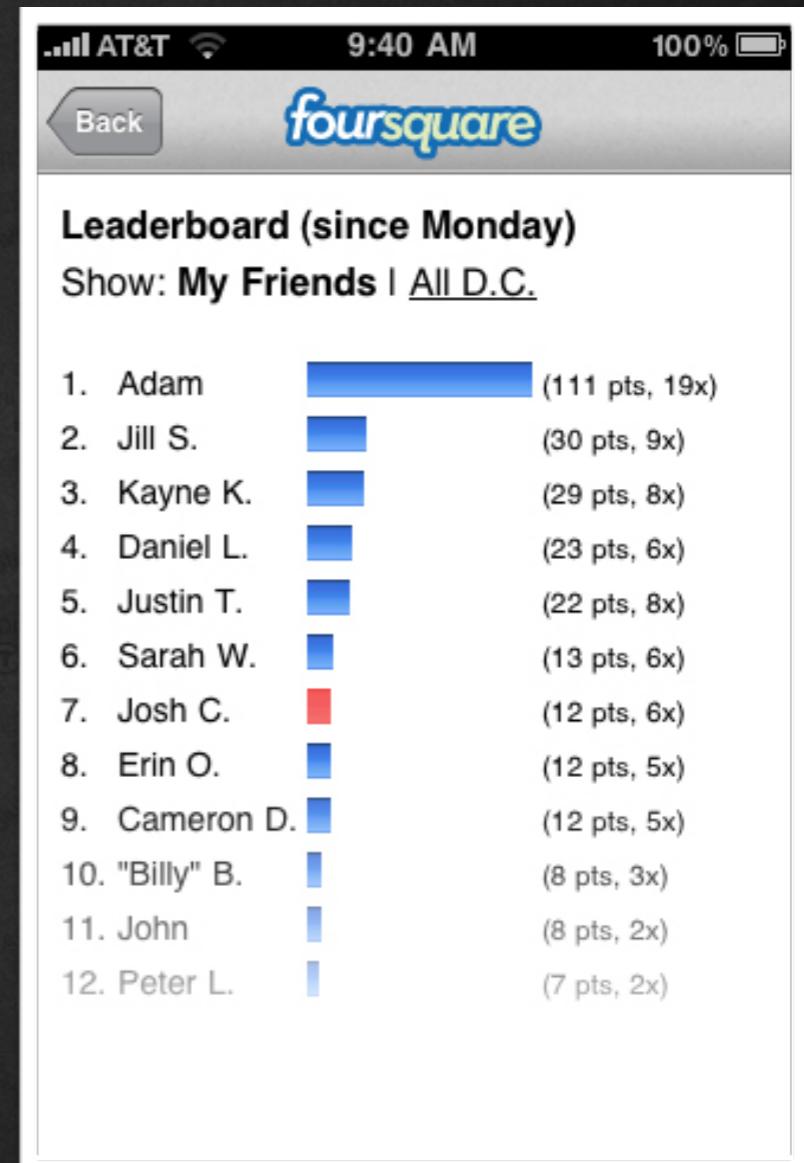
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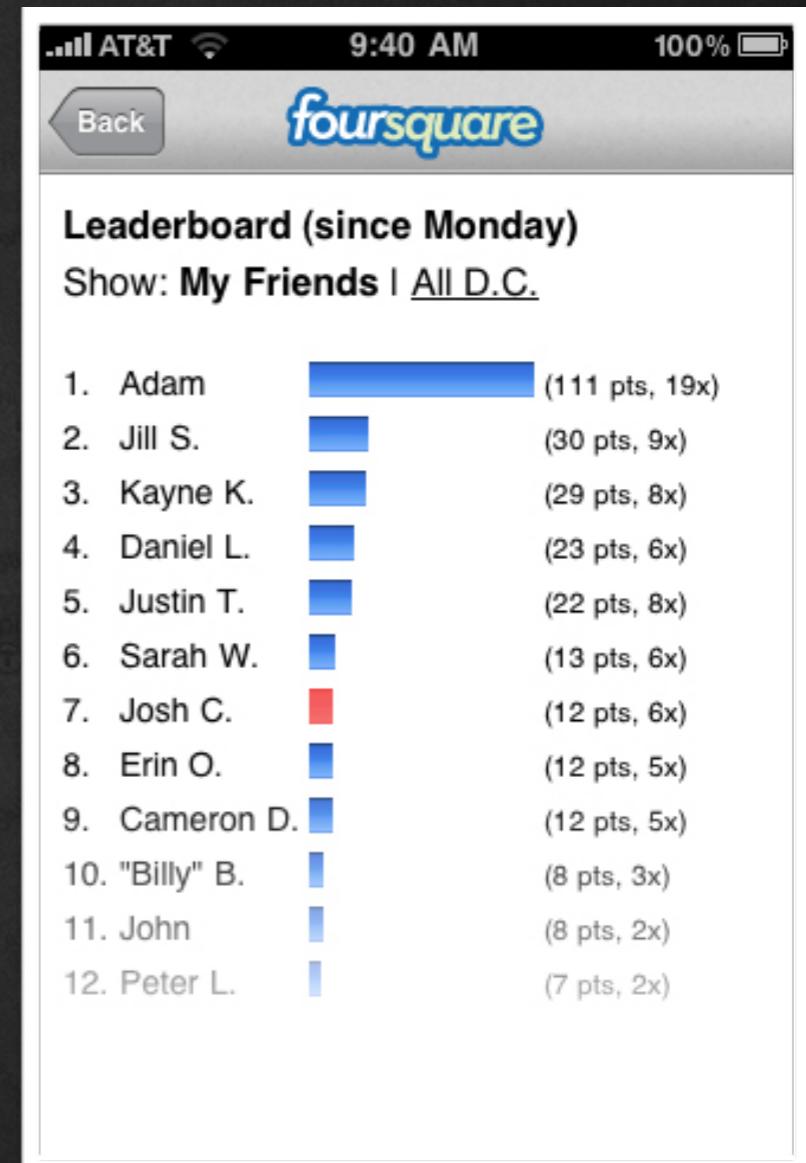
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# MISSION & PURPOSE

“Check in. Find your friends. Unlock your city.”

“What if we could be better at living in our city?”

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## COMMUNICATION TONE

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● PARTNERSHIPS	Bravo, Zagat, NYT, HBO, History Channel, New York Fashion Week, Pepsi, Lucky Magazine

# THE REPORT CARDS

WHAT'S GOOD AND BAD ABOUT GOWALLA & FOURSQUARE?





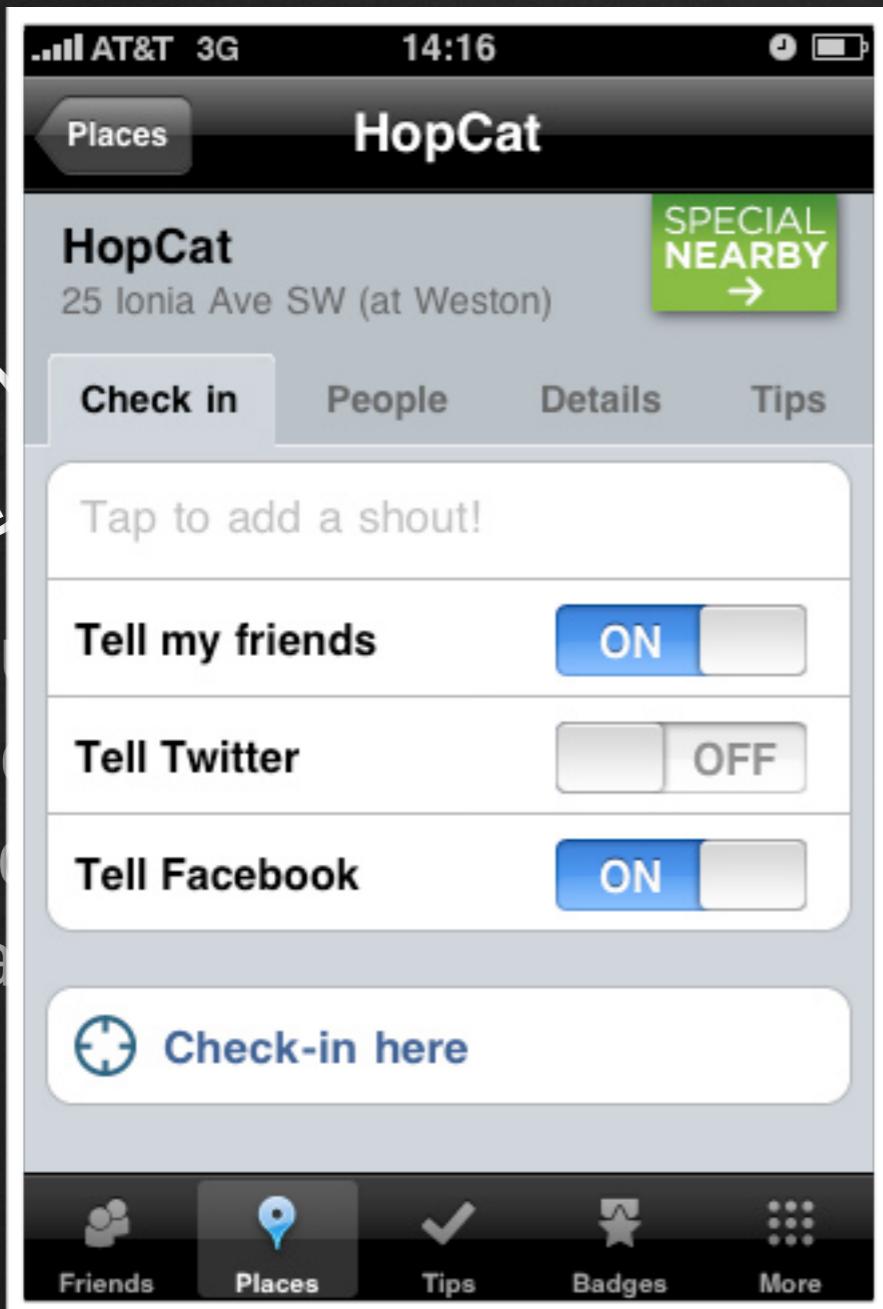
## COMPETITION IS KEY

Competition is a key part of the game, and gets users hooked. The point system, leaderboard and encouragement of smack talking contribute nicely to its competitive feel.



## BUSINESS INTEGRATION

Foursquare has a “businesses” section which allows business owners to view participation and encourage patronage by rewarding the Mayor and users who frequently check-in



Fou  
all  
and  
Ma

# INTEGRATION

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Fou  
all  
and  
Ma



## STATS

View data from: Today Yesterday Last week **Last 30 days** Last 60 days Last 90 days All Time

### Key metrics

Overview of activity

Total Checkins	595
Unique Visitors	179
Sent to Twitter	60%
Sent to Facebook	10%
Men   Women	65%   34%

### Top Visitors

Users who have checked in the most

	<b>Harry C.</b> 16 checkins	@tkdtool
	<b>Jim S.</b> 16 checkins	@jms1973
	<b>Bryan S.</b> 14 checkins	@brywineguy

### Most Recent Checkins

Most recent visitors

	<b>Brian M.</b> 9 checkins	@brianpmaguire
	<b>Kate B.</b> 1 checkin	@katebarrie
	<b>Jim S.</b> 67 checkins	@jms1973
	<b>Patrick K.</b> 2 checkins	3/8 (10:23PM)
	<b>Blatz Liquor L.</b> 31 checkins	@blatzliquor
	<b>Becca A.</b> 9 checkins	3/7 (8:40PM)
	<b>Kimberly L.</b> 2 checkins	3/7 (7:20PM)
	<b>Harry C.</b> 18 checkins	@tkdtool
	<b>Matthew T.</b> 17 checkins	3/7 (6:56PM)
	<b>Kari R.</b> 7 checkins	@pizzakan
	<b>Rex J.</b> 1 checkin	3/7 (5:32PM)
	<b>Flipeleven</b> 3 checkins	@flipeleven

### All Checkins

Detailed listing of all checkins



### Time Breakdown

When visitors are checking in



- 8% Morning (6am-12pm)
- 49% Afternoon (12pm-5pm)
- 40% Evening (5pm-12pm)
- 1% Late Night (12am-6am)

Northeastern  
University



## LARGE USER BASE

Larger user base than Gowalla due to penetrating more platforms before Gowalla.



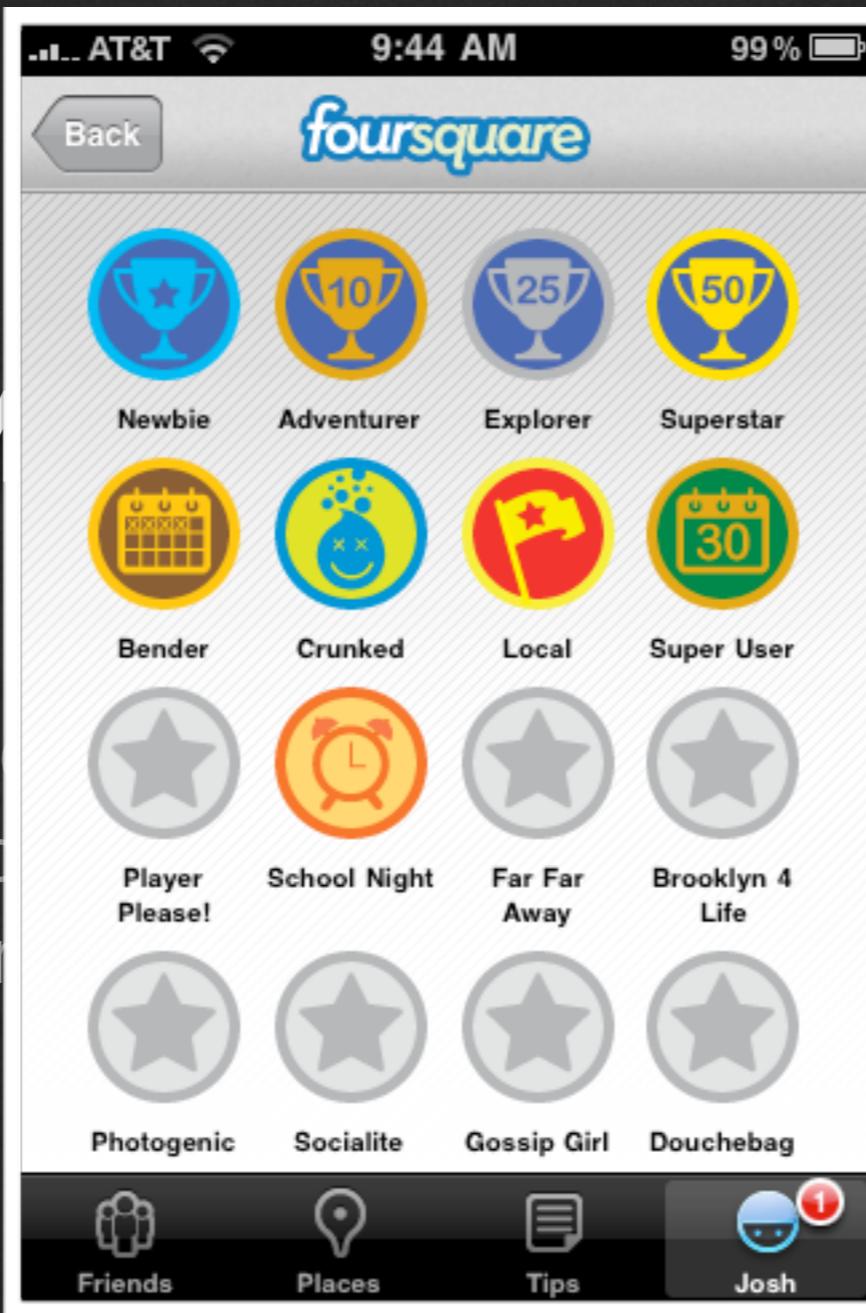
## ELEMENTS OF MYSTERY

Badges have a sense of mystery to them.  
Unless you research the information, you don't  
know how to achieve each badge which drives  
curiosity and encourages more usage



## ELEM

Badges have a  
Unless you res  
know how to ad  
curiosity and en



## ERY

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you don't  
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## ADDS TO EVERYDAY LIFE

It encourages “real life” activity by building a virtual layer into every day experiences that makes real-life activity more enjoyable



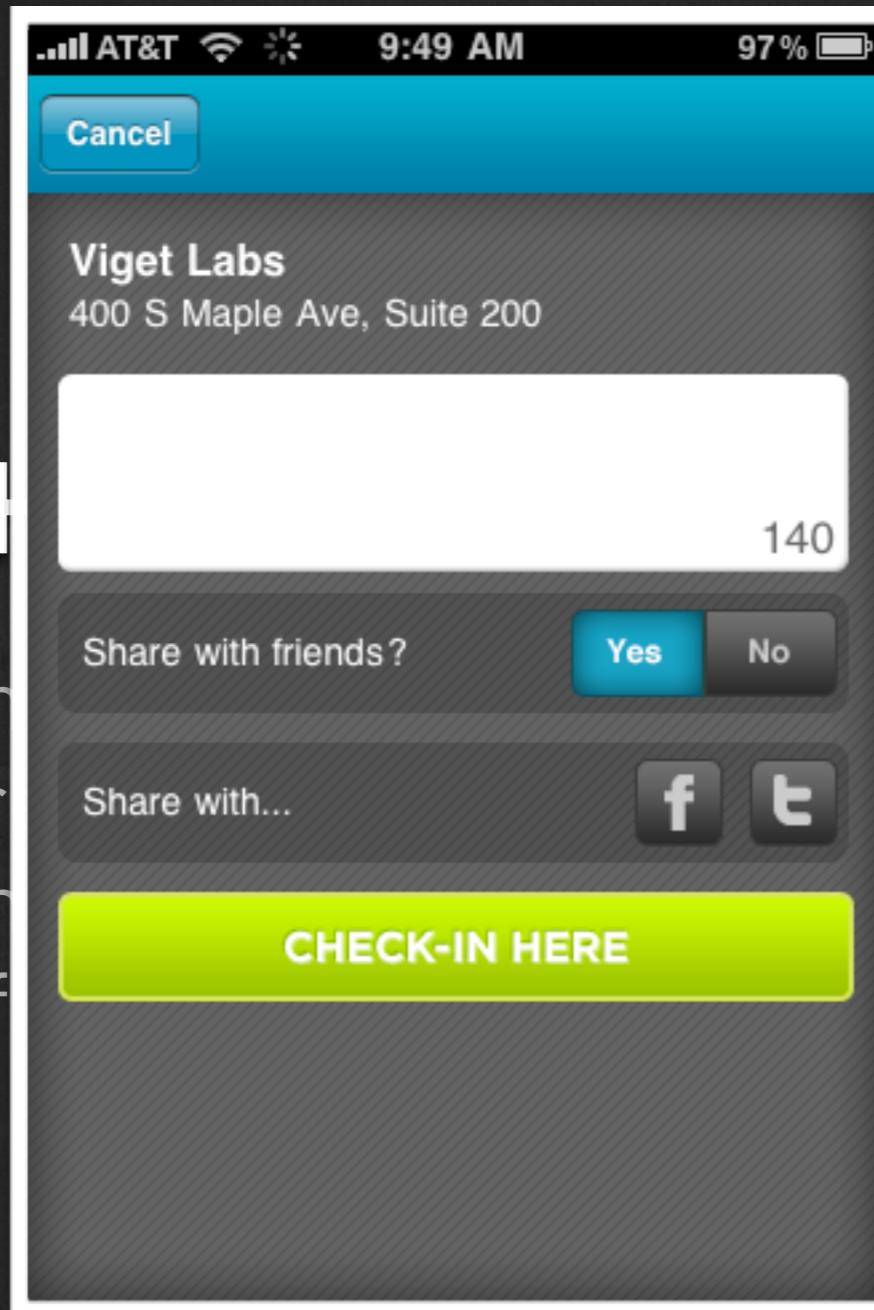
## CHECK-IN CONTROL

Users can choose whether or not to publicize their current location with other Foursquare friends and users, essentially being “off the grid”



CH

Users can  
their curr  
friends an  
being “off



ROL

to publicize  
Foursquare

Northeastern  
University



Users can check-in to their current location and share with friends and being “off the grid.”

The image shows two screenshots of the Foursquare mobile application. The left screenshot, taken at 9:49 AM, displays a check-in screen for 'Viget Labs' located at '400 S Maple Ave, Suite 200'. It includes a 'Cancel' button, a 'Share with friends?' section, a 'Share with...' section, and a prominent green 'CHECK-IN HERE' button. The right screenshot, taken at 9:51 AM, shows the user's check-in history under the heading 'CHECKINS' for 'Yesterday'. It lists five recent check-ins: 'Neil C. @ [off the grid]' (Wed 12:07 PM), 'Jennifer K. @ [off the grid]' (Wed 11:29 AM), 'Colin S. @ Barnes and Nobles' (Tysons Corner Center, Wed 10:37 AM), and 'Kayne K. @ Prince William Clean...' (4391 Ridgewood Center Drive, Suite F (PW Parkway and Old Bridge Rd.), Wed 8:53 AM). The bottom navigation bar includes 'Friends', 'Places', 'Tips', and a 'Josh' profile icon with a red notification badge.



## SPOT-SPECIFIC INFO

Users can add tips and to-do's (comments) to locations which friends will see when they check in to that location



# SPOT

Users can add locations which check in to that

NEARBY TIPS

MY TO DOS

@ Viget Labs  
Pay homage to Josh Chambers  
7 weeks ago via Josh Chambers

@ Viget Labs  
Pay homage to Josh Chambers  
7 weeks ago via Josh Chambers

@ Elevation Burger  
Go to Elevation Burger and try a Vertigo Burger with up to 10 patties of free-range beef!  
4 months ago via George B.

@ Elevation Burger  
Go here for excellent burgers - Just like In-n-out burger.  
4 weeks ago via Rich S.

Near 310 Shirley St, Falls Church, VA

Friends Places Tips (1) Josh



## COMMUNITY EMPOWERMENT

Content/spot creation is a community responsibility - Creators of a spot can alter the spot's location, and name



# FRIENDLY TO FACEBOOK

Facebook status publishing is thoughtful,  
detailed, and useful.



Facebook  
details

 **Josh Chambers**

 **The Crushery**  
Josh just ousted Joey P. as the mayor of The Crushery!

 April 25 at 11:45am via Foursquare - [Comment](#) · [Like](#) · [Josh on foursquare](#)

---

 **Josh Chambers** On the road again. Off to Colorado

 **DCA Ronald Reagan National Airport**  
Josh just checked-in @ DCA Ronald Reagan National Airport

 April 21 at 2:49pm via Foursquare - [Comment](#) · [Like](#) · [Josh on foursquare](#)



## REGULATING SPEED

Foursquare tries to prevent “speed check-in” where users check into multiple things in a very limited time



# SPOT SEARCHING

Locations and events can be found by browsing based on what's nearby and searching by location/name



## NOT MUCH STYLE

The design of Foursquare's interface and experience and are not nearly as attractive, intimate and personal as Gowalla



## GEO-INACCURACY

While Foursquare's working on it, check in's are not always constrained to the accurate geo location = users can more easily "cheat"



# NO PHOTOS

There are no options to take photos of your experience at your current location



# HICCUPS

The app is undergoing significant changes  
on a regular basis, which results in more  
bugs than Gowalla



# Gowalla

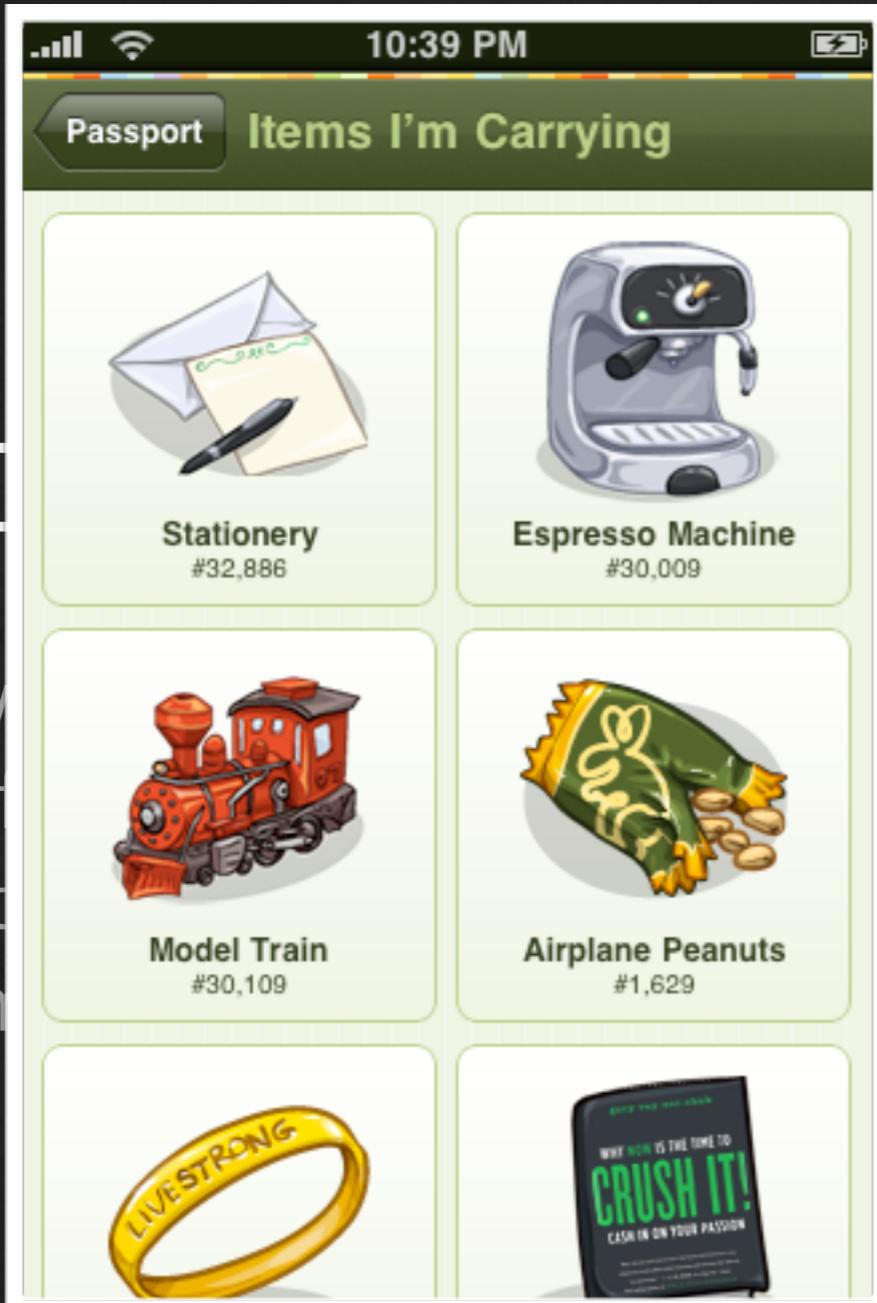


## DESIGN & EXPERIENCE

Gowalla touts beautiful, well-designed multi-platform user-interface and custom-designed virtual items, passport stamps, and badges.



Gowalla  
platform  
customers  
standards



# PERIENCE

well-designed multi-  
platforms, passport



Gowalla  
platform  
customers  
standards

The image displays two side-by-side screenshots of the Gowalla mobile application. The left screenshot shows the 'Items' screen with three items listed: 'Stationery' (#32,886), 'Model Train' (#30,109), and a yellow ring with 'LIVESTRONG' written on it. The right screenshot shows the 'Nearby Trips' screen for 'Harvard Yard' at 12:09 PM. It features a red circular badge with the text 'VERITAS' and a map of Cambridge, Massachusetts, showing several red check-in points. Below the map, three locations are listed: 'Harvard Hall' (641 km northeast), 'Massachusetts Hall' (641 km northeast), and 'Old Water Pump'.



Gowalla  
platform  
customers  
standards

The image displays three screenshots of the Gowalla mobile application interface, showing different features and user activity.

- Screenshot 1: Items**

This screen shows a list of items collected by the user. The items listed are:

  - Stationery (#32,886)
  - Model Train (#30,109)
  - LIVESTRONG
- Screenshot 2: Nearby Trips**

This screen shows nearby trips. One trip is highlighted: "Harvard Hall" located 641 km northeast. Other nearby locations listed are "Massachusetts" and "Old Water Pump".
- Screenshot 3: Gowalla Home Screen**

This screen shows the main activity feed. The title "Gowalla" is at the top. Below it are two main buttons: "Find Friends" and "Check In". The activity feed lists recent check-ins:

  - Ali Felski at Sunlight Foundation (11 minutes ago)
  - Luke Dorny at Starbucks Coffee (15 minutes ago)
  - Ben Scofield at Mellow Mushroom Durham (22 minutes ago)
  - David Eisinger at Mellow Mushroom Durham (23 minutes ago)

At the bottom are navigation icons for Activity, Spots, Trips, and Passport.

Karen C.

REPORT CARD: **Gowalla**



Gowalla  
platform  
customers  
standards

Passport

Nearby

Check In

+ + + +

Passport

## Fenway Park

GO Sox!!

155 People

Share Merge Bookmark Add to Trip Directions

### People who have checked in here...

	<b>John Strohmeyer</b> Austin, Texas	Checked in here. 16 hours ago
	<b>Lindsey Noble</b>	Picked up an Americano. 19 hours ago
	<b>Lindsey Noble</b>	Dropped a Box of Cigars. 19 hours ago

Foursquare or Gowalla: April 2010

Prepared for PUMA Interactive by Viget Labs

16



## ELEMENTS OF MYSTERY

Items and offers, while contextual to the spot a user's checked into, are only periodically and selectively given out. New items and pins are also being designed weekly.



# CHEATING MINIMIZED

Is very effective at constraining check-in's to a geo-location thus inhibiting “cheating”



CHEA

Is very effective  
geo-location th



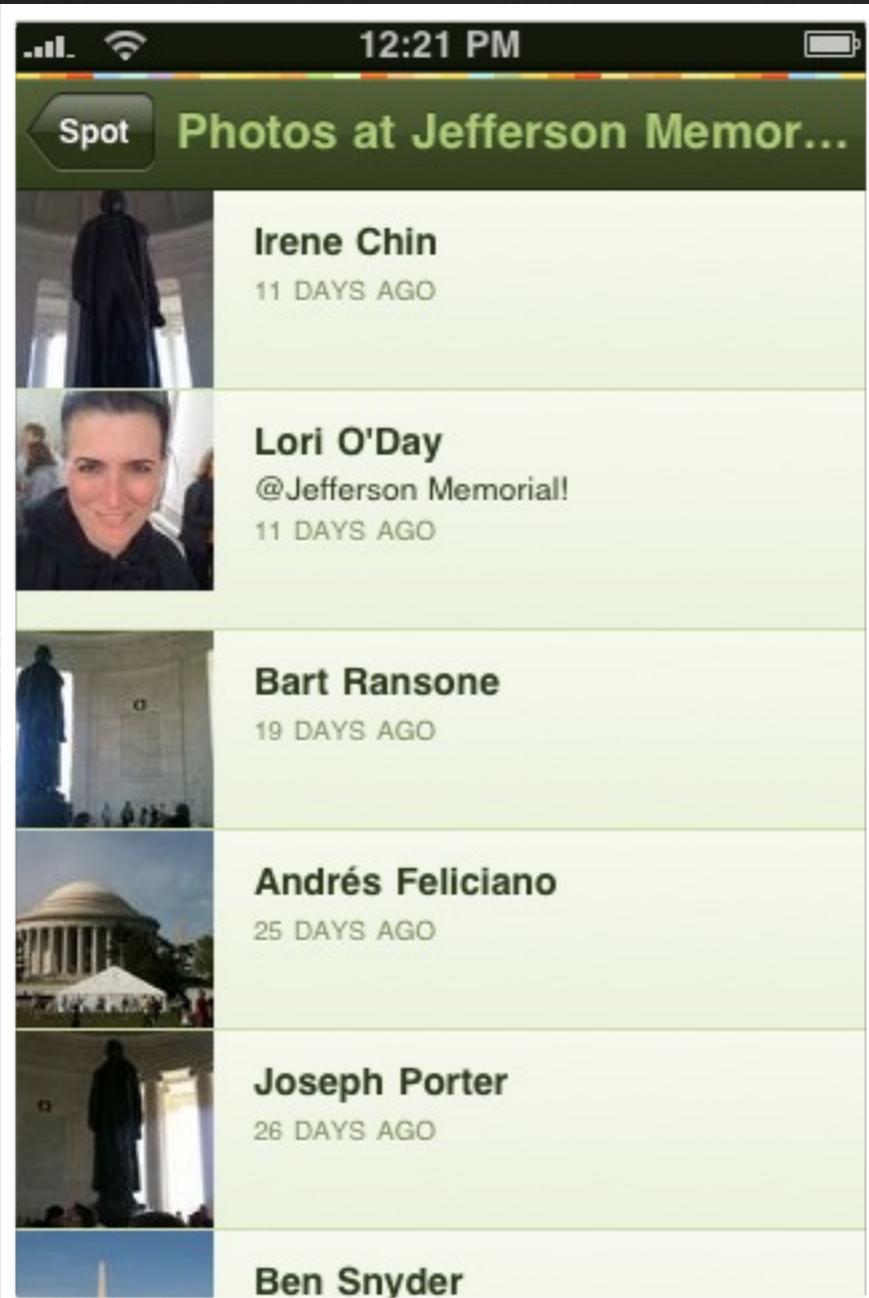


## SPOT-SPECIFIC INFO

Users can take photos of the spot they've checked in to. Users can add a comment/note when checked into a spot and comment on other's status as well.



Users check when other



## C INFO

spot they've  
a comment/note  
d comment on



Users check when other

**Photos at Jefferson**

Irene Chin  
11 DAYS AGO

Lori O'Day  
@Jefferson Memorial!  
11 DAYS AGO

Bart Ransone  
19 DAYS AGO

Andrés Feliciano  
25 DAYS AGO

Joseph Porter  
26 DAYS AGO

Ben Snyder

**Jackson** 3 of 18

**Jackson Wilkinson**

Checked in at **LinkedIn HQ**  
1 DAY AGO

**ADD A COMMENT**

Say something...

**Post Comment**



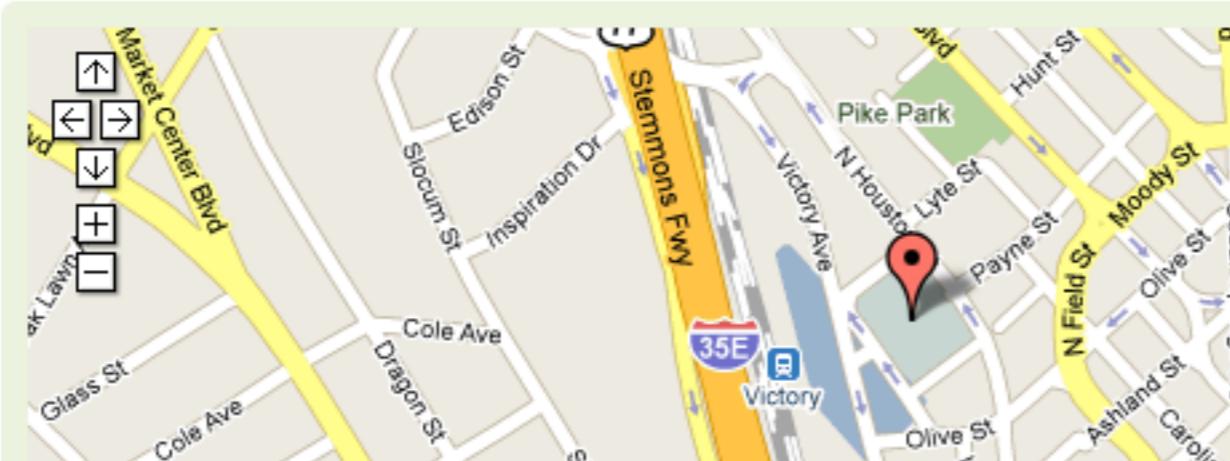
# EVENTS

Recently integrated “events” which allow you to enable check-in’s to different categories of activities and are time sensitive.



## Spurs at Mavericks, Game 1

Sunday, April 18 at American Airlines Center

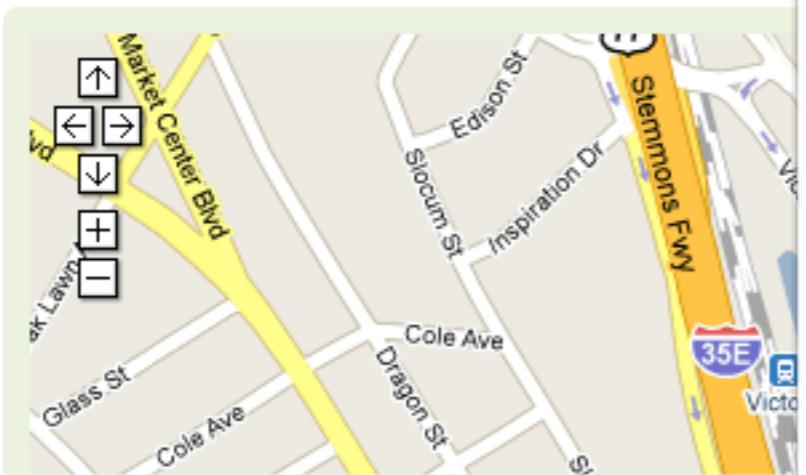


allow you to  
gories of



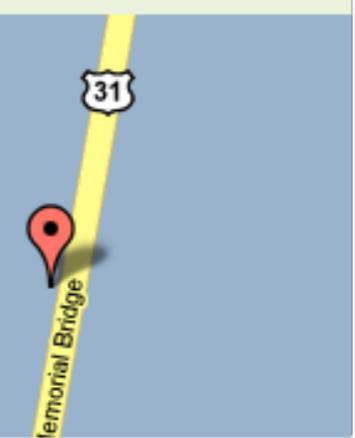
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## Thunder Over Louisville

Saturday, April 17th, 9:30-10PM, the world's most unique fireworks and light extravaganza will once again rock Louisville. It remains the largest annual pyrotechnics show in the United States.



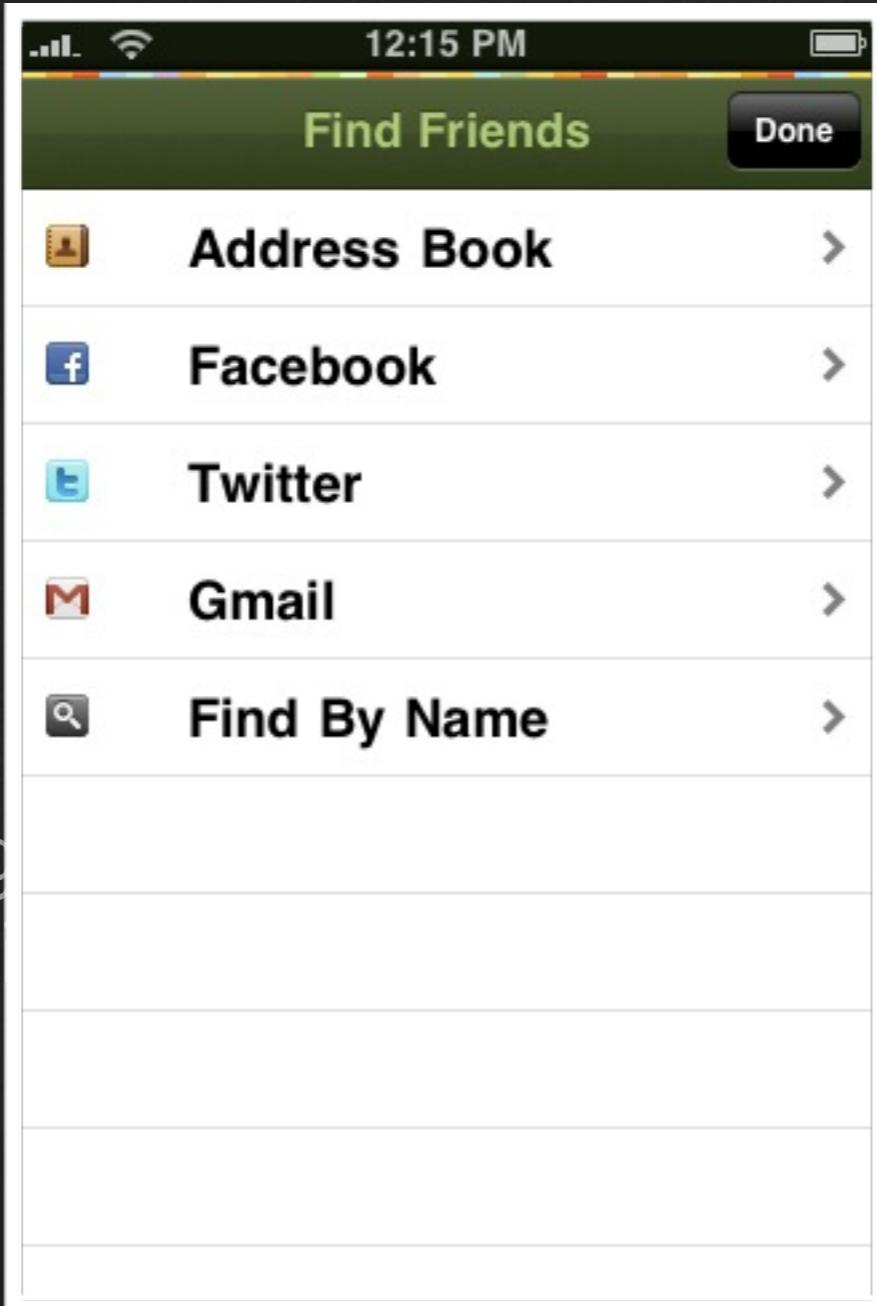


## TWITTER & FACEBOOK FRIENDLY

Finding friends, publishing check-in status,  
liking locations on Facebook, listing business/  
location/event twitter feeds



Finding  
liking  
locating



# FACEBOOK

check-in status,  
listing business/

REPORT CARD:

Gowalla



Finding  
liking  
locating

12:15 PM

Find Friends Done

Address Book >

 @DurhamBulls <http://gowalla.com/c/DUsz>  
April 23 at 10:01pm · Comment · Like

 Carolyn Hack The Bulls tied it up at the bottom of the seventh!  
  
Durham Bulls Athletic Park  
Carolyn checked in at Durham Bulls Athletic Park.  
Home of the Durham Bulls!

 April 23 at 9:58pm via Gowalla · Comment · Like · Carolyn's Check-in

 Carolyn Hack  
 Carolyn uploaded 4 photos to Flickr  
[See More](#)



## SPOT SEARCHING

Locations and events can be found by:  
browsing based on what's nearby, searching by  
location/name and an aggregation of "Hot  
Spots" (spots that have a lot of activity) nearby  
location



## ADDS TO EVERYDAY LIFE

It encourages “real life” activity by building a virtual layer into every day experiences that makes real-life activity more enjoyable



## COMMUNITY EMPOWERMENT

Content/spot creation is a community responsibility - Creators of a spot can alter the spots location, size, and name

Evangelical fans/users and dedicated maintenance group called "The Elite Street Team"



## LITTLE COMPETITION

Lack of competition (aside from a spot's leaderboard) could be a key advantage for Foursquare and others.



# USER NUMBERS

As of now, the user base is one of the lowest amongst the top three geo-location apps



## TOO FRIENDLY & NICE?

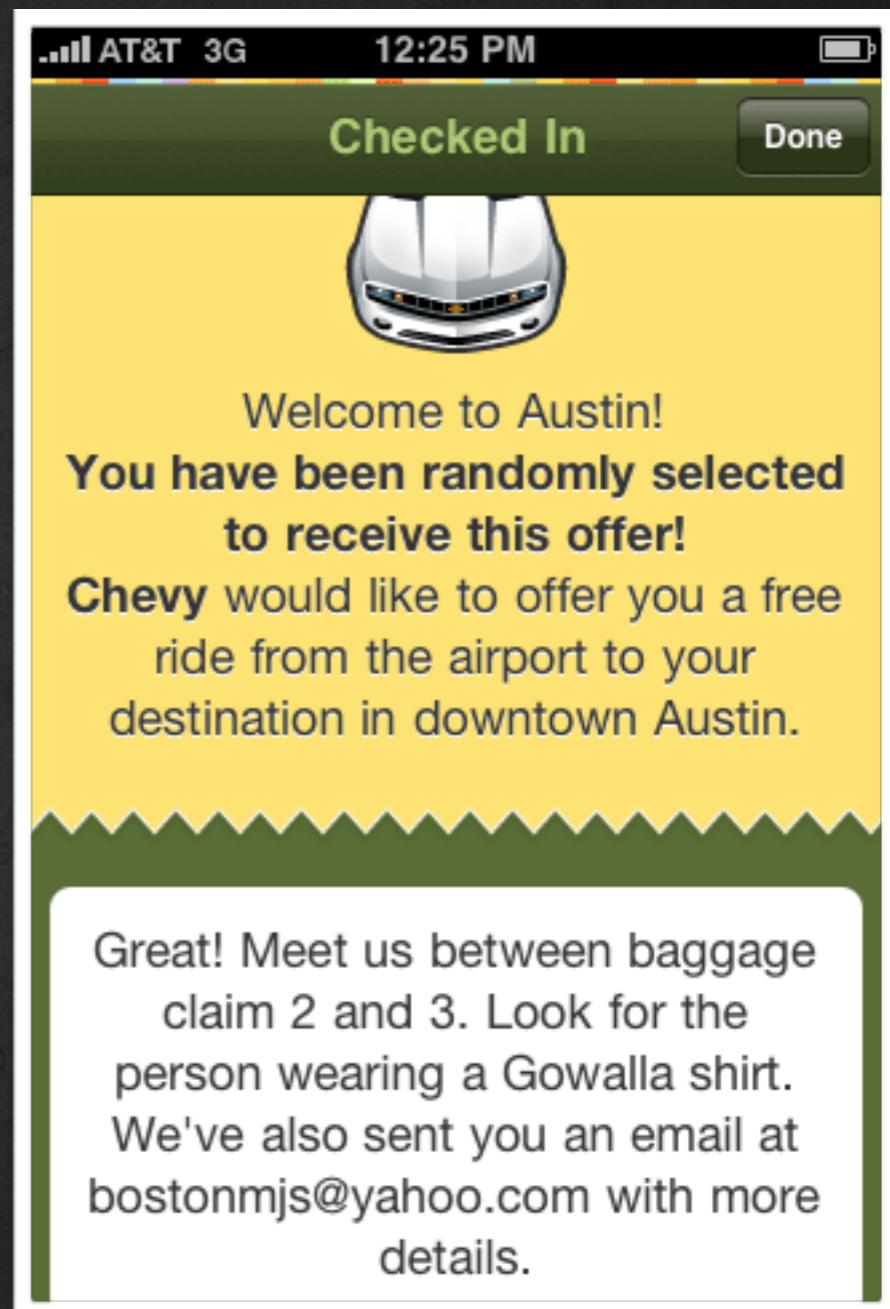
As it is so friendly, it can at times feel a bit boring or dry when compared to the snarky tone of Foursquare

# PARTNERING

HOW HAVE COMPANIES WORKED WITH GOWALLA & FOURSQUARE?

## Gowalla + CHEVY

Chevy partnered with Gowalla to give rides (in their new 2010 Camaros) to randomly selected SXSW travelers who checked in at the Austin airport during the days leading up to the start of the large interactive/film/music event.



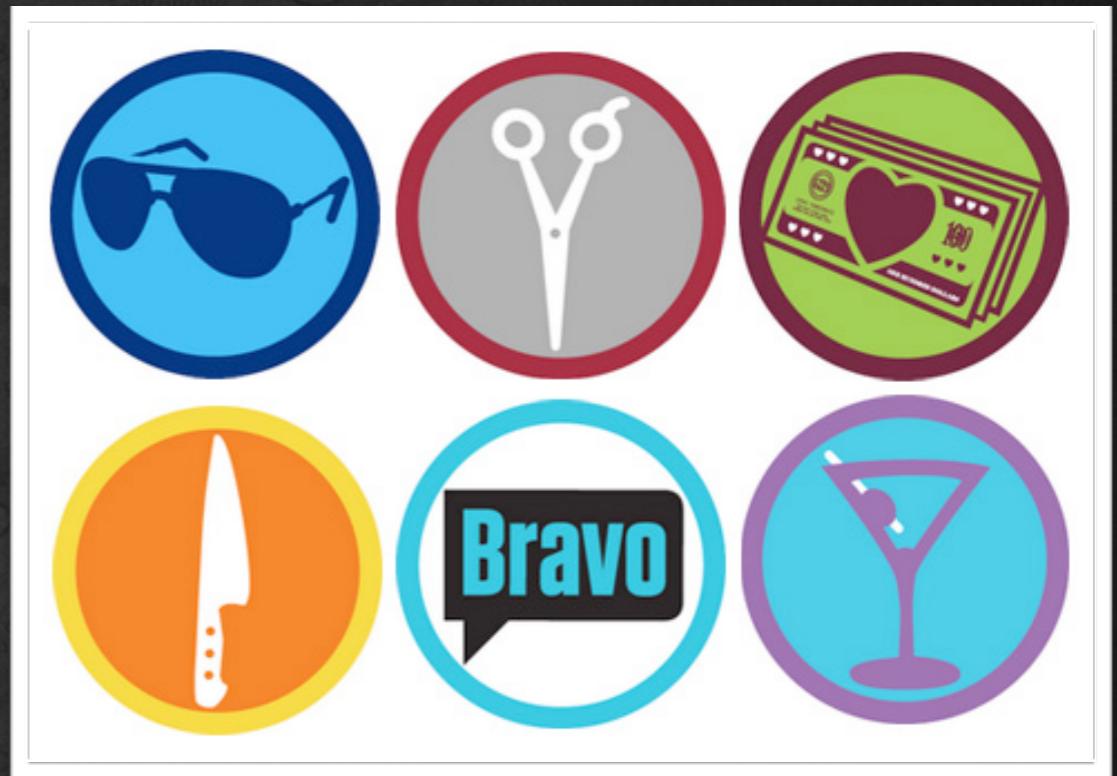
# Gowalla + ADOBE

Adobe is releasing Creative Suite 5, but before that they hid virtual CS5 packs in 12 different cities around the US. Adobe & Gowalla then slowly released details about one location/day.



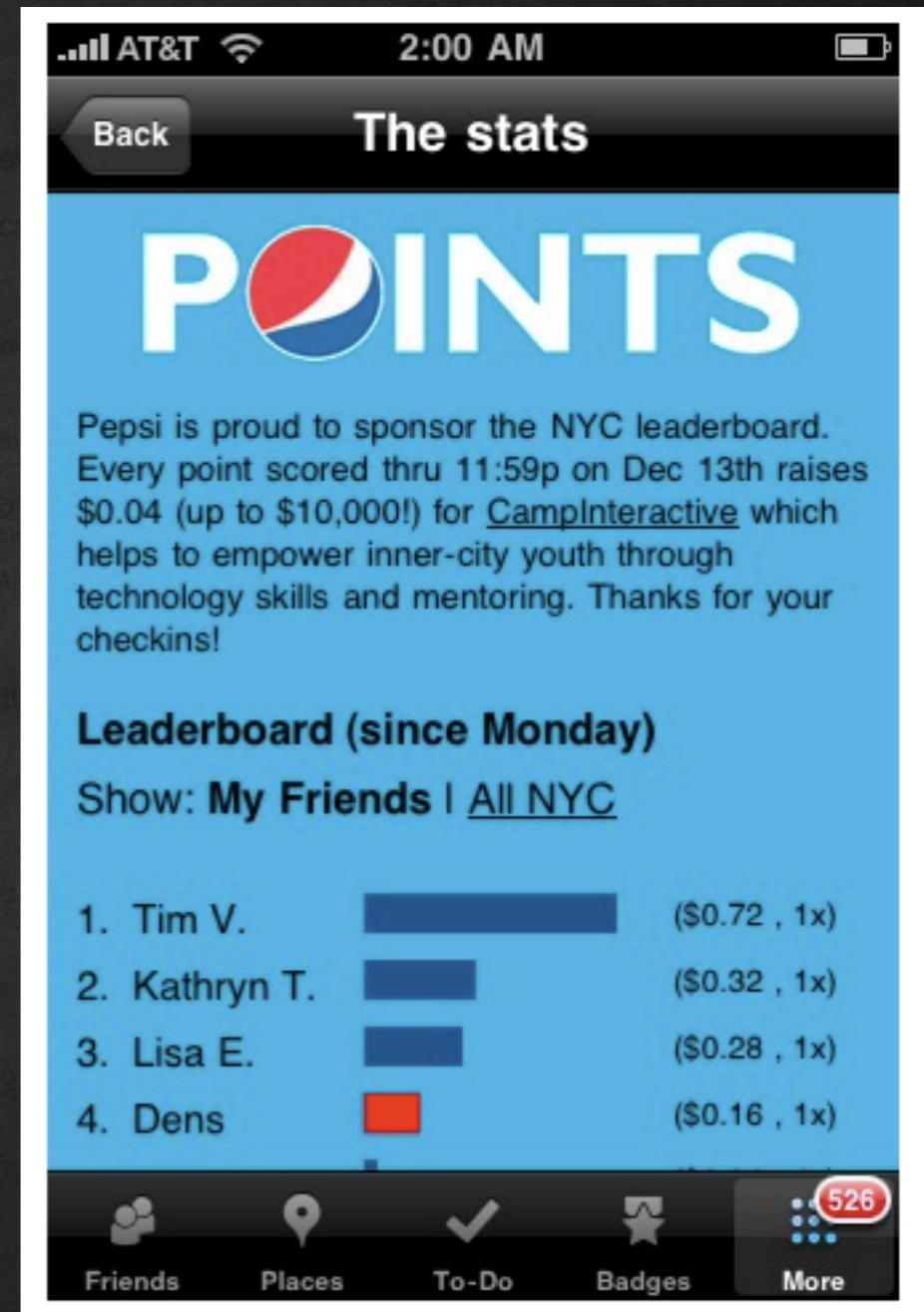
# foursquare + BRAVO

To encourage their viewers to further engage in shows, Foursquare rewarded users who checked in at locations featured on the show with badges, tips from the show's characters, and access to follow the characters for further engagement.



# foursquare + PEPSI

For one week in December last year, every point added to the foursquare leaderboard lead to Pepsi donating \$0.04 to CampInteractive, an organization that helps empower inner-city youth through technology skills and mentoring.



# SO, WHO TO GO WITH?

FOR PROMOTIONS, PARTNERSHIPS & CAMPAIGNS

WE RECOMMEND



WHY

Gowalla

?

BOS

# SYNCS WITH PUMA BRAND

Gowalla's attention to detail, high-end visuals and attentive feel fit many of the characteristics that make PUMA stores and products unique.

## CREATIVE FREEDOM & SUPPORT

Gowalla has shown that it can partner with an organization and meet them creatively halfway in (strategic) concept and (visual, logistical) execution.

# EVENT CHECK-IN LOGISTICS

Using the logic Gowalla created for events and GPS-centric check-ins, campaigns and contests can be managed (and their effectiveness analyzed afterwards) more easily.

# IDEAS FOR PARTNERING

A LITTLE BIT OF BRAINSTORMING POSSIBILITIES

# PUMA ON THE PROWL

# PUMA ON THE PROWL

Create a Gowalla account that embodies PUMA.  
PUMA will operate in multiple cities, meaning  
we will need multiple people embodying PUMA

# PUMA ON THE PROWL

# PUMA ON THE PROWL

Identify locations that PUMA will be at - users who check-in at the same time PUMA is there will receive a prize

# PUMA ON THE PROWL

# PUMA ON THE PROWL

PUMA will leave items throughout her travels.  
If you pick up the entire collection you win a  
prize

# PUMA ON THE PROWL

# PUMA ON THE PROWL

PUMA will create trips with suggested to-do's at each location. This could be an area for additional media integration. For example, a "to- do" could be to perform a specific action, photograph that action, check-in with your photo, and share it via social networks

# PUMA ON THE PROWL

# PUMA ON THE PROWL

There will be plenty of opportunities for integrating and promoting this via other online channels and apps

# PUMA VIRTUAL GEAR

Find a special virtual PUMA shoe (Bolt's golden shoes) or piece of gear and redeem it for the real thing or a promotion at a PUMA store or local retailer.

# EVENTS & STORES

Gowalla can offer custom designed stamps for both PUMA stores and events (PUMA City) along with VIP access for checked-in/promotion winning users.

# THANKS & QUESTIONS?