



NHL FAN SURVEY



PLAY THE FAN SHOOTOUT CHALLENGE

Receive Exclusive Rewards

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How It Works

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START GAME >>



SHOT PROGRESS

SHOT	1	2	3	4



REWARD: LOCKED



NHL FAN SURVEY



1ST SHOT: CONNECT SOCIAL ACCOUNTS



CONNECT FACEBOOK



CONNECT TWITTER



CONNECT YOUTUBE



SHOT PROGRESS

SHOT	1	2	3	4



REWARD: LOCKED

GOAL! NEXT SHOT >>



NHL FAN SURVEY



2ND SHOT: UPLOAD DATA



DOWNLOAD FACEBOOK DATA



DOWNLOAD TWITTER DATA

DRAG & DROP
FILES HERE TO UPLOAD

GOAL! NEXT SHOT >>



SHOT PROGRESS

SHOT	1	2	3	4



REWARD: LOCKED



NHL FAN SURVEY



3RD SHOT: COMPLETE SURVEY

1. Who is your favorite NHL player?

Sidney Crosby ✓

2. What is your favorite NHL team?

Boston Bruins ✓

3. Have you ever been to a NHL event in person?

☐ Yes ☐ No

4. How likely are you to attend a NHL event in the next 6 months?

- ☐ Not Likely
- ☐ Somewhat Likely
- ☐ Very Likely
- ☐ Planning to Attend

GOAL! LAST SHOT >>



SHOT PROGRESS

SHOT	1	2	3	4



REWARD: LOCKED



NHL FAN SURVEY



4TH SHOT: TERMS & CONDITIONS

User License Agreement

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☐

I AGREE TO THE TERMS & CONDITIONS

GOAL! SELECT REWARD



SHOT PROGRESS

SHOT	1	2	3	4



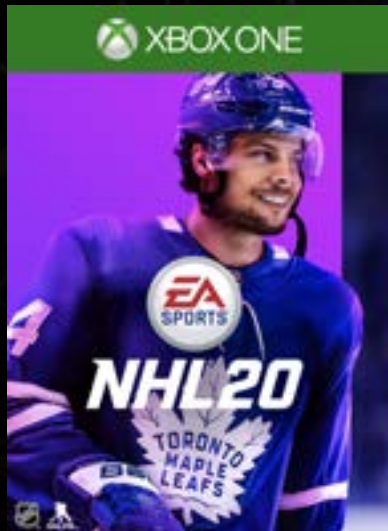
REWARD: LOCKED



NHL FAN SURVEY



YOU WON! SELECT YOUR REWARD



SELECT



SELECT



SELECT

FINISH GAME >>



SHOT PROGRESS

SHOT	1	2	3	4



REWARD: UNLOCKED



NHL FAN SURVEY



THANK YOU FOR PLAYING!



SPORTS INNOVATION LAB

Our approach to data provides several key advantages:

- Avoid huge data liability. We assume the risk of data storage and compliance.
- Make sense of your data. We provide meaningful insights and deepen your understand of your fans.
- See outside perspectives. Take advantage of comparisons across other properties.
- Gain a strategic asset. We help identify sponsors, brands, and affiliate audiences.
- Acquire actionable information. We help build and improve your marketing strategies.