

ALBERTA EXPLORER CAMPAIGN

PROMOTIONAL CHECKLIST



WEBSITE:

- Webpage dedicated to your Mission and participation in the Explorer Campaign.
- Mission details and accessibility included.
- Send web page link to website@agentsofdiscovery.com.
- Promote Mission on WiFi landing page (if applicable).

SOCIAL MEDIA:

- Pre-made content, provided by AoD, shared with communications and marketing teams.
- Use #albertaexplorer in post caption.
- Share tagged AOD post to profile.
- Tag AOD handle in posts.

KNOWLEDGEABLE STAFF:

- Staff ready to help players access Missions.
- Staff ready to direct players to reward center.
- Staff ready to direct players to next Mission site.

UPDATED COMPLETION SCREENS:

- Congratulatory message and badge reward appears upon Mission completion.
- Information included directing players to next closest Mission.

PRIZES & REWARDS:

- Sufficient amount of rewards available on site.
- Ensure players receive rewards.
- Optional: keep a tally of rewards distributed to gauge Mission success.

