

Agents of Discovery

PROMOTIONAL CHECKLIST



WEBSITE:

- Have a webpage or section of your website dedicated to your Mission.
- Include Mission details (name, location), Field Agent, and information about how to download the mobile game and Mission.
- Send web page link to website@agentsofdiscovery.com.
- Promote Mission on your WiFi landing page (if applicable).

SOCIAL MEDIA:

- Pre-made content, provided by AoD, shared with communications and marketing teams.
- Use #movetoplay & #AoDiscovery in post caption.
- Share tagged AOD post to profile.
- Tag @Agentsofdiscovery in posts.

KNOWLEDGEABLE STAFF:

- Staff ready to help players download the Agents of discovery mobile game via the App store and Google Play Store.
- Staff ready to help players with user interface.
- Staff ready to help players download & access Missions

UPDATED COMPLETION SCREENS:

- Congratulatory message and badge reward appears upon Mission completion.
- Information included directing players to next closest Mission.
- Information explains where players can claim rewards.

PRIZES & REWARDS:

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

