

# How to unlock the power of digital for events and activations

Issued by [Techsys Digital](#)

7 Feb 2020

Do you want to unlock the power of digital for your events and activations? Capture leads at events to drive your CRM objectives? Reward your customers in real-time for engaging with you?

Well, it's never been easier to bring events and activations alive in the digital space – thanks to the Activate platform from Techsys Digital.



## What is Activate?

Activate is a tablet and phone solution for events. It gives your brand a customisable, modular native app to facilitate and secure data collection with your promoters or kiosks at events.



## How does it work?

- Promoters and brand ambassadors at your events can invite the public to play a fun, interactive game on a tablet.
- You select which type of game or activity you'd like, and how the game is branded to meet your requirements.
- People play the game and win an instant reward or voucher. This can drive trial of your product or service, drive sales via your online store, or increase footfall into your outlet.
- To claim their reward, participants typically need to provide their email or mobile number. They can then opt-in to receive further communications from the brand.

## What type of games?

Scratch and win, shake and win, spin and win, plus a host of customisable and bespoke options best suited to your brand and your market.



Scratch & Win



Tap & Win



Score & Win



Bottle Shuffle

### What type of rewards?

Select the perfect instant rewards for you market, with vouchers from partners such as:

- Takealot
- Shoprite
- Superbalist
- Uber

### Benefits:



Track your events on our dashboard



Review engagements & prize allocations

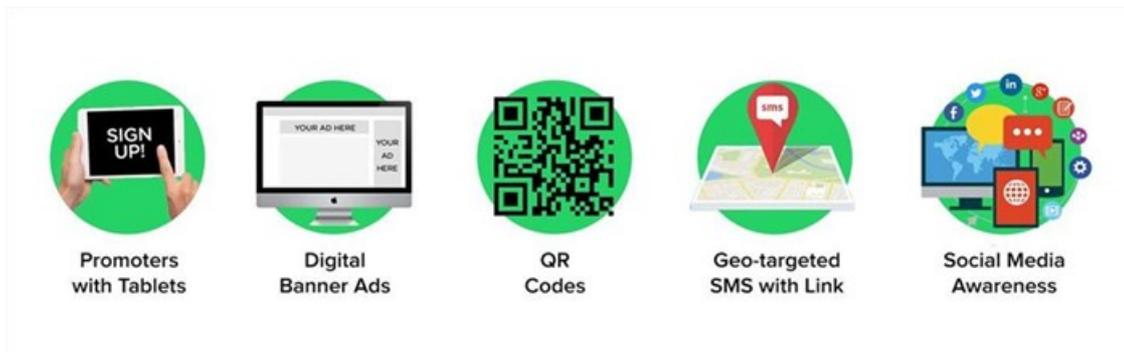


Download your new database



Build a library of games on the Activation App for events

### How do we get consumers at events onto the app?



## Want to know more?

We'd love to hear from you! Email **any questions** you may have to [info@techsys.co.za](mailto:info@techsys.co.za) and we'll get back to you before you can say Activate!

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