



GAME WALL

CONTROL  
PLAY  
REWARD



MONDRIAN



# NEXT LEVEL COMMUNITY EXPERIENCE

GAMEWALL IS A CUSTOMER ENGAGEMENT PLATFORM  
ENABLING CROWDS TO PLAY INTERACTIVE GAMES/APPS  
ON SCREENS WITH THEIR SMARTPHONES, ALLOWING  
BRANDS TO DISTRIBUTE REWARDS AND DISPLAY  
ADVERTISEMENTS.



# HOW DOES IT WORK?



1

## CONTROL

CONTROL SCREEN CONTENT  
USING ANY REGULAR SMART  
PHONE TO UPGRADE DIGITAL  
DISPLAYS INTO INTERACTIVE  
MARKETING TOOLS



2

## PLAY

PLAY EXCITING GAMES,  
PARTICIPATE IN QUIZZES OR  
QUESTIONNAIRES TO  
FACILITATE INTERACTIVE  
BRAND ENGAGEMENT



3

## REWARD

REWARD PLAYERS WITH DIGITAL  
COUPONS SENT TO MOBILE WALLET OR  
BY DISTRIBUTING PROMOTION CODES

# WHAT WE PROVIDE?

EVERYTHING IS INCLUDED!



GAME  
PLATFORM  
WITH  
GAME/APP  
LIBRARY



PLUG&PLAY  
HARDWARE  
OR  
CLIENT APP TO  
RUN IT ON  
YOUR DEVICE



INTERNET  
ACCESS



STATISTICS



# WHAT IF I WANT BRANDED CONTENT?

## HEADING CUSTOMISE

- ☒ LOBBY SCREEN'S
- ☒ BACKGROUND IMAGE
- ☒ VIDEO
- ☒ COLOURS



# WHAT IF I WANT MORE CONTROL OVER

# BRANDED CONTENT?

## CUSTOMISE

THE ASSETS AND  
COLORS OF AN  
**EXISTING GAME** AND  
CONTROLLER.





# WHAT IF I WANT MAXIMAL CONTROL OF MY BRANDED CONTENT?

LET US CREATE A  
CUSTOM GAME AND  
CONTROLLER FOR YOU.

# HOW DO YOU PLAY?



1

Scan the QR code  
using your phone



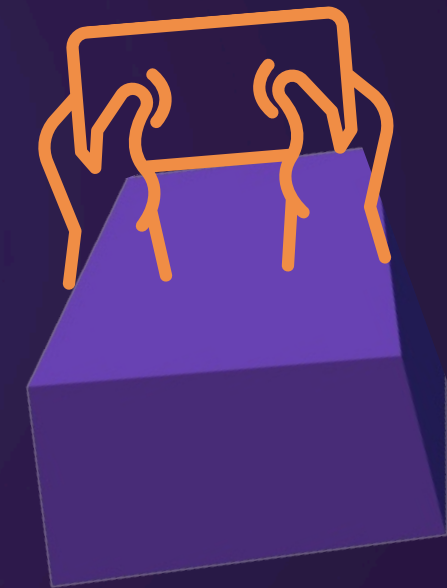
2

Type a **nickname**  
and optionally  
register your email  
address



4

Wait for  
your turn



5

Use **gestures**  
on your phone's  
screen to control

# WHAT DOES THE SYSTEM PROVIDE?

Game / App library

Multiple locations, screens & games

Single or multiplayer games

Advertisements

User registration with GDPR compliance

Rewarding / coupons

Analytics

# EXAMPLES

GAMEWALL IS YOUR COMPANY'S PORTABLE  
GAMING AND ENGAGEMENT CONSOLE,  
WHETHER YOU PLAN A FULL YEAR ROADSHOW WITH  
SEVERAL LOCATIONS OR JUST A ONE-DAY CONFERENCE



#GAMIFICATION #NEWREVENUE #BRANDWARENESS

# FESTIVAL

**LARGE SCALE  
EVENT**

**DO YOU HAVE ONE OR MORE  
STAGES AND SCREENS?**

ENTERTAIN YOUR AUDIENCE WITH  
**INTERACTIVE GAMES, PRICE DRAWS  
AND BRANDED APPS.**

OPEN UP AN **ADDITIONAL REVENUE**  
STREAM BY OFFERING AN ADDITIONAL  
BRAND PRESENCE IN A HIGHLY  
ENGAGING FORMAT TO YOUR  
ADVERTISERS.

## ADVANTAGE:

- unattended
- new revenue stream
- large exposure
- high level brand engagement

## CONSIDER:

- Intermission entertainment
- product sampling
- re-engagement



#GAMIFICATION #ENGAGEMENT #BRANDWARENESS

# SMALL

SMALL  
EVENT

CONFERENCE OR SINGLE DAY  
EVENT? GAMEWALL MAKES  
INTERMISSIONS TO VALUABLE  
BRAND EXPERIENCES

UPSELL YOUR EVENT'S DISPLAY  
REAL-ESTATE ON A PREMIUM PRICE BY  
OFFERING INTERACTIVE GAMES AND  
APPS TO BRAND MANAGERS

## ADVANTAGE:

- memorable part of the event
- strong brand presence offered
- easy to monetise
- no tech knowledge required

## CONSIDER:

- price draws
- multiple screen campaigns



#ENTERTAINMENT #SOCIALSHARING #BRANDEXPERIENCE

# CUSTOMER PARTY

**CREATE A MEMORABLE EXPERIENCE THAT  
ENCOURAGES ACTIVE PARTICIPATION**

PARTY FOR CUSTOMERS OR A NON-  
CONVENTIONAL COMPANY CHRISTMAS?  
MAKE FLAWLESS BRAND EXPERIENCE.  
BRAND VALUE ALIGNMENT IN A PLAYFUL  
INTERACTIVE WAY. PARTICIPATION IS  
EASY AND ACCESSIBLE FOR ALL WITH  
YOUR OWN VISUAL APPEAL.

**COMPANY  
EVENT**

## ADVANTAGE:

- high entertainment value
- memorable
- easy to setup and use = inclusion

## CONSIDER:

- internal leaderboards
- team based games
- live games where GameWall is  
presenting your live score standing



#SALESVOLUME #SAMPLING #CUSTOMERENGAGEMENT

# SAMPLING

## INCREASE RETAIL SALES BY SAMPLING

INTERACTIVE GAMES ATTRACT CUSTOMERS FOR TASTINGS, SURVEYS, SAMPLING ACTIONS. MAXIMIZE VISIBILITY, TURN PASSIVE BYSTANDERS INTO ENGAGED PARTICIPANTS! GAMEWALL HELPS YOU TO RAISE BRAND AWARENESS AND RECALL WITH THE SMOOTHEST LOGISTICS AND COST EFFICIENCY.

SAMPLING

## ADVANTAGE:

- maximizing visibility + engagement
- instant feedback
- memorable experience

## CONSIDER:

- price draws (eg. spin the wheel)
- decision-making, tasting game that reflects instantly on the screen
- multiple location campaigns



GAME WALL

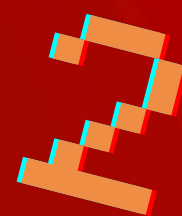
# REFERENCES



# COKE RUN

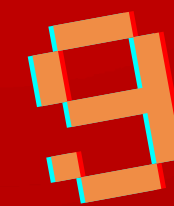
MASSIVE FESTIVAL GAMING EXPERIENCE FOR BRAND AWARENESS SUPPORTED BY INFLUENCERS

- Brand engagement was maximized via 3 LCD walls at the festival main stage
- Outstanding visitor participation reached
- Price draws enable direct data collection
- Detailed analytics regarding campaign sites



SUCCESSFUL  
FESTIVALS

SZIGET FESTIVAL 2024  
SZIN FESTIVAL



SHOPPING  
MALLS

SAMPLING





# FEFMAN



INTERACTIVE GAMING EXPERIENCE FOR NEW PRODUCT INTRODUCTION CAMPAIGN SUPPORTED BY INFLUENCERS

- Hard to reach & excite age group was attracted by the game
- Multiple times and locations kept the hype going for 9 months
- Target brand awareness and recall was exceeded, participants remembered the new product derivative long after the event



SHOPPING  
MALLS

ARÉNA MALL BUDAPEST  
CORVIN BUDAPEST



INFLUENCER  
EVENT

ARÉNA MALL BUDAPEST



# NEXT STEPS

**CONTACT**  
GAMEWALL TEAM

## CREATE

- LOCATION
- PLAYFIELD
- SCREEN
- CAMPAIGN
- ADS
- REWARDS
- COUPONS

## RUN CAMPAIGN

- UNATTENDED OR
- SAMPLING WITH A HOSTESS

## ANALYSE

BUILT-IN  
ANALYTICAL  
FUNCTIONS



## Our contacts

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TALK  
TO US!