



Backstage



The Basics

A digital activation is

- ✓ **Experiential.** There is always a task or action
- ✓ **Focused.** There is a single mechanic to engage a customer, like a quiz or game
- ✓ **Rewarding.** The customer receives something in return
- ✓ **Digital.** The core experience is digital, on a device
- ✓ **Environmental.** Digital activations are typically set in a larger physical on-site installation

Don't Get This Wrong

4 Keys to a Successful Digital Activation

1 Brand Focused

A successful digital activation showcases the brand. Avoid clever mechanics when they steal attention away from the brand or product you are promoting.

2 Rewarding

There must be a genuine, valuable reason for a person to take part. This can take many forms, from merch, exclusive downloads, or free product.

3 Direct

The best activations are easily understood, simple, and short. There is an obvious call to action, a single mechanic, and take only a few minutes to complete.

4 Bulletproof

Activations absolutely need to work on day one, without bugs. They must load quickly and operate flawlessly across devices. Complexity is the enemy.

Don't Forget About The Dirty Work



Measure one thing

At the end of your campaign, you need a single, primary metric to report back to the client. This could be leads, entries, game plays, time played, or points scored.



Get privacy right

If you are collecting data, you need to make sure you have the appropriate privacy policy, cookie policy, cookie banner and terms and conditions. Data needs to be carefully handled and deleted if necessary. It's a tedious reality.



Don't skimp on security

If you're working with big brands, security will be an absolute priority. Your clients will need to know that any data they collect is safe.

There are particular technologies that are better than others here (cough Wordpress 🙄) but it also requires fastidious developers to make sure the doors are locked tight.



Avoid these Pitfalls!

Take it from us, building custom digital activations is tough.

Complexity is hard to estimate

Even the smallest unknowns can add days to an already tight schedule.

Good developers are hard to come by

If you are reading this, you likely know this fact all too well.

Compliance issues stack up quickly

Handling a myriad of security and privacy issues are a nightmare, and they often surface at the end of a project.



Don't punish yourself with costly and tedious custom development. Instead, choose a game from our library and work with us to make it your own.

This is just the beginning

Enjoy the next 10 days of content from your friends at Backstage

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