



social
tap
events

WWW.SOCIALTAPEVENTS.COM

**A NEW WAY TO
CONNECT LIVE
AUDIENCES TO
YOUR BRAND**

MOBILE PREDICTIONS

- In 2017 U.S. mobile-ad spend will exceed \$40 billion -- and the industry can expect that number to pass \$65 billion by 2020.
- Last year, mobile digital ad-spend fueled mobile-side growth on a path to outpace desktop ad-spend.
- Smartphones and tablet devices account for 51.3% of Internet use.
- By year's end, 75% of online content consumption will be mobile, media buying agency Zenith forecast late last year.
- With shoppers moving further into an always-on lifestyle, retail brands will re-evaluate their traditional marketing-calendar practices and update accordingly, exploring continuous programmatic approaches to creating positive consumer-behavior change over time, rather than delivering episodic campaign executions.
- Next-generation creative, video will redefine mobile engagements — New ways of approaching the mobile ad unit will drive a focus on key ideas, such as non-intrusive mobile experiences, dynamically animated and adhesive banners, and ad delivery that dovetails even further with consumers' locations and activities. Mobile video ad-spend is projected to exceed \$6 billion by the end of 2017, meaning 2017 will be a prime moment for mobile marketing to capture its share of resulting media allocations.

A black and white photograph of a woman from behind, holding up her smartphone to take a picture of a concert. The phone's screen shows a crowd of people with their arms raised. The background is a large, dimly lit arena with bright stage lights and falling confetti. Other people's hands are visible in the foreground, some clapping.

WHAT IS SOCIAL TAP?

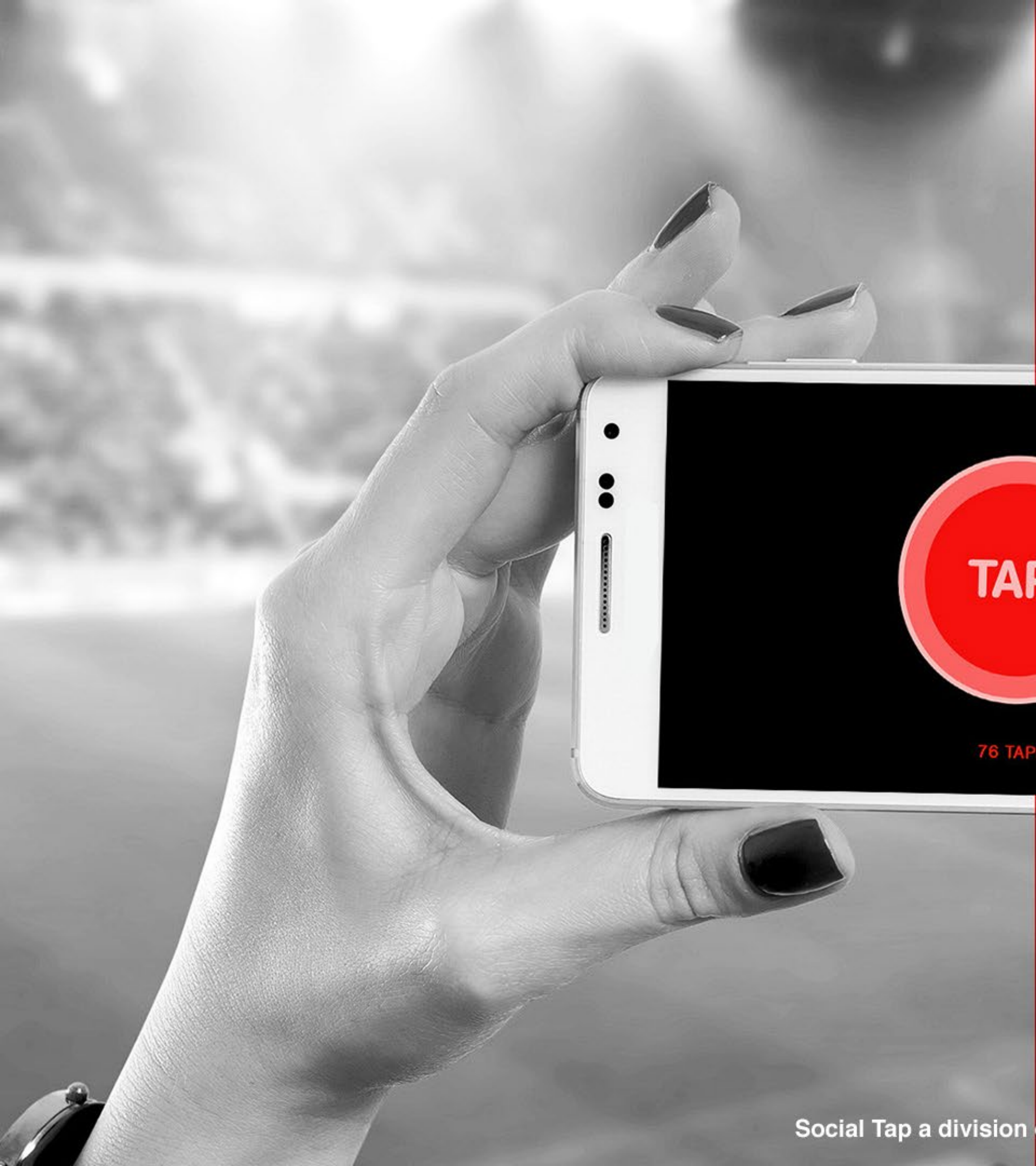
SOCIAL TAP IS A MOBILE INTERACTIVE PROMOTION TOOL USING CUSTOMIZABLE DIGITAL GAMES TO ENTICE GUESTS TO INTERACT WITH YOUR BRAND DURING LIVE EVENTS.

An aerial, high-angle photograph of a large stadium, likely a baseball stadium, filled with a dense crowd of spectators. The stadium is circular or semi-circular, with multiple tiers of seating. The field is visible in the lower right quadrant. The lighting is dramatic, with bright spots from stadium lights and deep shadows in the seating areas. The overall tone is black and white, with the text overlaid in red and white.

INVITE

**INJECT YOUR BRAND
INTO THE HANDS OF
THOUSANDS OF
PEOPLE IN REAL-TIME.**

During intervals and down time guests are using their phones. Sponsors spend money to pique the interest of attendees using traditional methods. We've changed the game -- enabling you to send your message or promotions directly to their smart phones, using fun, engaging content that delivers an impactful experience that will leave a memorable impression.



ENGAGE

FAN INTERACTION

We help create imaginative ideas so that you and your guests can connect to your promotion. Our goal is to make you look smart and bring fans closer together. We are a creative company that provides fun, engaging interactive communications via games for individual or collaborative exercises.



WE PROVIDE THE ENTERTAINMENT SO YOU CAN REACH NEW AUDIENCES TO MARKET TO.

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INTERACT

MARKET DIRECTLY

Once you have captivated your audience, your guests are likely to want to discover more about your product or offering. Target your guests with follow up promotions. We can help create ideas and marketing materials to get you results. We help you tie your Social Tap events to social media for continued buzz and conversation.



VIDEO ADS
COUPONS
PROMOTIONS
ADVERTISING
SOCIAL MEDIA

REWARD

INSTANT REWARDS

However you choose to reward your guests - either in person or via mobile, we can deliver the winning message to the guests instantly through our tracking system. Giving rewards is a great way to get your message or product in the hands of the consumer, as well as show off your innovative thinking and create a buzz.

RELIABLE

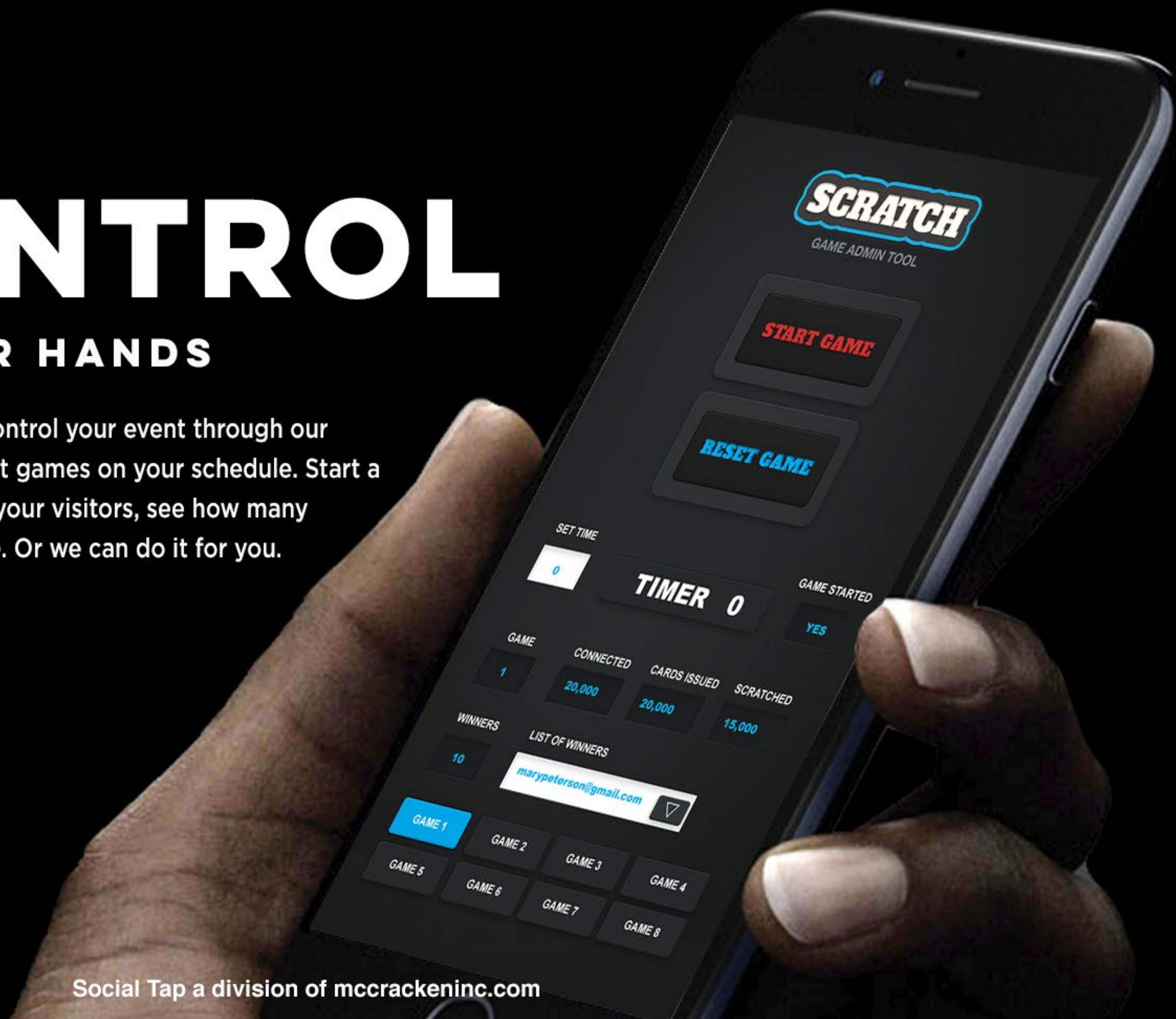
TRUSTED ON/OFF SITE SUPPORT

We build smart applications that cater for small and large events. We've been able to overcome technical challenges through testing and adjusting the level of interactivity to create a successful experience for you and your guests.

YOU CONTROL

THE POWER IS IN YOUR HANDS

The magic begins with a simple press of a button. Control your event through our back end remote control. You have the ability to start games on your schedule. Start a game, send your guests promotion messages, track your visitors, see how many people have connected and send a winning message. Or we can do it for you.



LET THE GAMES BEGIN

SCRATCH TAP PULL

CLICK TO VIEW

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PROMOTION



ART / OPENINGS



MUSIC FESTIVALS



CONFERENCE



FUNDRAISING

SCRATCH



TAP!

76 TAPS

TAP



PULL

EXAMPLE
PROMOTION



STADIUM PROMOTION

SCRATCH OR PULL GAME. SPONSORED BY DUNKIN DONUTS.

DJ announcer introduces the fans to direct their attention to the game-board or ribbons adverting boards.

Motion graphic pre-roll trailer runs to attract fans attention. Fans are instructed to text a number or enter a URL on there mobile phones.

We serve up a game starts soon countdown to allow time for multiple fans to connect to the game through our gatekeeper remote control.

Once timer is up we turn on the game for fans to play.

The game board displays the wining combination (Scratch)
The game board shows the game progression (Tug of war, Pull)

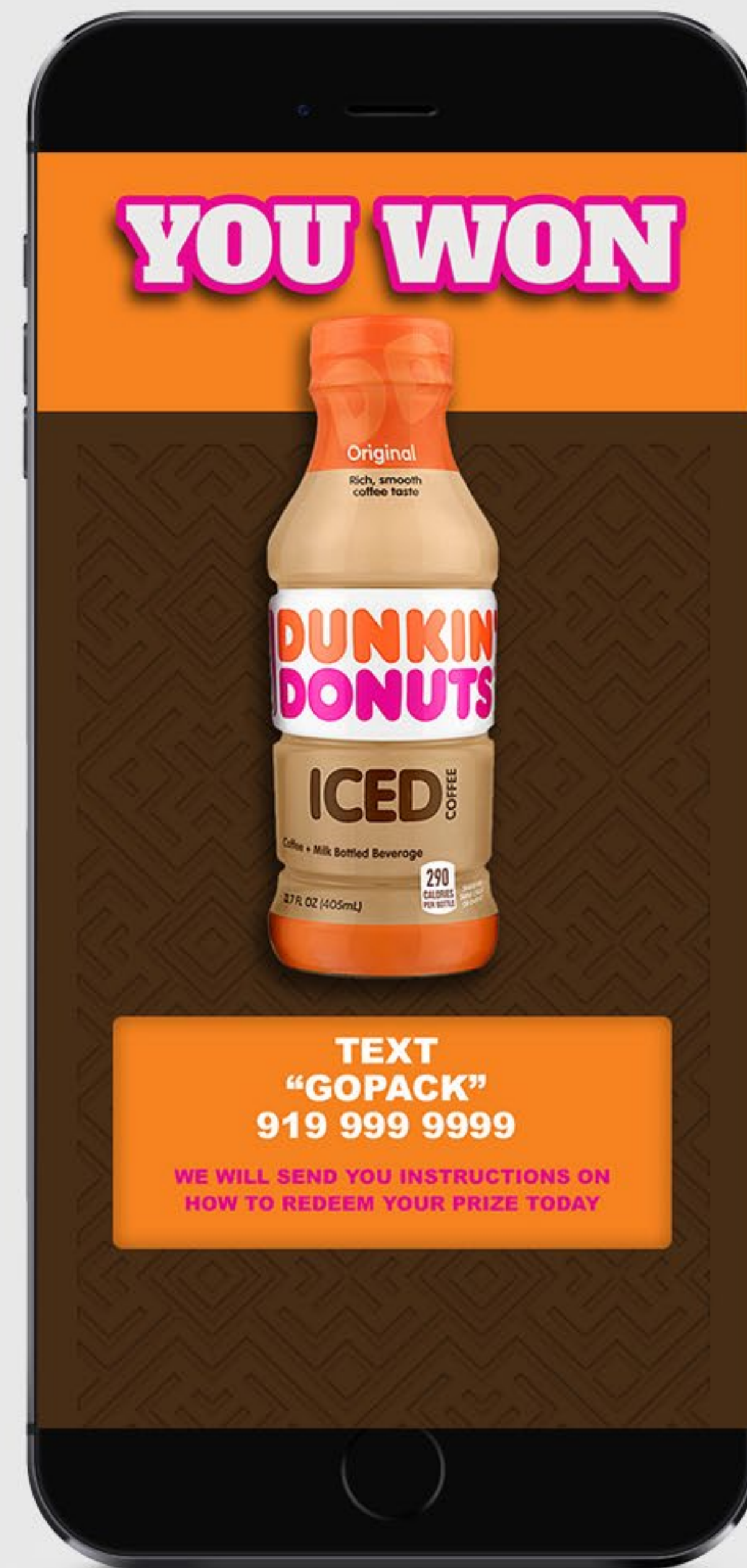


WINNING SCREEN PROMOTION

on your mobile device, type in this URL:

socialtapz.com/ncstate

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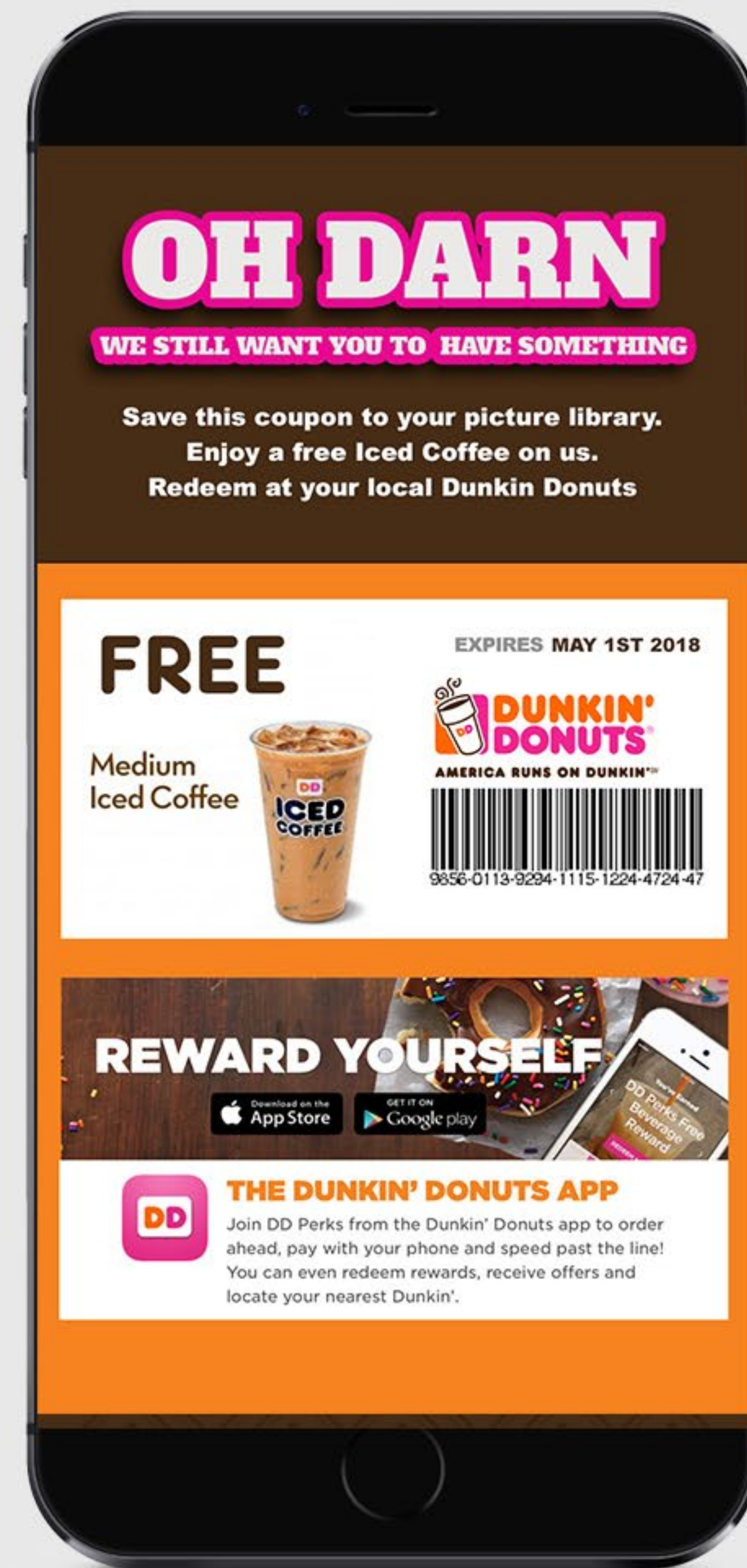




NON WINNING SCREEN PROMOTION

on your mobile device, type in this URL:

socialtapz.com/ncstate2



S O C I A L T A P
I N A C T I O N

Social Tap in action

ATLANTA FALCONS NFL DRAFT PARTY



Social Tap in action

ADVANCED AUTO TRADESHOW BOOTH



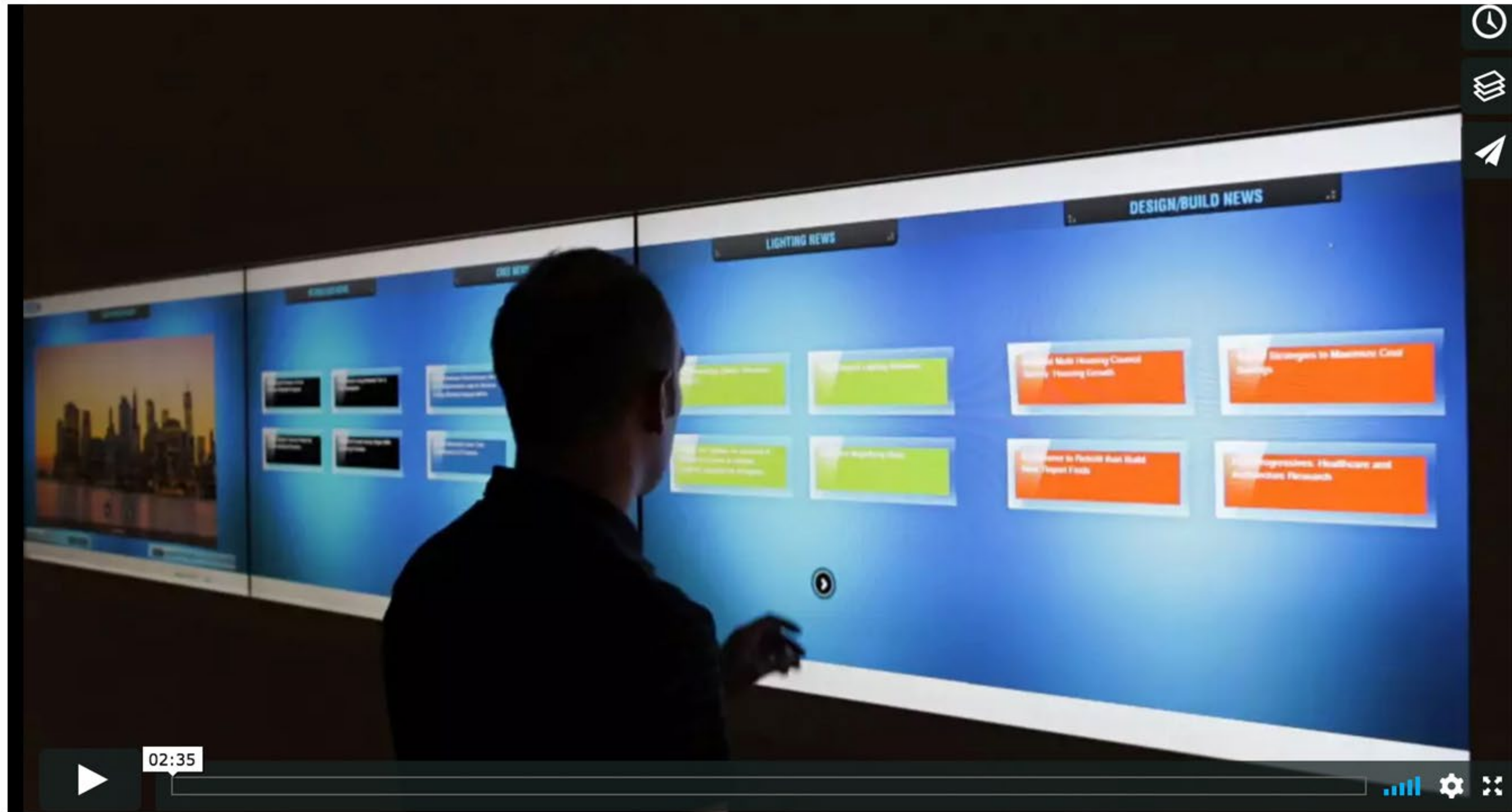
Social Tap in action

PHOTOBIZ WINDOW PROJECTION



Social Tap in action

CREE VIDEO WALLS





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events



**WE WOULD LOVE TO
WORK WITH YOU AT
YOUR NEXT EVENT.**

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