



**Client:** Entrust, a data security solutions company

**Goals:** Drive client brand awareness and engagement at a large international trade show.

- Develop a digital brand experience to drive engagement at the Entrust booth.
- Create opportunities for Entrust employees to connect with conference attendees while creating brand awareness around their products and services.

**Product:** Custom developed, race-themed, interactive game supporting Entrust's tagline of "Securing a World in Motion."

**Results:** Dramatic increase in booth attendance & engagement over prior years.

- **Over 600 booth attendees played the game over 4 days**
- **67% win rate aligning to prize inventory**

**Accelerated Project timeframe** – 2 months from build to launch

**Technology Development:**

- Custom mobile iPad app and web application for interactive play.
- Data capture and storage.
- Video display for player results on a large screen TV.

**Client Feedback:**

*"Everything about the game was above and beyond our expectations."*

*"The response has been positive, and people look at it like it is an actual video game."*

*"We had 600 people play with game with 528 winners which we felt was the perfect amount given the number of prizes we had."*

*"We are so impressed with the game and with Troy. We are so thankful for his partnership and the way he followed through and brought our vision to life."*