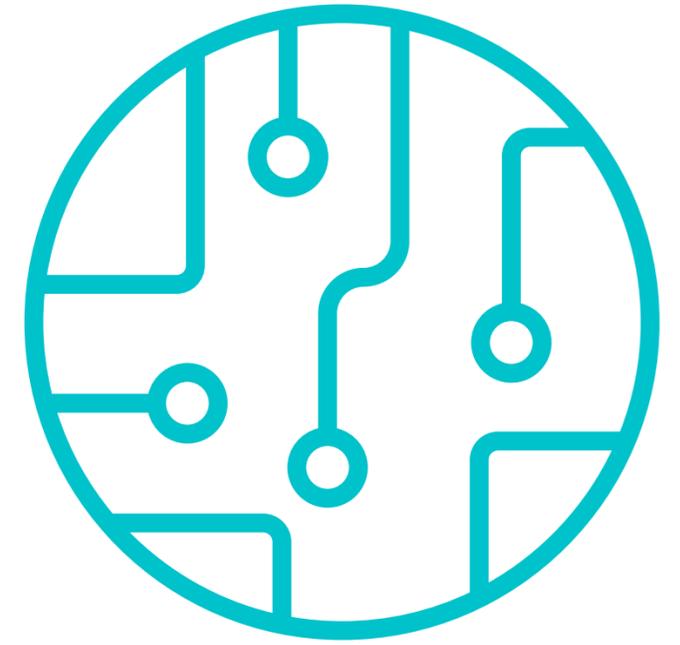


How it works

A revolutionary method of marketing which uses reward and gamification to motivate social media users to share products, services, ideas or news



1

A business or individual initiates a 'quest'

2

The quest is categorised using the 'taxonomy of interest zones'

3

The quests are promoted by relevant YouTube influencers and through the app

4

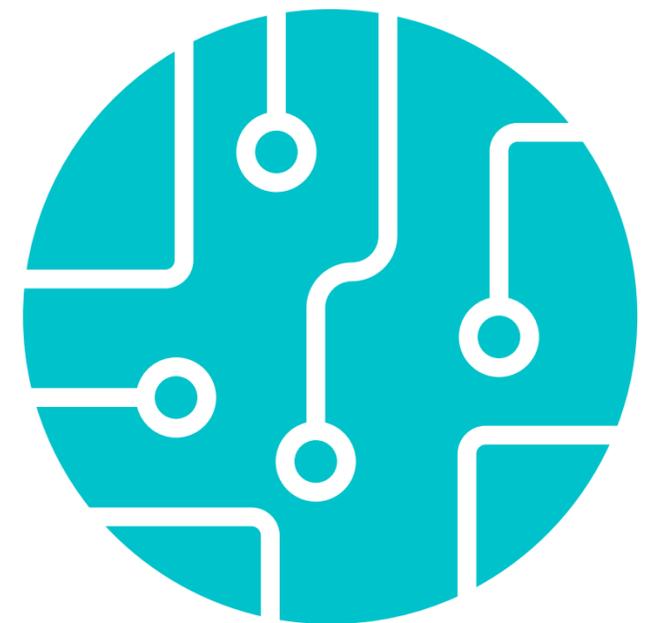
Questers undertake the quest to earn rewards

5

When the the quest has been achieved, the app allocates the rewards

Word-of-mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word-of-mouth to make buying decisions. Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations.

Baer & Lemin (2018)



1

Costa Coffee creates a quest to launch drone delivery

2

The quest is tagged as worldwide, coffee, freebie, easy, Twitter

3

The quest is promoted by Freethink on YouTube

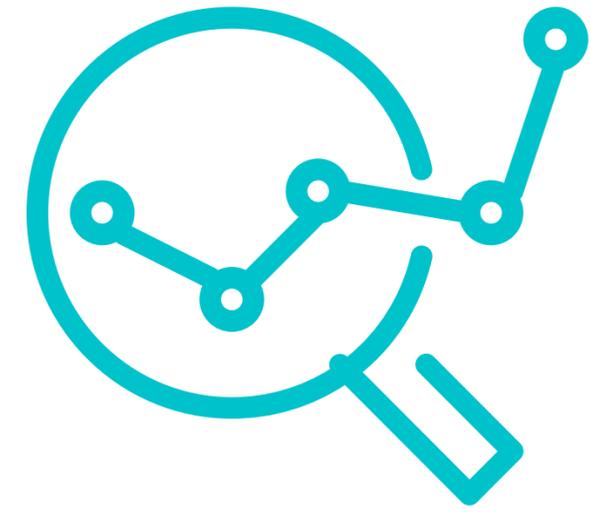
4

5

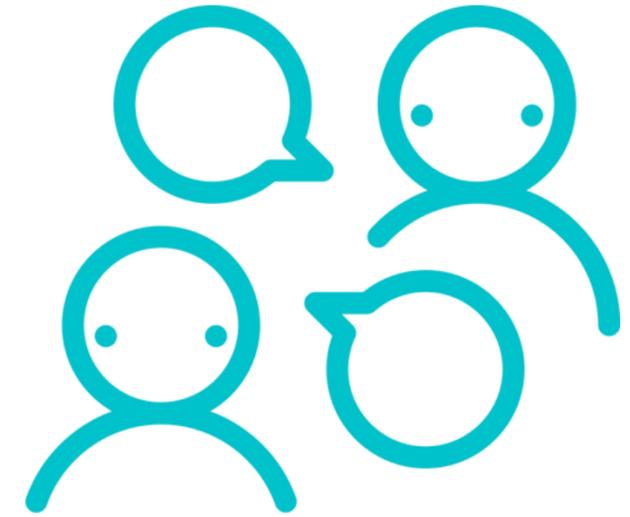
Questers take selfies of themselves with Costa coffees

After 10 Costa selfies with the tag #Costaselfie, the free drone coffee is allocated

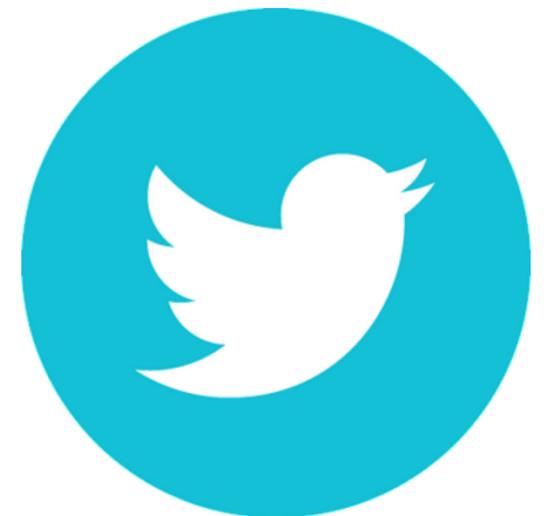
The algorithm Total State of Presence (TSOP) measures engagement of quest in order to report back to the originator and validate when the quest has been completed



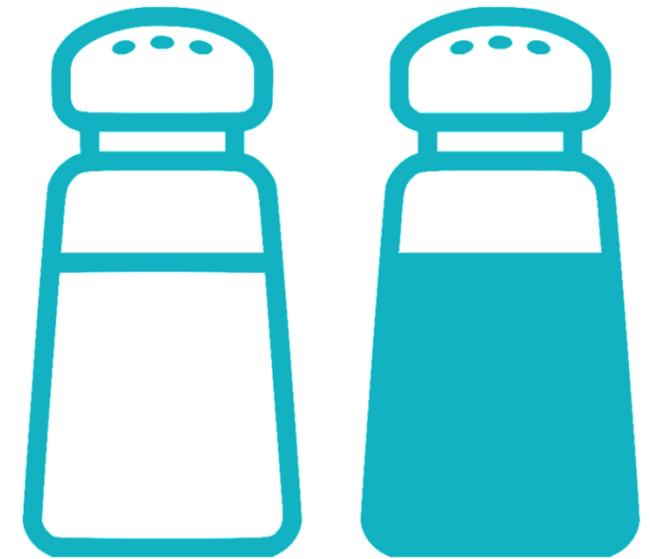
Bonus points and badges are allocated to Questers who



have a large following or who get more retweets. These can provide benefits in future quests in the form of power ups



Questers will automatically
accumulate Salt and Pepper.
YouTopian's virtual currency



Rewards can be traded on the marketplace, this makes it more appealing to take quests in order to swap them for things which are useful for the quester

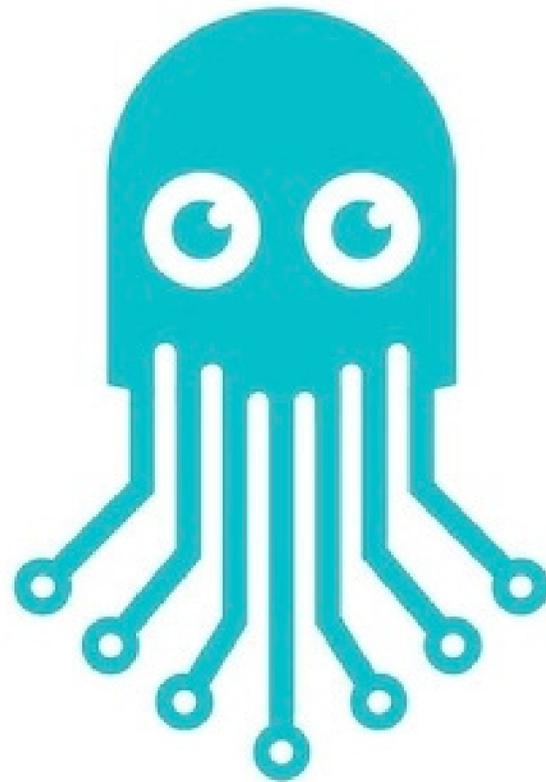


Rewards can also be gifted to others through social media, this will further promote the brands being marketed and bring new users into the app



References:

Baer, J. & Lemin D., 2018, Talk Triggers, Chatter Matters [online]



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