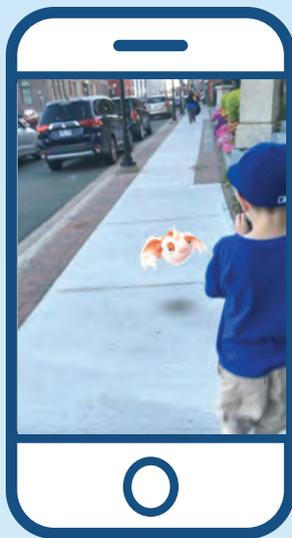


PLAY AT YOUR OWN RISK

Augmented reality game Pokémon GO was the surprise hit of summer 2016 as hordes of couch-hugging gamers took to the streets, hunting the e-creatures. For businesses and public spaces, the real game was figuring out how to use its popularity to their advantage. While game play takes place in the virtual world, the results were very real.



817
NUMBER OF
members in
Pokémon Go PEI,
a Facebook group
that "connects
Pokémon players
across the island
to share stories,
insights, and
coordinate the
occasional outing."



100 MILLION

Total downloads of the free
app from Google Play by
AUGUST 8, 2016

#FTW

IN JUNE 2016, @uptownsaintjohn posted a news release telling gamers where they could find six gym locations and 37 Pokéstops in Uptown Saint John, N.B.



#LESSONLEARNED

What was intended as a Facebook joke from an employee of a St. John's, N.L. brewery who warned players not to plant a Pokémon in "his" establishment, quickly turned serious. Players retaliated by blitzing the company's website and TripAdvisor profile with negative comments, demolishing its previous five-star rating. The company swiftly apologized and health was restored.



\$23 BILLION



Amount that Nintendo's stock value jumped following the release of Pokémon GO, making it one of the most valuable games of all time.

20+ MILLION DAILY ACTIVE USERS WORLDWIDE

(JULY - AUGUST, 2016)

#GOTTACATCHEMALL



AUGUST 7, 2016: @DowntownHalifax became a major player when it promoted itself as a giant Pokémon lure. More than 30 downtown businesses worked together offering food and drink specials, charging stations and Pokémon coverage.

43 MINUTES

Average time spent playing Pokémon GO daily

"Trends like Pokémon Go speak to the emergence of 'Gamification' in marketing. Experience-driven interactions with brands are active moments with current and potential customers that need to be explored and offered. You can no longer expect magic moments to come from posting information about what you offer. Telling stories about why you offer your services is what matters more today, but finding ways for customers to experience you – before we buy from you – with a reward or other types of incentivization, is where our marketing mind-set is headed."

Don-E Coady, creative director/founder Dc Design House inc.

