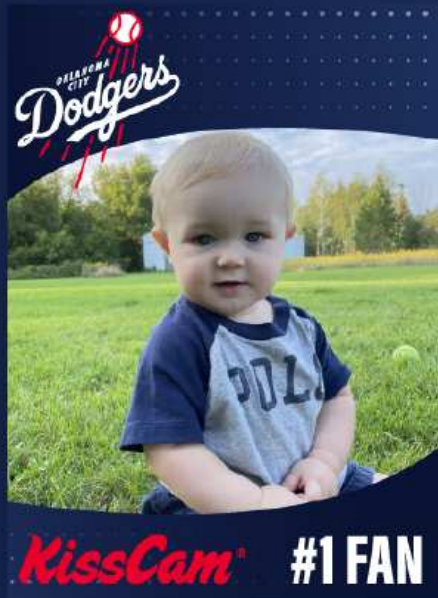


KissCam® CONTEST WINNER IS:



Kisscam Case Study: Oklahoma City Dodgers

How KissCam's patented contest capabilities boost fan engagement and sponsorship revenue

OVERVIEW

The iconic KissCam brand has been around for years. Even through the pandemic, the brand still remains the main talking point among fans both in the stadium and at home.

Up until now, KissCam has only been what you see in the stadium. This limits the 1 minute video to the sole discretion of the cameraman panning the audience looking for a couple to showcase on the big screen.

We are bringing the KissCam Contest so everyone in both the inside and outside can be a part of this iconic feature - all you need is a mobile phone to access the contests. Sponsors love the social KissCam and with our new platform because gives teams not only a new form of fan engagement but another way to collect data.

Please contact us to learn more.

"KissCam provided a unique way for fans to interact directly with our in-game experience at the ballpark. We saw strong participation levels in the contest and received positive feedback from our fans" - Ben Beecken, Sr. Director of Marketing and Communications

APPROACH

- **Beyond Mobile:** We made sure to optimize content for mobile, but also desktop.
- **Tracking:** Short-links in our ad copy to track names, emails, phone numbers and conversions.
- **Testing was Essential:** After several small scale tests, our platform performed perfectly and easily handled a level of fan participation that was higher than expected.

- **Audience:** The live KissCam Contest test case was held during games at the Chickasaw Bricktown Ballpark in Oklahoma City, Oklahoma. The KissCam Contest started with an announcement on the big screen. Fans were invited to enter the KissCam Contest by using their phones to scan a giant QR code on this screen and then following the simple instructions to upload their photos. Later in the game, semi-finalists were announced and everyone was encouraged to vote for their favorite picture. The winner was chosen through the votes received and then announced to the crowd. The levels of participation across several events were as high as 11% during our pilot.

RESULTS



400+

Submissions (Data Points)



9%

Participation Rate



4400+

Fan reach in stadium

CONCLUSION

Our goal was to show how the KissCam Contest allows anyone operating inside or outside of the stadium to enjoy the fun of creating and sharing their own KissCam photos. This was accomplished and we've once again shown how KissCam provides another advertising platform to increase the level of engagement that consumers have with our sponsors' brands.

KissCam LLC has developed the KissCam Contest for use as part of traditional sporting events being experienced both in-stadium and via broadcast or streaming media. We are now looking to further expand the use of the KissCam brand in other industries such as beauty, music, Esports, etc...