

BGWG

BGWG Monster Media

Brand Experiences

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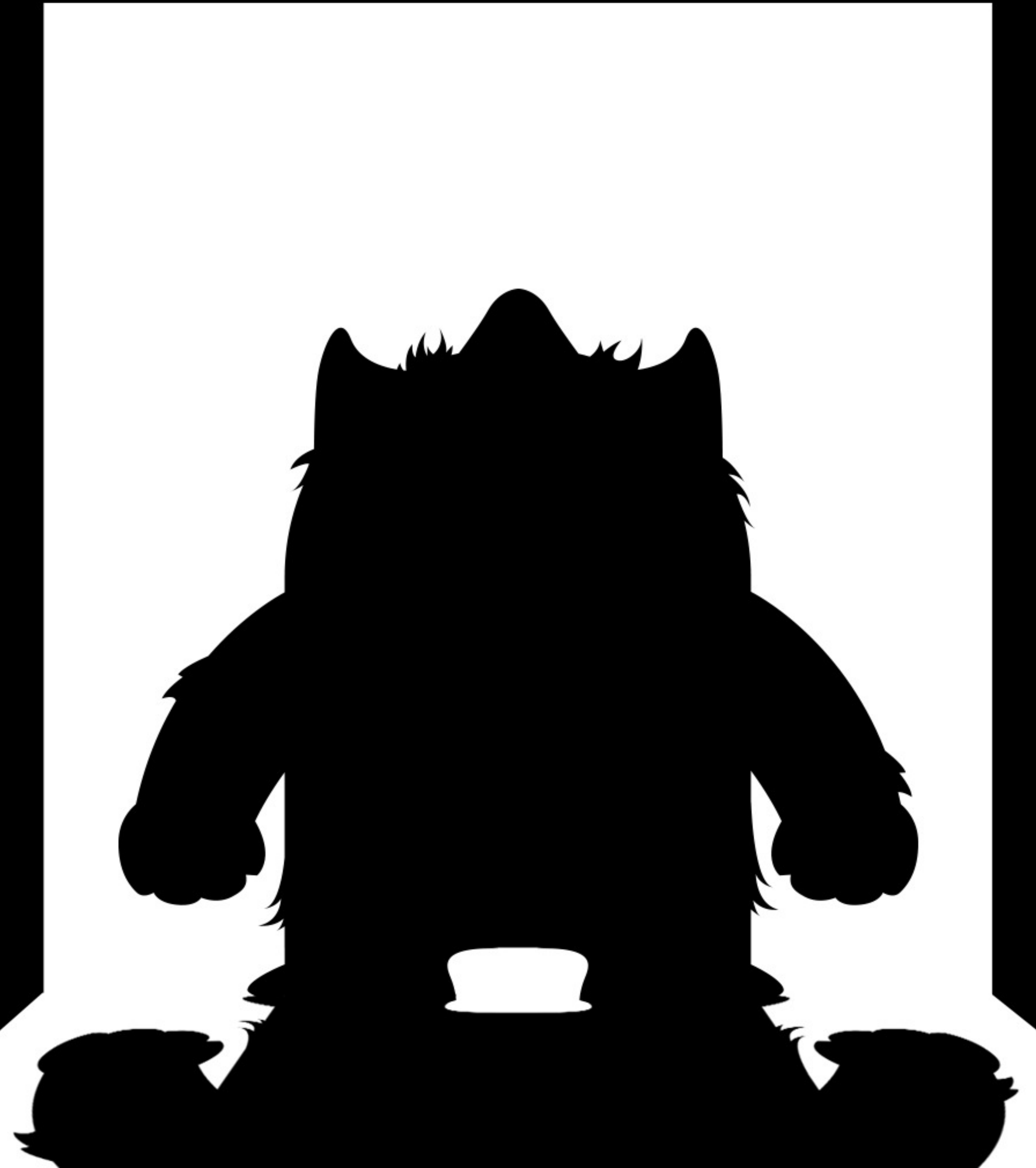


Who is BGWG?

BGWG Monster Media is a full-service experiential agency located in Orange County, California. Founded in 2009, we specialize in the interactive design and development of customized games, AR/VR solutions, contests, sweepstakes, data capture and advanced software systems. In short, we create amazing experiences.

At BGWG Monster Media, we pride ourselves on our strong client relationships, attention to detail, quality assurance and results-driven performance. BGWG Monster Media was created to efficiently provide superior products and hands-on service for our clients.

We strive to deliver a distinct and effective, data-driven, experiential solution that addresses the customized needs of your organization.





Experiential Marketing

- Interactive Event Applications
- Native iOS/Android Platforms
- Virtual Event Space Design and Development
- AR/VR/MR Applications
- Custom Gaming
- Wall Displays and Signage
- Contest/Sweepstakes

Online Marketing/Communications

- eNewsletters
- Rich Media/Interactive Advertising
- Marketing and Promotional Minisites

CASE STUDIES





Ford: Photo Booth.

The Ford Photo Booths were created to give consumers at live and digital events a fun, engaging experience that is fully shareable on all social media platforms.

Users are able to take photos of themselves with friends and family, edit the photos, add frames, stamps and overlays and then share the fun via social media.

Our Role

Application Design

Application Development

Content Management System





Ford: Interactive Wall.

The Ford Interactive Wall was developed to get potential customers more involved and excited about a multitude of Ford car models at marketing events.

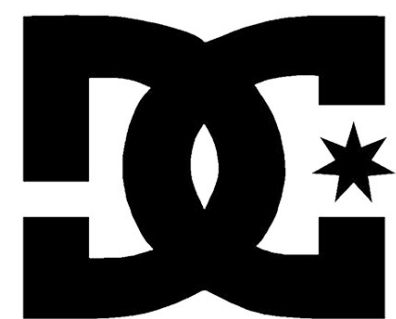
It was designed to be fun and eye-catching while at the same time informative. It was eventually projected onto a wall at the events where users could walk up to it and touch the animating hotspots that displayed information about the vehicle.

Our Role

Application Design

Application Development





DC Shoes: Motivator.

We developed a portable sweepstakes engine for DC Shoes, featured at DC-sponsored events. An exciting and interactive slot machine user interface, located on physical touch-screen kiosks, presented participants the opportunity to instantly win various merchant prizes.

BGWG Monster Media programmed the individual kiosks to sync up to a master database, allowing administrators to view statistics each day of the event and update the sweepstakes via a custom content management system (CMS).

Our Role

Application Design

Application Development

Content Management System





American Airlines: Spin & Win.

Spin & Win was a fun game designed to get consumers excited about American Airlines promotions. BGWG Monster Media designed and developed custom gameplay to allow users to spin the wheel and win prizes while at the same time learning about American Airlines flights and unbeatable prices.

This game was backed by our custom content management system (CMS) allowing American Airlines full control over prize distribution, user data entry and analytics.

Our Role

- Application Design
- Application Development
- Content Management System





Ford: Social Media Mosaic.

One of the best ways to engage users at your event and beyond is via social media. The Social Media Mosaic was designed to do just that. This cool, interactive wall of photos is built from users at your event posting selfies to Twitter and Instagram using an event specific hashtag. The photos are then pulled from social media into our Mosaic engine and built into a fun, user created, interactive wall of photos.

Users viewing the Mosaic can further share this experience via all social media platforms.

Our Role

- Application Design
- Application Development
- Content Management System





Ford: Wheelstand.

The Wheelstand was developed as a way to inform users about a specific vehicle while also being interactive and a bit more exciting than some stickers in the window or a big poster. Found around vehicles at big events and in malls, the Wheelstand is simply an iPad on a stand that a potential customer can approach to get hands-on with that vehicle.

They are able to view information and see pictures of the vehicle utilizing the iPad's innate touch-screen capabilities. The result is an intrigued user who can easily find out everything they want to know about their potential next car.

The system is also built on the BGWG content management system (CMS) and allows the client to update the Wheelstand to provide information for any vehicle they desire on the fly.

Our Role

Application Design

Application Development

Content Management System





Brisk: Bodega.

The Brisk Bodega app was designed and developed by BGWG Monster Media to create an interactive, social experience for Brisk's clientele. The app featured Brisk products, social media integration and the Brisk Bodega website all accessible from within the app allowing users to interact with Brisk and their community.

Our Role

Application Design

Application Development

Content Management System





Ford: Digital Event Space.

BGWG Monster Media has developed an immersive digital event space featuring registration, data entry, games, sweepstakes, and live and prerecorded content streaming for a fully functional online event marketplace.

Fully customizable to each event type, pre-designed games, data entry and other components can be seamlessly dropped in or custom designed for an even more engaging experience.

Our Role

- Application Design
- Application Development
- Content Management System



PRODUCTS





Give your customers a one-of-a-kind artistic experience where they're at the center of it all.

- ◉ Unique Collage Creation
- ◉ High-Resolution On-Site Printing
- ◉ Digital Copies for Social Sharing



Escape Room Vending Machine

Work together to get the prize!

- Standalone Prize Distribution System
- Fewer Brand Ambassadors Needed
- Unique Gamification Concepts



Noise Meter

Give them a reason to shout!

- Monitors Decibel Levels
- Shows Visual Decibel Feedback
- Records Audio/Video for Social Sharing
- Integrated Leaderboard for Scoring
- Captures User Data
- Provides Custom Usage Analytics



The background of the slide is a composite image. The main part shows the interior of a car, specifically the dashboard and steering wheel of a Ford Mustang. The steering wheel has the Mustang logo in the center. The dashboard features a digital display showing '53' and 'Charging 100% at 65kW, Mustang'. To the right of the steering wheel is a large vertical touchscreen displaying a user interface with various icons and a 'PROFILE' section at the top. A circular inset on the right side of the image shows a person wearing a VR headset and a safety harness, sitting in a car and holding the steering wheel, appearing to be in a virtual driving environment.

VR Test Drives & Escape Rooms

Give your customers the feeling of being there!

- Fully Immersive, Live Video Realistic Environments
- VR Test Drives, Escape Rooms, Games
- VR Recording and Social Media Integration

Monster Data Capture

Track, Measure, Monetize



- ◉ Create Data Capture Forms in Minutes
- ◉ Integrate with Salesforce and Other CRMs
- ◉ Open API to Connect Games/Apps
- ◉ Powerful Analytics and Reporting
- ◉ QR-Enabled, Personalized Gameplay

In Conclusion

Thank you

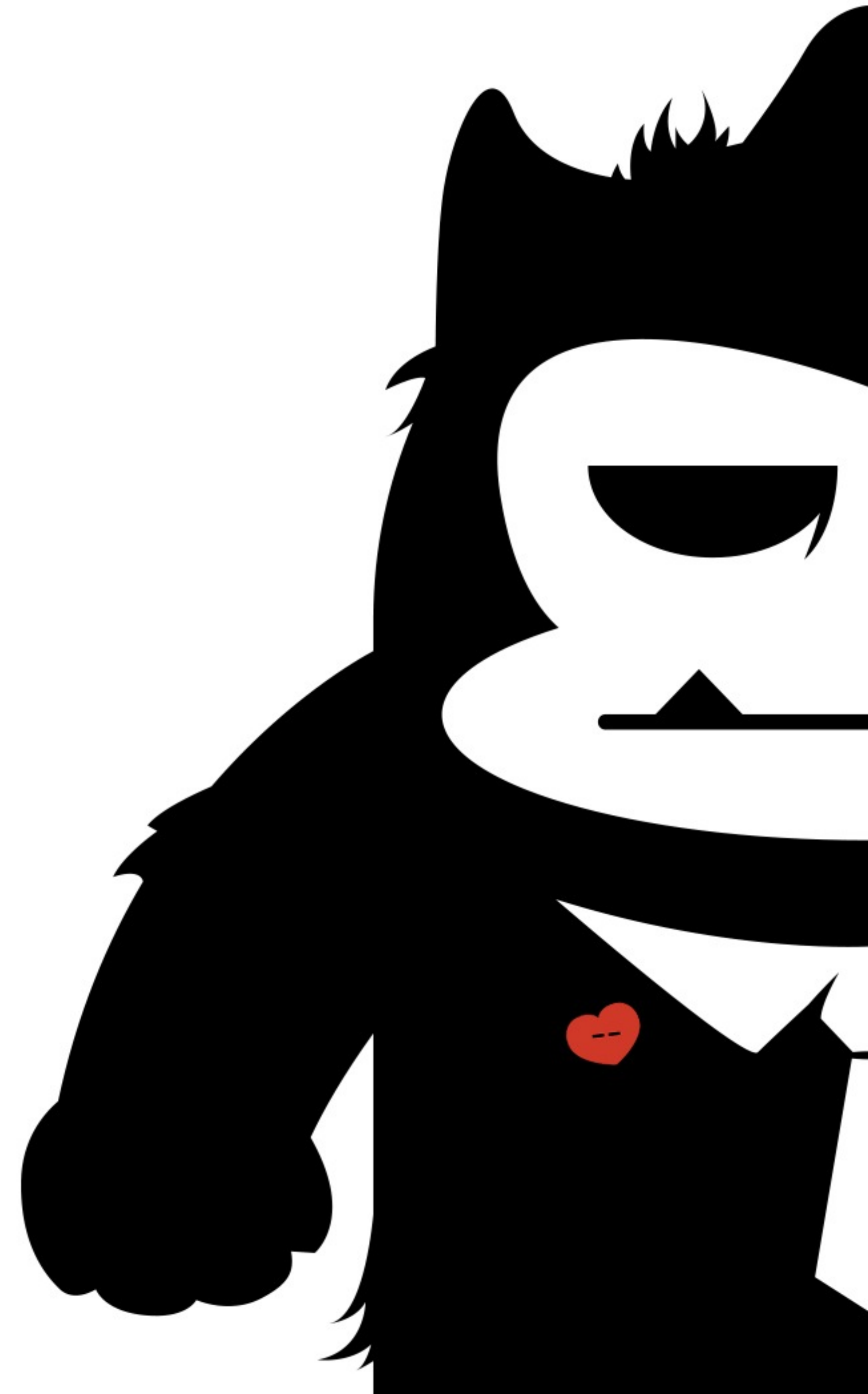
We appreciate the opportunity to put together this presentation of our full-service experiential design and development capabilities. We are confident that BGWG Monster Media is the perfect partner for your event efforts and we look forward to a successful and long-lasting relationship. Please feel free to contact us with any questions. Thank you again for the opportunity to serve you.

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