



Connecting Physical Events with Digital Rewards

Aperol Scratch & Reveal Contest

2021

To increase brand visibility and encourage outdoor engagement during the summer months, Aperol launched a park-based Scratch & Reveal contest designed to drive participation and amplify in-person experiences. Visitors could sign up online to win prizes and book time slots to play classic park games with friends—hosted by the Aperol brand team.



Numbers

14,000

Total unique visitors

9,000

Number of entries

3,500

Total Prizes Redeemed

Problem



Aperol wanted to create a memorable brand experience that connected with consumers in a casual, social environment. The challenge was delivering an on-site activation that felt organic, fun, and easy to engage with—while also collecting entries and encouraging participation in brand-hosted activities.

Solution



WILY designed and developed a mobile-optimized microsite that park visitors could access via signage or directly from brand ambassadors. After signing up, users could play a digital Scratch & Reveal game to win prizes tailored for outdoor fun. The site also let users sign up for real-world games like bocce ball and ring toss by selecting a time slot. This hybrid digital-physical activation encouraged interaction with the brand on multiple levels while enhancing the overall park experience.