

Runner Scanner

Photo & Video Automation



YES WE SCAN

SINCE 2012

WHAT DOES IT DO?

Raiffeisen
BANK

Bucharest 2015
MARATHON

START



Viral exposure

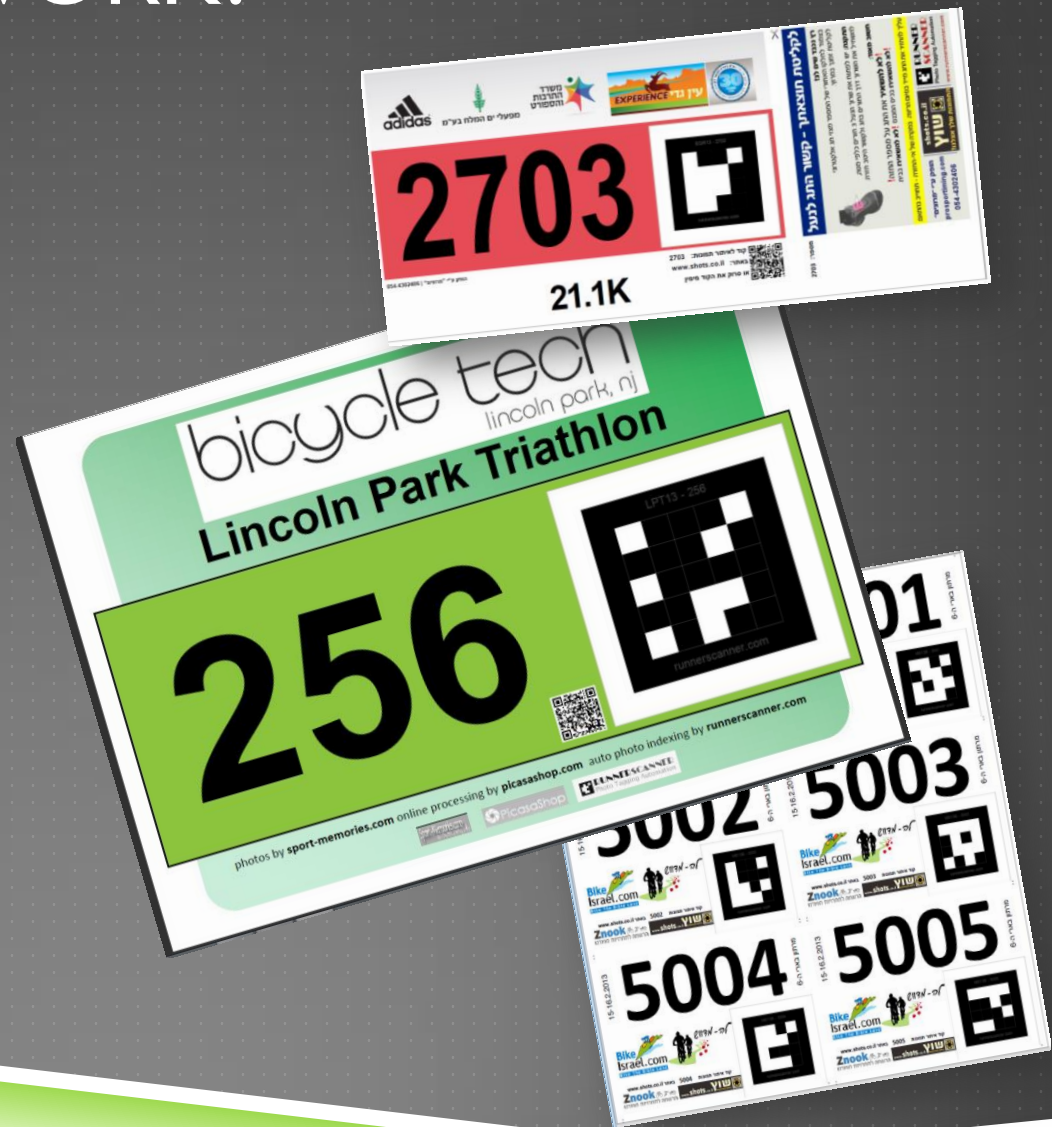
Desired media

Personalized albums and clips

Huge amount of photos and videos

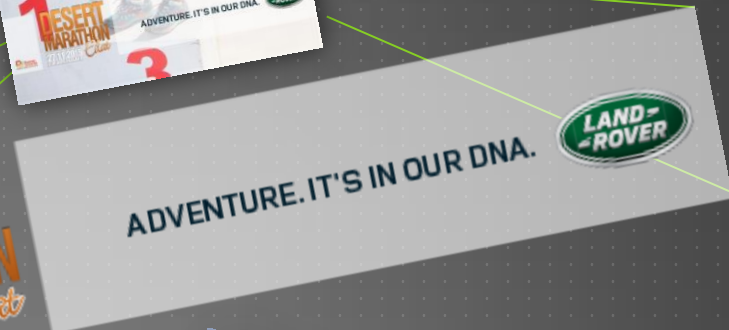
HOW DOES IT WORK?

- ▶ Our special barcodes are on the bib numbers
- ▶ Photos and videos of participants are taken
- ▶ Branded personal albums are posted to Facebook
- ▶ Exclusive! The new evolution of the personal album is a personal clip and it is here!



COMMERCIAL AREAS ALBUMS

- ▶ Branding is on
 - ▶ ~15% of each photo
 - ▶ 100% of a dedicated cover page



COMMERCIAL AREAS CLIPS



- ▶ Variety of commercial areas such as:

- ▶ Logos
- ▶ Strips
- ▶ Transitions
- ▶ Photos

- ▶ Sample clips
(click logos below)



THE PROCESS

- ▶ Raw footage is being analyzed
- ▶ Participants are identified
- ▶ Personal albums and clips are automatically generated



ACTIVATION PAGE

THIS IS WHERE PARTICIPANTS
REGISTER FOR THEIR ALBUM AND CLIP

- ▶ Most participants will land here
- ▶ Can be embedded in the sponsors' website
- ▶ “Like” button offered
- ▶ Multilingual
- ▶ Easy to brand



WHAT DOES IT LOOK LIKE?

ALBUMS



I HAVE GOT SO
MANY LIKES LIKE
NEVER BEFORE

ARIE FISHLER
MARATHONER



All photos are branded and posted to the participant's Facebook timeline

The cover photo is added to each Facebook album

WHAT DOES IT LOOK LIKE?

CLIPS

Videos are more viral than photos. Facebook encourage views by playing them automatically.



Video clips have a variety of branding options

Personal text / photo maximize engagement

HOW VIRAL IS IT?

- ▶ While traditional commercials are not attractive, Ours is very!
- ▶ Because:
 - ▶ It is me!
 - ▶ Its a great souvenir
 - ▶ A delighting moment
 - ▶ All my friends can see me
 - ▶ Its easy to get
 - ▶ Its free

A finisher certificate with a personal photo



OPEN GALLERY OPTIONAL

- ▶ No Facebook account needed
- ▶ Displays all photos
- ▶ WhatsApp link encourages distribution
- ▶ The endless search is over!



**RUNNERSCANNER
GAVE OUR
PARTICIPANTS
GREAT
SOUVENIRS**

**ERAN PELEG
SOVEV YOAV
DIRECTOR**



EXPOSURE REPORT

A detailed exposure report including:

- ▶ Likes
- ▶ Comments
- ▶ Exposures

RUNNERSCANNER
GAVE US LOTS OF
NEW FACEBOOK
LIKES

ASAF
MARCIANO
MARKETING
MANAGER
SAUCONY



WIN – WIN – WIN

PARTICIPANTS

FREE PERSONAL SOUVENIR
0 SEARCH EFFORT

EVENT

PROFESSIONAL LOOK AND A GREAT SERVICE

SPONSORS

VIRAL EXPOSURES FOR A TARGETED AUDIENCE

RUNNERSCANNER
GAVE US A BIG
STEP AHEAD

SHAI HAZAN
SOVEV EMEK
DIRECTOR



More info and a live demo at runnerscanner.com