

## Feb-Mar 13 winner Summer Games

**Client:** Wet 'n' Wild

**Creative Agency:** Visual Jazz  
Isobar

**Campaign type:** Microsite

**Industry:** Tourism

### Campaign overview

[www.awardjudges.com.au/wetnwildsummergames/](http://www.awardjudges.com.au/wetnwildsummergames/)

### Campaign Information

Queensland's Gold Coast is a mass of theme parks and Visual Jazz Isobar's challenge was to make people loyal to just one - Wet 'n' Wild. To do this, they created The Summer Games.

Using NFC technology in a way previously not seen in theme parks, Visual Jazz Isobar turned a day out at Wet 'n' Wild into a competition where having fun was the only way to win. After choosing to be on either the Red or Blue team, each team member was given a NFC wrist band which enabled them to scan it at a specially created station to earn points and help lead their team to victory.

In just 10 days, the Summer Games achieved astonishing results, with 1 in 3 people returning to Wet 'n' Wild multiple times and the time spent in-park increased. Due to its success, this concept has now been adapted to Village Roadshow's other theme parks.

### Judge's Comment

Great to see Wet 'n' Wild +1 with some gamification and make it even more fun.

