



SODA
HUNT





Disrupt Advertising One Hunt at a Time.

Say goodbye to your Google Ads and other means of useless traffic.

Now, say hello to Soda Hunt - where real, organic traffic is at your fingertips through gamification.

What is Soda Hunt?

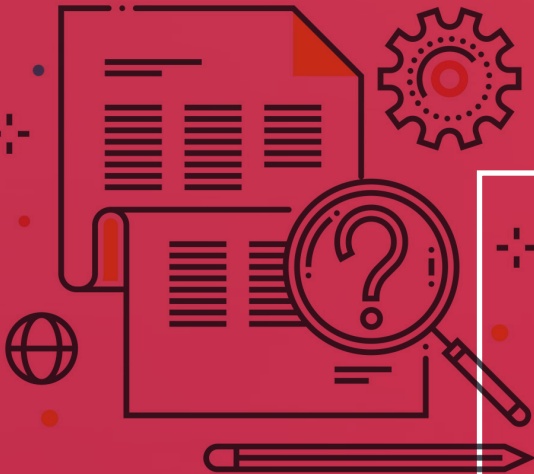
Soda Hunt is a digital treasure hunt.

PLAYERS register as **HUNTERS**.

BUSINESSES register as **TERRITORIES**.

Hunters search territories for a clue to the next territory.

The first Hunter to finish the game wins the grand prize!



Expose your business to thousands of shoppers – real and verified people – who hunt every page of your website for prizes and, in doing so, become more familiar with your offerings than your regular shoppers. Alpha testing shows that each hunter may spend 3-hours or more hunting a single website searching paragraphs, products, photos, forms and whatever is there within your territory.

What is

GAMIFICATION?

Who uses gamification?

50% of startups in the
United States

70% of Global 2000*
companies

*Companies with a market value of \$7.6 billion or more.

Game Play

Soda Hunt is chock-full of goodies:

- Skill levels from simple to super-difficult;
- Various terrain treks including mountains, tropics, desert, ocean, and arctic; and
- Basecamps with cash prizes scattered throughout the game.



Begin your journey to the first Territory.



Seek and find the hidden treasure to reach the Check-in page for directions to the next Territory.



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Congrats! You've reached a Basecamp with a cash prize and directions to the next Territory.



Seek and find the hidden treasure to reach the Check-in page for directions to the next Territory.

Hunters access Check-in pages by clicking on the hidden egg in any Territory.

Each page contains:

- An exclusive offer for the Hunter from that Territory;
- A Check-in form that must be completed to go to the next Territory; and
- A Soda Hunt survey question for the hunter to answer.



Why Soda Hunt?





Ad Execs Dismayed...By Tactics
Google Allegedly Used To
Control Digital Ad Dollars



Google Says It Bans Guns Ads, It
Actually Makes Money From Them.



Google AdWords Invalid Activity
Refunds \$7M Class Action
Settlement



Two More DSPs Remove
Google Open Bidding



Google Ads Is Not For Small
Business Anymore. Here's Why.



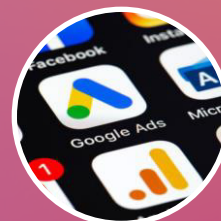
Google Ads Implements
3-Strike Policy Rule.



Scammers Are Using Google
Ads To Target Students
Seeking Loan Relief



New Internal Documents
Show Tech Giants Pushing
Out Competitors



Is Google Losing Steam In
The Ad Marketplace?

How is Soda Hunt different?

Google

vs.

SODA
HUNT

Charges per click but
without transparency

Did a bot click your ad?

Assesses a flat fee
for participation

Fair business practice with no hidden cost.

Makes advertisers
compete for ad placement.

With whom are you competing?

Sends the same traffic
volume to everyone.

No B2B competition.

Won't tell you who
visited your website.

What's the point if you can't connect?

Offers verified and
onboarded consumers.

Repeat business is what it's all about.

Bounce rates can be incredibly high.

Visitors who don't stay, don't buy.

Incentivizes visitors to
comb all web pages.

Visitors convert to repeat customers.

DISRUPT ADVERTISING

ONE HUNT AT A TIME

TERRITORY = ADVERTISER

To join, businesses must meet the following criteria:

- Pre-register for the hunt;
- Have a website with a minimum of 5-pages; and
- Offer an exclusive promotion to hunters.

ADVERTISER BENEFITS

Soda Hunt replaces the cost per click (cpc) with a simple listing fee per hunt.

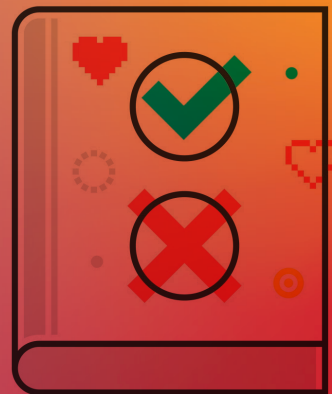
Benefits to your business include:


- Verified traffic with deep site dives;
- Thousands of repeat website visitors;
- Baked in Search Engine Optimization (SEO);
- Opportunities to adjust promotions and offerings, as needed;
- Website visitor email capture for future email marketing;
- Website visitor survey feedback; and
- Social media exposure.

METRICS & REPORTING

Soda Hunt gives it to you straight with our collection of reports, including:

- Repeat Users & New Users
- Daily/Weekly Active Users (DAU/WAU)
- Visitor Journey
- Engagement Time
- Traffic Acquisition
- User Location
- User Activity
- Website Page Views
- Clicks





Frequently Asked Questions



WHERE IS SODA HUNT?

Soda Hunt is based in Kansas City, MO. Advertiser participation is open to businesses in the United States. Soda Hunt is assembling a Kansas City Hunt exclusively for brick & mortar businesses where players will visit your territory (physical shop, store, or office) to retrieve a clue to the next territory in the hunt.



HOW BIG ARE THE HUNTS?

Hunts vary in size from 30 to 1500+ territories and 3,000 to 20,000+ hunters. The length of the game is calculated through a proprietary algorithm based on the number of participating territories and hunters. The territory registration fee is based on the number of participating hunters.



HUNTER LEADERBOARD

Hunters can track their progress through the Soda Hunt Leaderboard, updated at the top of each new week. In the final stretch of the game, the updates will come daily and then several times each day until a winner is announced.



TERRITORY DASHBOARD

Advertisers will have access to their own Soda Hunt Territory Dashboard, which will detail your registration, game details, deals and offers claimed by your Hunters, sponsorship ad placements, and more.

**Frequently Asked
Questions**





Let's
Do This!

Join the Treasure Hunt

Players join the hunt as HUNTERS to compete to win cash prizes, including a grand prize of up to \$25,000! Businesses join the hunt as TERRITORIES to gain website visitors to promote products and services.

HUNTERS/PLAYERS

TERRITORIES/ADVERTISERS



Branded Merch Shops

Branded merch shops are available for businesses that either (1.) don't have a website or (2.) require local customers only, i.e., landscapers and daycare centers. Hunters may also participate as a Territory with a branded merch shop.

[LEARN MORE](#)

Sponsorship Opportunities

Advertising space is also available on each game Check-in Page for businesses to gain additional brand exposure.

[EMAIL TO LEARN MORE](#)

Promotions & Holiday Tie-ins

Soda Hunt advertisers extend an exclusive offer to your Hunters – something special that is unavailable to anyone else. This offer is featured on your territory's Check-in Page, delivered to each Hunter as they locate the treasure hidden in your Territory.

Holidays are great for promoting sales and specials, and not just the big, national holidays. There are many fun and interesting days recognized throughout the year that afford opportunities to increase sales.



Food & Drink

Cheese Pizza Day
Nat'l Beer Lovers Day
Oktoberfest
Cheeseburger Day
Pepperoni Pizza Day
National Pancake Day
Chocolate Milk Day
Nat'l Drink Beer Day
National Coffee Day



Family

Grandparents Day
Nat'l Daughter's Day
Nat'l Son's Day



Good Works

Day of Charity
Suicide Prevention Day
Int'l Day of Peace



Entertainment

Read A Book Day
Literacy Day
Star Trek Day
Emmy Awards
Batman Day
Comic Book Day
One Hit Wonder Day
Int'l Podcast Day



Patriotic

Patriot Day
MIA Recognition Day
Citizenship Day
Gold Star Mother's Day
Voter Registration Day



Notables

Autumn Begins
Sign Languages Day
World Tourism Day
World Rabies Day



Reach for the Stars!

Soda Hunt Expansion

It's all about the growth. Soda Hunt's Twelve Hunt Plan to meet its lofty goals is solid and attainable. Over the course of the next 12-hunts, each hunt's participation will increase by 20% over the last. That means more advertisers, more hunters, more revenue, and more fun!

Businesses registered in this hunt are rewarded with locked-in pricing options and deep discounts on future hunts. Details about these rewards will be determined upon hunt completion.

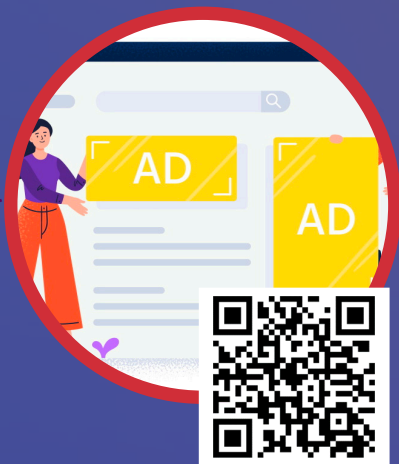
Success with the Twelve Hunt Plan results in more than 70,000 hunters.

What could YOU do with 70,000+ unique website visitors combing through every page of your website?

What does this mean for small businesses and advertisers on the Soda Hunt platform? There is ample room for success by way of gamification. Methods of placing products and services in front of consumers is vast. If Soda Hunt even parsed 7% of consumers through the ad platform as hunters, that's 26,195 website visitors per treasure hunt. What could you do with 26,195 unique visitors on your website in a month – especially if you're not getting any traffic right now?



Trust us, you'd gain more customers!



Join as a Territory

[SODAHUNT.COM/TERRITORIES](https://sodahunt.com/territories)

For businesses with a website of 5+ web pages.
No website? See our branded merch shops.



Join as a Hunter

[SODAHUNT.COM/HUNTERS](https://sodahunt.com/hunters)

Compete to win cash prizes, including a grand
prize of up to \$25,000!



Branded Merch Shops

[SODAPOPGRAPHICS.COM/BRAINED-MERCH-SHOPS](https://sodapopgraphics.com/branded-merch-shops)

Branded merch shops are available for businesses that either (1.) don't have a website or (2.) require local customers only, i.e., landscapers and daycare centers. Hunters may also participate as a Territory with a branded merch shop.



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