



SPIN TO WIN

DIGITAL APPLICATION AT GULFOOD '17

We deployed an interactive application in Gulfood '17 hosted at Dubai World Trade Centre which resulted in engaging environment at the event



Gulfood '17 was the 22nd edition of *one of the largest annual food events in the world* with an exhibition of food, drink, foodservice and hospitality. This year event happened from 26th February till 2nd March 2017 where over *5,000 suppliers* represented from *5 continents*.



WHAT WAS THE REQUIREMENT?

The challenge was *to create an engaging tool for the contest* to win certain prizes to the visitors of the counter at Gulfood for Hindustan Unilever. Keeping this in mind, we came up with an application utilizing *"spinning the wheel"* concept for its user-friendliness and efficient execution. We developed this application for Pico and Hindustan Unilever Private Ltd. This was *a touch-screen based application displayed on a big screen where a person was able to win certain prizes based on the outcome of wheel spinning*. This was *an offline application* where prizes were marked on the wheel and winner was decided randomly on the factors like probability and number of people using the application.



IMPLEMENTATION OF THE IDEA

A person touches anywhere on the screen, the wheel starts spinning and wherever it stops, the prize was selected. A congratulations screen was displayed declaring what the person has won and it was availed at the counter itself. *Biggest Prize was 100 AED voucher*.



Person comes at booth & spins the wheel by touching the screen

Wheel stops at a prize



Screen Declaring the Prize



This application turned many heads at the event. The simple execution created an engaging setting for the attendees visiting the booth and resulted in an easy distribution of the prizes for the contest as well.