

THE BIG UPGRADE

VIDEO TRANSCRIPT

TITLE:

Can Non Fungible Tokens really upgrade the traveller experience?

VO:

We found the perfect place for a trial run.

VO:

Accenture's Net New Revenue Platform has an NFT marketplace at its core. It combines the digital and physical worlds, letting people collect NFTs and turn them into real life experiences, in Laguna Phuket

TITLE:

Welcome to the Laguna Scavenger Hunt

VO:

Customers started by scanning a QR code
It took them to a digital wallet containing an NFT.
They tapped on it, to see instructions on how to participate in the hunt

VO:

The wallet also held a map where each of the NFTs could be found

TITLE:

They walked to 10 different locations
Found and captured unique digital objects
And placed them in their Treasure Chest
Which revealed their special prize

VO:

Commercial offers were sent as extra NFTs into the wallets of the guests, that could be redeemed during their stay

VO:

They were also offered a welcome cocktail as an NFT in their wallet, that they could exchange at the bar for an actual cocktail, and then a refill if they shared a link with five friends.

VO:

Each digital object captured into the wallet revealed rich content, like a video or fun facts

VO:

To redeem a commercial discount voucher, they visited an outlet and presented the NFT in their wallet to the staff member. Using QR codes, the staff validated the offer and the guest was then given a discount on their final bill

VO:

The Scavenger Hunt drove footfall all over the resort, especially the Spa, the Golf Course and at selected Food and Beverage locations. It was engaging, easy and economical to deploy.

VO:

And the whole experience added value for travellers, as well as creating value for the resort, by increasing brand awareness and driving sales.

TITLE:

Net New Revenue Platform. For the travel experience, it's the big upgrade

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