



Showcase: Save the Amur Tiger!

Gbanga® planned, produced and performed an interactive story for zoological gardens.

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Intro

Gbanga is an interactive and location-aware **story-telling platform** that is available on mobile phones and on the web. The inclusion of **reality factors** such as place, time, local weather and persons in proximity are of particular importance. Additionally, Gbanga works across **different types of media**: participants find information in newspaper articles, they look at billboards and search for real artifacts in their surrounding area. With Gbanga, you can tell stories, ask participants riddles, **mystify**, arrange competitions, and offer theme-based mini-games. Gbanga works on most cell phones, even on phones without GPS. Gbanga offers conceptual design, implementation, execution, usage analysis and reporting of interactive stories to clients.



Idea

A billboard catches passers-by's attention to wild animals that live across the city and that need to be saved. Their natural habitat is endangered, and participants are asked to bring the virtual animals to the real zoo.



Goals of the Campaign

-  Export the **Zoo experience** to the city
-  **Alert people** outside of the Zoo about ecological and environmental issues
-  Impart **general knowledge** about animals and ecosystems
-  **Activate** a young consumer group that is difficult to approach
-  Generate **Walk-in customers**

Included Elements

-  **Gbanga-Software** to play onsite on the cell phone
-  **Website** for web browsers for overview and to review at home/office desk
-  **Live „e-board“** at central station to display a real-time map with the locations of the animals and the participating players
-  Daily special editions with featured animals on billboards with **win code**

Course of play

After the player has downloaded the software onto his phone, he starts **collecting** virtual animals that are located at physical locations all around the city. He then picks them up into its cell phone inventory.

In a second phase the player returns the endangered animals to the physical zoo. There, the player can trade off the animals for virtual seeds at a virtual zoo desk. The seeds are specific to the habitat of the animal (“orangutan clambers up trees”) and the seeds are the **reward** for all the work in the first phase.

The third goal is to **rebuild** the wildlife living space of the animals. To do so, the player sows plants in the virtual parallel world. If the plants thrive and prosper, the animals from the zoo return (“many trees attract the orangutan”).

When abandoned, the created plants rots, the habitat is endangered again and the animals need to be saved by another interested player – the play and **biological cycle** start again.



1) Billboard and Website banners



2) Flashmob in front of public "eBoard"

