



Retail First: Centre App Options

Option 1 - Full App with points

Setup Fee: \$9950 exc gst / \$0 setup fee for 24 month agreement

Beacons: 15 beacons included in setup fee / purchase as many as needed if setup fee waived at \$50/beacon

Monthly fee: \$750 exc gst per month

Features:

Full functionality as Park Points, Brook Rewards, Redbank Rewards, Sunny Rewards, Love Logan Rewards, Aspley Hypermarket.

Facebook Connect/Email Login (capture name, surname and email + incentive DOB, gender, postcode, suburb)

Points: Offer points for behaviours

Deals: Promote deals

Prizes: Offer Prizes

Communication: Push Notifications

Competitions - Run enter to win, answer to win, scratch and win, QR hunts, AR Hunts

Inventory Management: Control numbers of offers/prizes given away



Option 2 - AR only app (including data capture)

Setup Fee: \$3900 exc gst including first AR campaign cost

Monthly Fee: \$0 (only used per campaign)

Subsequent AR Campaigns: Aligned with usual cost, approx \$1500 exc gst per campaign including 8 animated characters and matching design assets.

Features:

Branded for your centre and uploaded to Retail First app store accounts

Facebook Connect/Email Signup (capture name, surname and email)

Data Export function

Sequential Hunt - users will see the hints to find the next character

Take photos with characters

Offer a prize/special offer for completion

Manage inventory/change prize as needed during campaign

Track redemption of prize/offer with system generated QR code

Integrated Social Feeds



Option 3 - AR only app (no data capture)

Setup Fee: \$2550 exc gst including first AR campaign cost

Monthly Fee: \$0 (only used per campaign)

Subsequent AR Campaigns: Aligned with usual cost, approx \$1500 exc gst per campaign including 8 animated characters and matching design assets.

Features:

Branded for your centre and uploaded to Retail First app store accounts

No Login (no data captured)

Find Characters in random order

Take Photos with characters