

# SnowShoe

## CASE STUDY

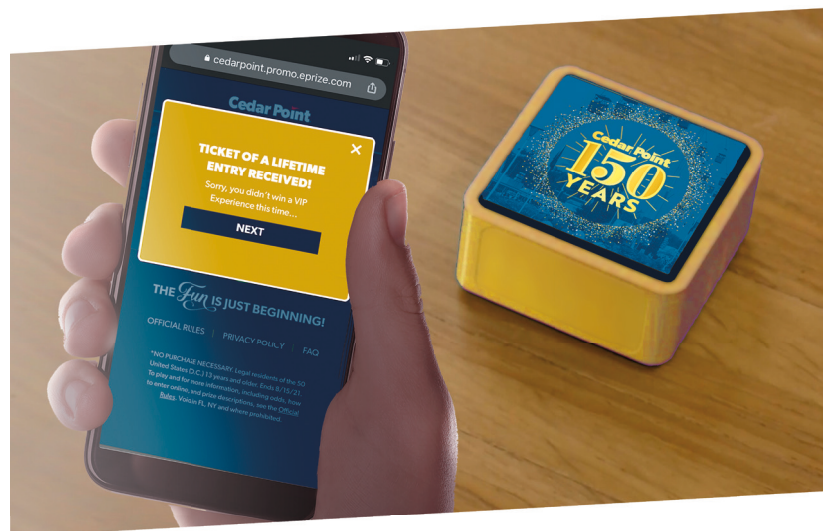
### Cedar Point

## The Roller Coaster Capital of the World Holds its 150th Anniversary Celebration with Snowshoe!

### Cedar Point: Life Needs More Getaways

Originally opened in 1870, Cedar Point Amusement Park Sandusky, Ohio is considered the second-oldest operating amusement park in the United States.

The park features a world-record 71 rides, including 18 roller coasters on 364 acres. Other attractions include outdoor and indoor water parks, two marinas, and an outdoor sports complex. Cedar Point hosts more than 3.5 million guests annually.



### 150th Anniversary Celebration Promotion

Cedar Point wanted to create a fun and interactive promotion for the park's 150th Anniversary celebration. The goal of the promotion was to amplify the park experience by incentivising guests to visit multiple locations within the 364-acre park. Cedar Point worked with Merkle, a global leader in customer experience management, to create the celebratory promotion utilizing the Spark Tap®.



*“The Spark Tap was a way for guests to do something a little more interactive.”*

– Stephanie Gentile, Vice President and Group Account Director at Merkle.

# An easy and effective way to connect with guests



## Spark Tap Check In

Upon entering the park, guests visited a mobile website showing a map of the park with five specific locations highlighted. When guests visited these locations, they found a Tap check-in device. Guests then stamped their phones against the Tap to find out if they had won one of 150 instant win prizes: Admission into a VIP area with snacks, drinks, a phone charging station, and TVs. Checking in at the Tap also entered guests into the daily sweepstakes to win a **Ticket Of A Lifetime**. The highly coveted prize granted free admission for the winner and three friends for the next 100 years.

## The Spark Tap Solution

To carry out the promotion, Cedar Point needed a solution that proved a guest's physical presence at specific park locations. The solution needed to be hands-free, easy-to-use, and able to instantly inform a guest if they had won or not. Merkle recommended the Spark Tap solution from SnowShoe for this promotion.

*"It was a fun way to have the guests say 'Hey, I'm here!' and instantly find out if they had won or not. For Cedar Point, the Taps were a way to validate that the person was actually physically there at that location in the park."*

– Stephanie Gentile

Merkle is a global performance marketing engagement leader and one of the world's leading customer experience management companies. A recent Forrester Loyalty Solutions Report (April 2021) designated Merkle as a Top 14 Leader among loyalty solutions and ranked the company in the Top 5 quadrant among solutions.

Merkle has been a valued SnowShoe partner for 3 years. The Merkle marketing engagement team uses Spark™ technology to build loyalty programs for their global client base. Their impressive roster of clients includes Royal Caribbean, Chase Manhattan, JetBlue, American Girl, and Samsung.

*"We absolutely cannot say enough about SnowShoe and the partnership we have with you and how you help our partners as well. The SnowShoe functionality has really taken our clients' business to the next level."*

– Jayme Gehrke,  
Senior Director of Business Development at Merkle

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