



# Zukaz Now Ready to Download

Global First Launch Event Date Announced

Albury-Wodonga, NSW – Zukaz will be hosting the Orange Weekend at QEII Square, Albury on July 13th as part of their global augmented reality (AR) mobile app launch.

Zukaz and ZukazBiz Apps are now available to download from the App Store and Google Play, Border residents can immediately start hunting for vouchers, redeeming and trading them on the Zukaz marketplace in preparation for the massive July 13th launch event.

Leading up to the launch, over \$35k worth of vouchers will be dropped throughout Albury and to collect those vouchers, users will have to download the app and start hunting.

During the Zukaz launch, local residents and visitors are in for a treat – there will be an interactive AR treasure hunt and opportunities to hunt thousands of vouchers from local businesses.

Special announcements, updates and clues to the treasure hunt will be announced on Hit 104.9 and Zukaz social media channels.

There will also be food stalls and plenty of fun-filled activities for all including face painting, jumping castle, bubble soccer, a dunk tank and much more.

Established in Albury, Zukaz is a free, location-based AR app, that allows merchants to drop real cash vouchers in your area.

Real cash vouchers can then be redeemed in-store or traded on the Zukaz marketplace, allowing users to sell them to make a profit.

The inspiration behind Zukaz is “Pokémon Go”, the biggest mobile phenomenon in 2016, which blends AR with real-world scenarios.

Just by word-of-mouth and organic growth, the beta version of the Zukaz app had a rapid increase of downloads, from 70 to 550 in only 4 days in Albury.

According to Liam Scammell, marketing and sales manager of Zukaz, “strategic partnerships are in place for Zukaz to be sustainable and to grow exponentially.”

“In 2018, \$273.29 B was spent on digital advertising to bring merchants and consumers together. In 2019, it is estimated that the figure will rise to \$316.42 B. These costs are all up front, with no guaranteed return on marketing spend. Zukaz allows merchants to directly advertise their goods and services to consumers by using the power of AR and geo-mapping while charging them only on success. Giving them a return on every marketing dollar.”

With a large number of people and merchants engaged in the ecosystem, Liam believes that “the city of Albury-Wodonga is the proof-of-concept for Zukaz before going global.”

Promoting through Zukaz also allows businesses to generate new revenue streams and access new target markets.

Other strategies like incentives, achievements, vouchers, promotions and database acquisition from larger merchants will be carried out to keep people engaged in the long term.

“At the end of the day, it’s all about creating value for the consumer and value for the merchant”.

Download Zukaz now and start hunting!

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