

Using the Thyngs platform, The RAF Museum created an impressive and unique digital experience and user journey.

Unique Experience

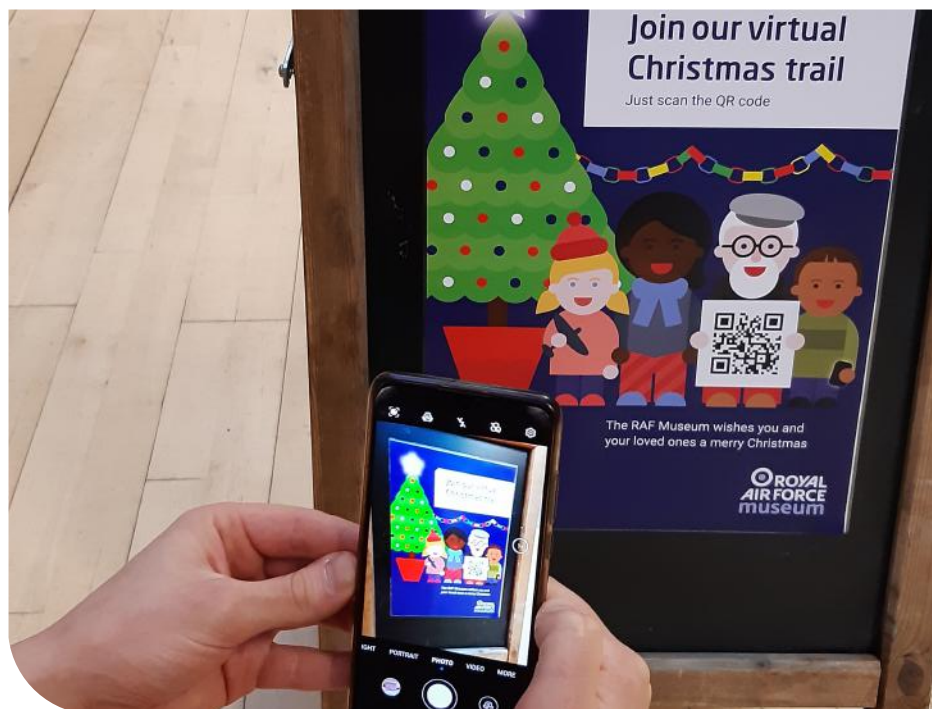
- ◆ Arriving visitors scanned the first QR code and was taken to a landing page that gave them the first clue.
- ◆ Each QR code found was unique. This meant that the festive stamps could be collected, just like a digital loyalty card. When visitors collected all 8 stamps, they were given a digital 10% off code for the Gift Shop. This helped stimulate conversions.

“The virtual Christmas Trail was the ideal way to offer a Covid-safe activity for the whole family over the Christmas period. It was quick to set up by using the Thyngs stamp collection template and easy to track how many visitors took part in the activity. Overall a great way to engage with our visitors during a challenging time.”

**Ulrike Stuebner, Public Events Manager
at RAF Museum Cosford**

RAF Museum Virtual Christmas Trail

Whilst COVID restrictions eased, The RAF Museum Cosford welcomed back donors and their families in a safe but exciting way. To encourage better engagement and exploration within the Museum, and to keep children entertained, the charity deployed a ‘virtual Christmas Trail’. To take part in the trail, all visitors needed was a smartphone that could scan QR codes around the Museum.



Although the trail was free to take part in, the experience also gave visitors options to support and engage with the charity, in a way that suited them. For example, quick access to the Christmas shop, a 3-step donation process, and a Spitfire Selfie.

589

Unique users

94%

QR conversion

81%

Collected all the stamps

