

Peter Howell

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**DROPIT provides a “game-changing” solution to a major problem impacting both sponsors and teams in the sport industry – fan disengagement.**

Peter and Brendan identified that advertising on big screens in stadiums was failing to deliver on its potential. Fans were disengaged, distracted by their phones, and match attendance levels were stagnating.

DROPIT’s drop auction solution to this dilemma leads the interactive advertising market with a first-in-the-world process that delivers fan engagement and immersion: creating pre-event anticipation and excitement followed by an ‘adrenaline-pumping’ drop auction in-stadium experience.

The interactive app sees fans jostle for position in a game of “chicken” on premium products during reverse auctions. Prices drop during a 60-second countdown scheduled to coincide with game breaks when fans traditionally pick up their mobile phones. All drop auctions are projected simultaneously on digital scoreboards and users’ phones.

Engagement continues post-game with exclusive, targeted brand offers delivered to fans’ mobile phones, driving fans from seats to stores, increasing brand loyalty and return on sponsorship for major consumer brands.

Valued at \$30 million, DROPIT has a patent pending on its innovative processes and technology to ensure it is fully protected from future competitors. These features include, the “Drop Clock”, the “Bid Feature” and the “Swipe to Buy” control. Registered design and trademark protections have also been lodged.