

# Promotion Mechanic Planner



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## Quick Reference

Start here. Choose a mechanic that fits the goal, then dress it in whatever theme fits your property and calendar.

| MECHANIC                             | WHAT IT DOES                  | WHAT IT REQUIRES                  | GOAL IT SERVES                  | PAIRS WELL WITH              |
|--------------------------------------|-------------------------------|-----------------------------------|---------------------------------|------------------------------|
| <b>1</b><br><b>Interactive</b>       | Guests choose how they        | Identical containers or           | Memorability. Word-of-mouth.    | Spectator Event, Risk/Reward |
| <b>2</b><br><b>Risk/Reward</b>       | Guest chooses: keep what you  | Two-outcome prize structure.      | Spectator drama. Audience       | Spectator Event, Interactive |
| <b>3</b><br><b>Passport / Multi-</b> | Guests move through multiple  | Passport or tracking card. 3-5    | Extended dwell time. Cross-     | Community Integration,       |
| <b>4</b><br><b>Progressive</b>       | Prize grows each time it goes | Set increment and cap. Digital    | Return visits. Between-visit    | Spectator Event, Risk/Reward |
| <b>5</b><br><b>Spectator Event</b>   | Designed so watching is       | Sight lines. Sound (mic). Visible | Audience energy. Organic social | Risk/Reward Decision,        |
| <b>6</b><br><b>Community</b>         | Local partners participate as | 3-5 quality local partners. Real  | Community identity. New         | Passport / Multi-Station,    |

## THE PLANNING SHIFT

Most promotion planning starts with "what's our theme?" Start with "what's our mechanic?" instead. The mechanic creates the engagement. The theme gives it personality. You can change the theme every quarter without losing the structural move that makes the event work.

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## Build Sheet

Fill this out before the next promotion planning meeting. Mechanic first, then theme, then execution.

### What's the Goal?

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The Promotion Should | <ul style="list-style-type: none"><li><input type="checkbox"/> Keep regulars engaged and extend dwell time</li><li><input type="checkbox"/> Drive return visits over multiple weeks</li><li><input type="checkbox"/> Create word-of-mouth and social content</li><li><input type="checkbox"/> Build community connection and local identity</li><li><input type="checkbox"/> Turn non-winners into fans (entertainment value)</li><li><input type="checkbox"/> Other: _____</li></ul> |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Which Mechanic Fits?

|                  |                                                                                                                                                                                                                                                                                                                                                                          |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Primary Mechanic | <ul style="list-style-type: none"><li><input type="checkbox"/> Interactive Reveal</li><li><input type="checkbox"/> Risk/Reward Decision</li><li><input type="checkbox"/> Passport / Multi-Station</li><li><input type="checkbox"/> Progressive Element</li><li><input type="checkbox"/> Spectator Event</li><li><input type="checkbox"/> Community Integration</li></ul> |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                |                                                              |
|----------------|--------------------------------------------------------------|
| Combining With | <i>Optional second mechanic (see Pairs Well With on p.1)</i> |
|----------------|--------------------------------------------------------------|

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## What's the Goal?

|                             |                                                                                         |
|-----------------------------|-----------------------------------------------------------------------------------------|
| What does the Guest DO?     | <i>Describe the physical action (choose, walk, scratch, roll, collect, taste, vote)</i> |
| What does the Guest DECIDE? | <i>Describe the physical action (choose, walk, scratch, roll, collect, taste, vote)</i> |
| What does the Guest FEEL?   | <i>Anticipation? Tension? Discovery? Pride? Connection? Entertainment?</i>              |

## Execution Requirements

|                   |                                                                         |
|-------------------|-------------------------------------------------------------------------|
| Space & Staging   | <i>Where does the action happen? Can the crowd see it? Sight lines?</i> |
| Sound             | <i>Mic needed? Host calls? Music or effects?</i>                        |
| Props & Materials | <i>Envelopes, crates, passport cards, game board, stations, totes?</i>  |

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|                 |                                                                         |
|-----------------|-------------------------------------------------------------------------|
| Staffing        | <i>How many people at what positions? Any partner/vendor staffing?</i>  |
| Pacing          | <i>Minutes per contestant? Total event duration? Drawing intervals?</i> |
| Prize Structure | <i>Amounts, distribution method, progressive cap, must-go rule?</i>     |

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## Gut Check

| QUESTION                                                              | YES | NO |
|-----------------------------------------------------------------------|-----|----|
| Is the guest's choice real?<br>(identical options, no way to game it) |     |    |
| Can the audience see and hear what's happening?                       |     |    |
| Would a non-winner still describe this as a good time?                |     |    |
| Does this give the guest a reason to come back?                       |     |    |
| Could your team describe the guest experience in two sentences?       |     |    |
| If you stripped the theme, would the event still be engaging?         |     |    |