

ROADGAMES

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REPUBLIC OF ESTONIA
MINISTRY OF ECONOMIC AFFAIRS
AND COMMUNICATIONS





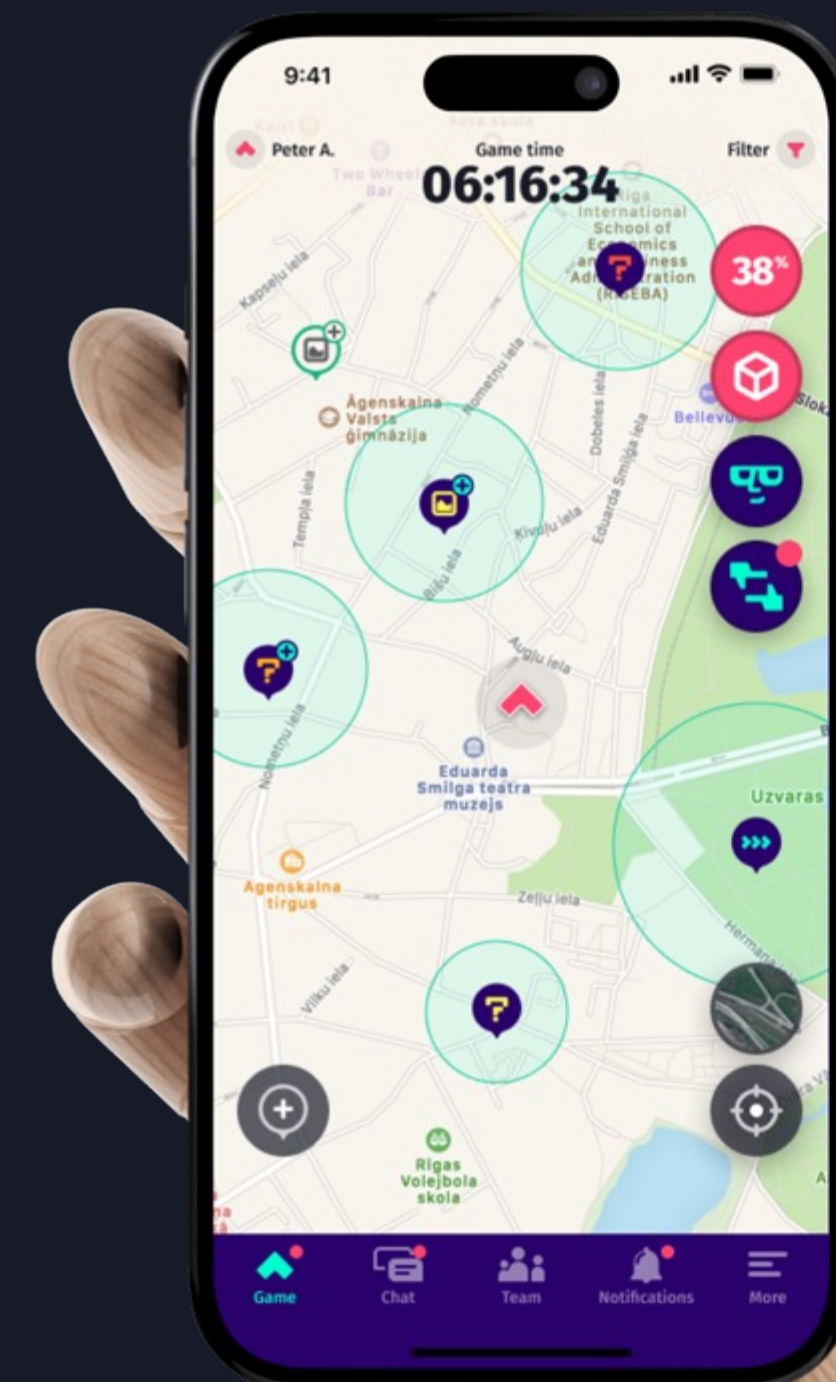
ROAD
GAMES

CITY SHUFFLE: EESTI EDITION

PROPOSAL

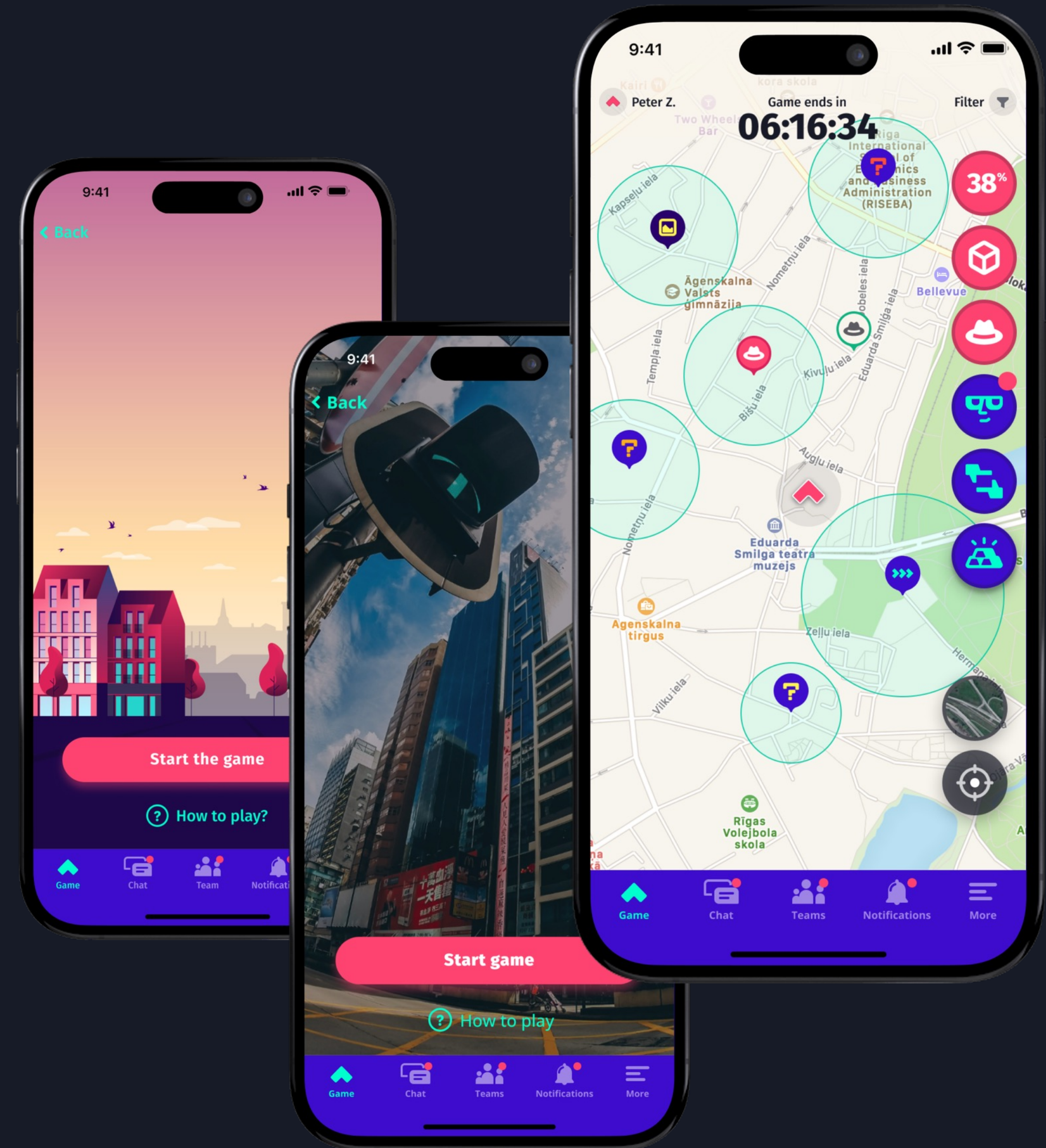
*Bring back local tourism in a fun and interactive way

*Challenge your team with a fun competition
while sharing your story in a unique way.*



How to play?

- Create a team of 2-4
- Each player downloads the Roadgames app
- Start from anywhere on the game map
- Collect as many points in 2 hours from 10 different task formats
- No specific task order



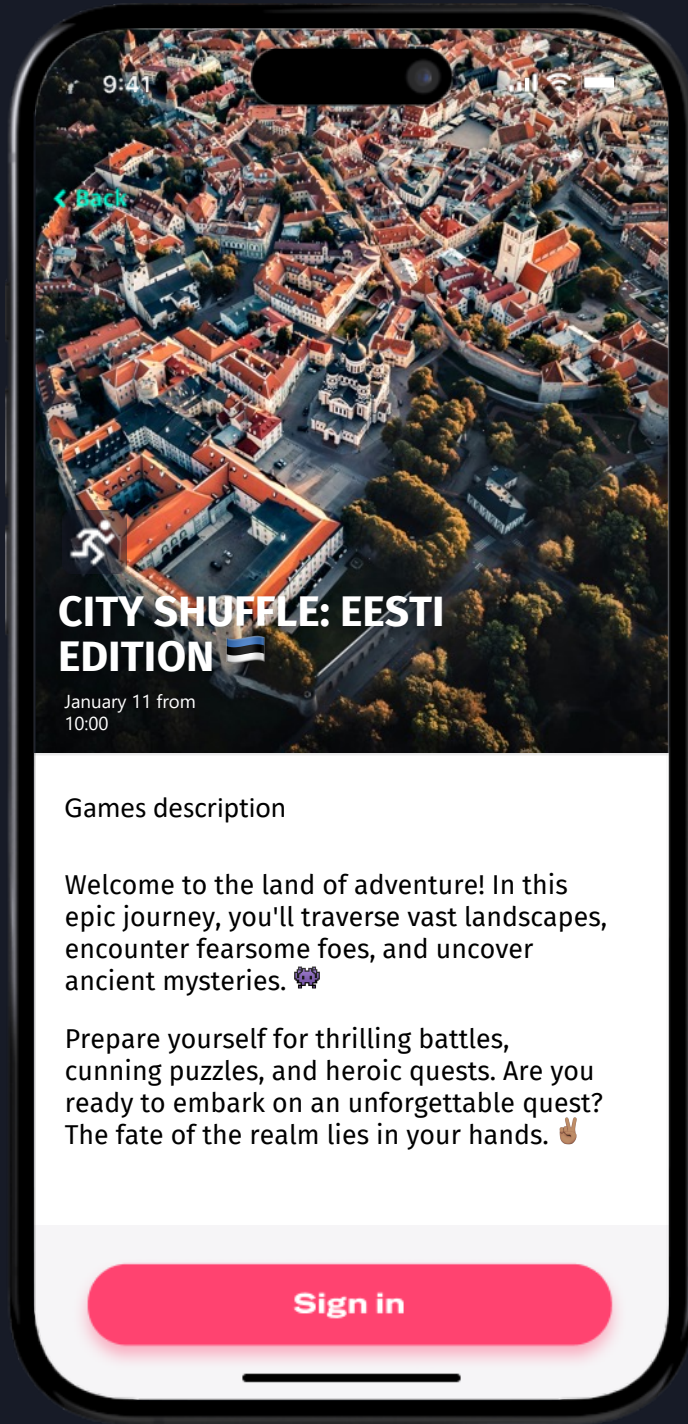
Be **unique** in your events

Embark on a personalised journey of entertainment with Roadgames, where every twist and turn is curated just for **you**, making your brand experience as distinctive as your own to connect with your audience in a more meaningful and active way.

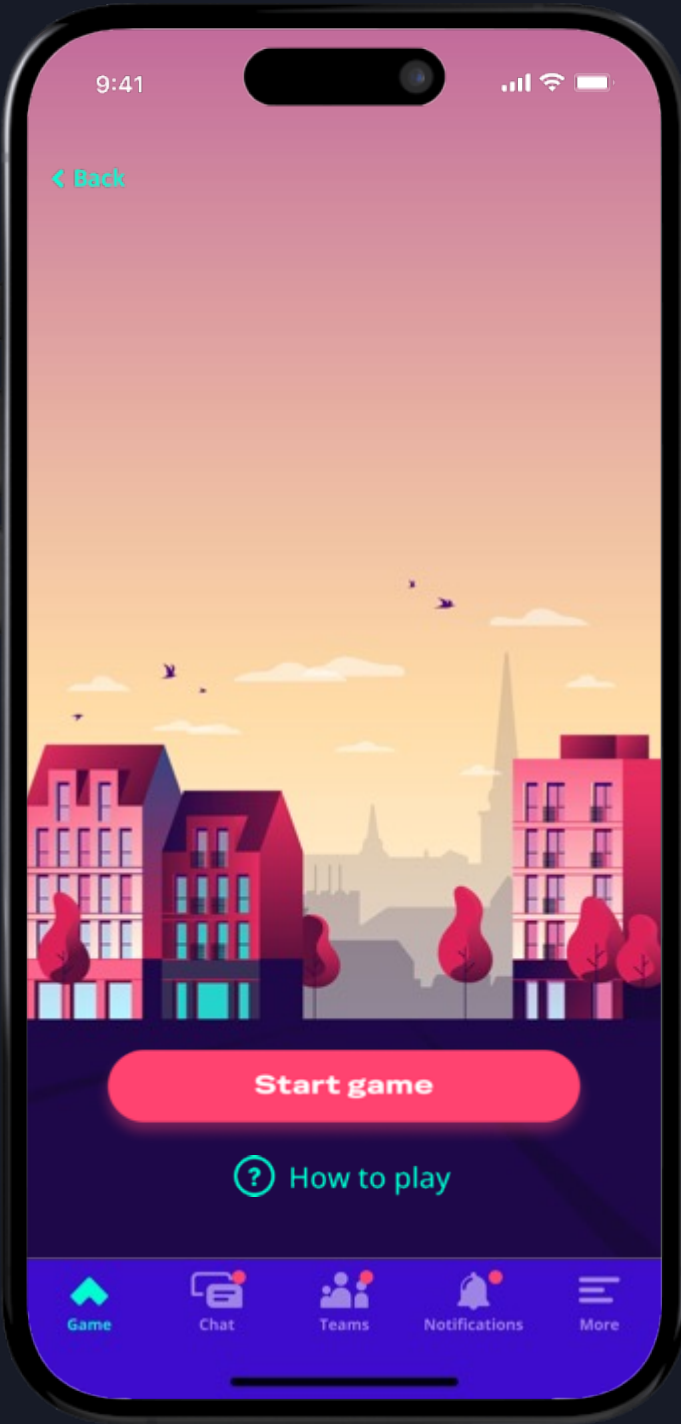


City Shuffle: Eesti Edition 🇪🇪 example

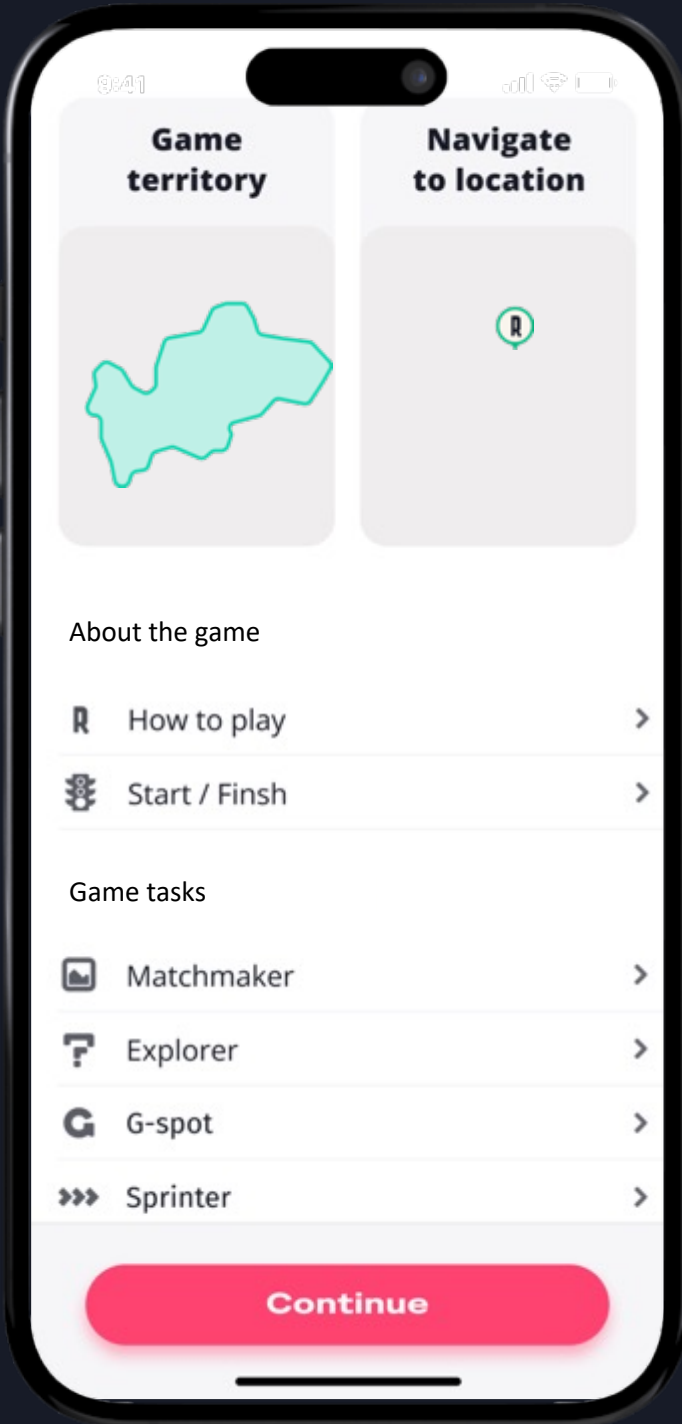
Brand your game and content



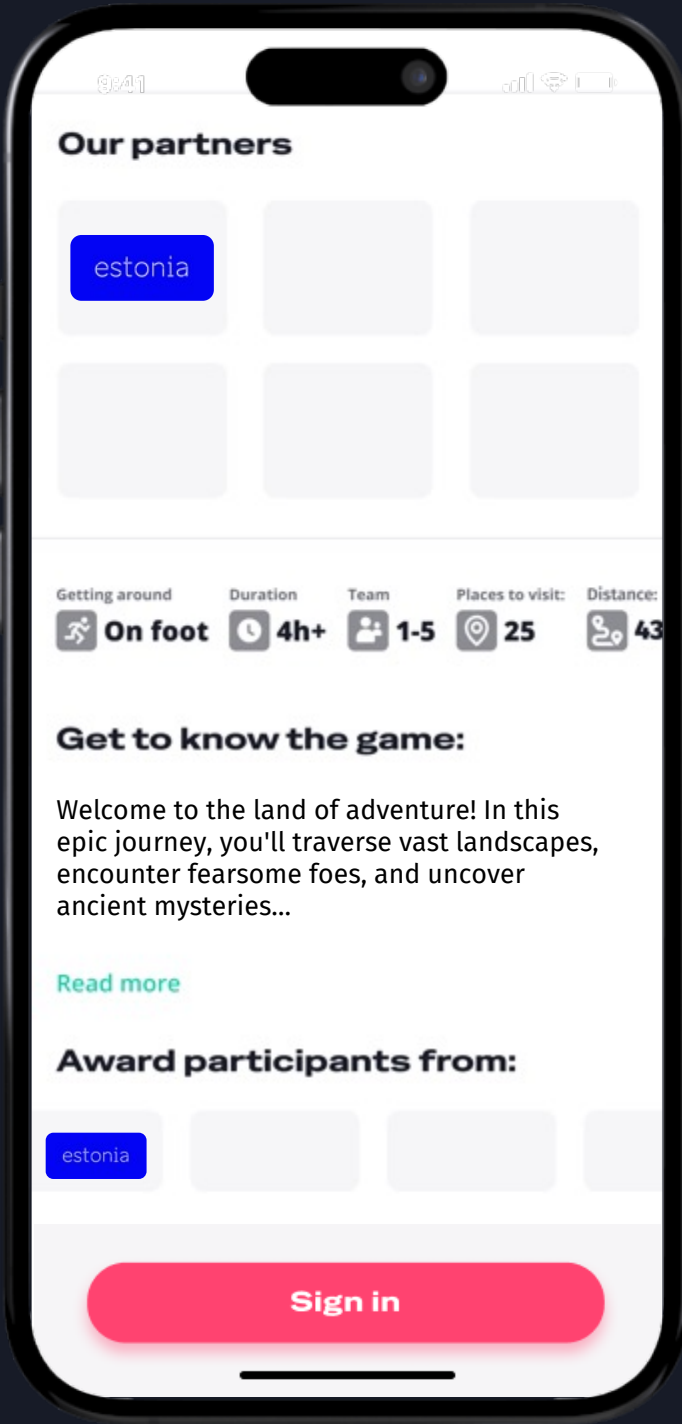
Brand your intro video



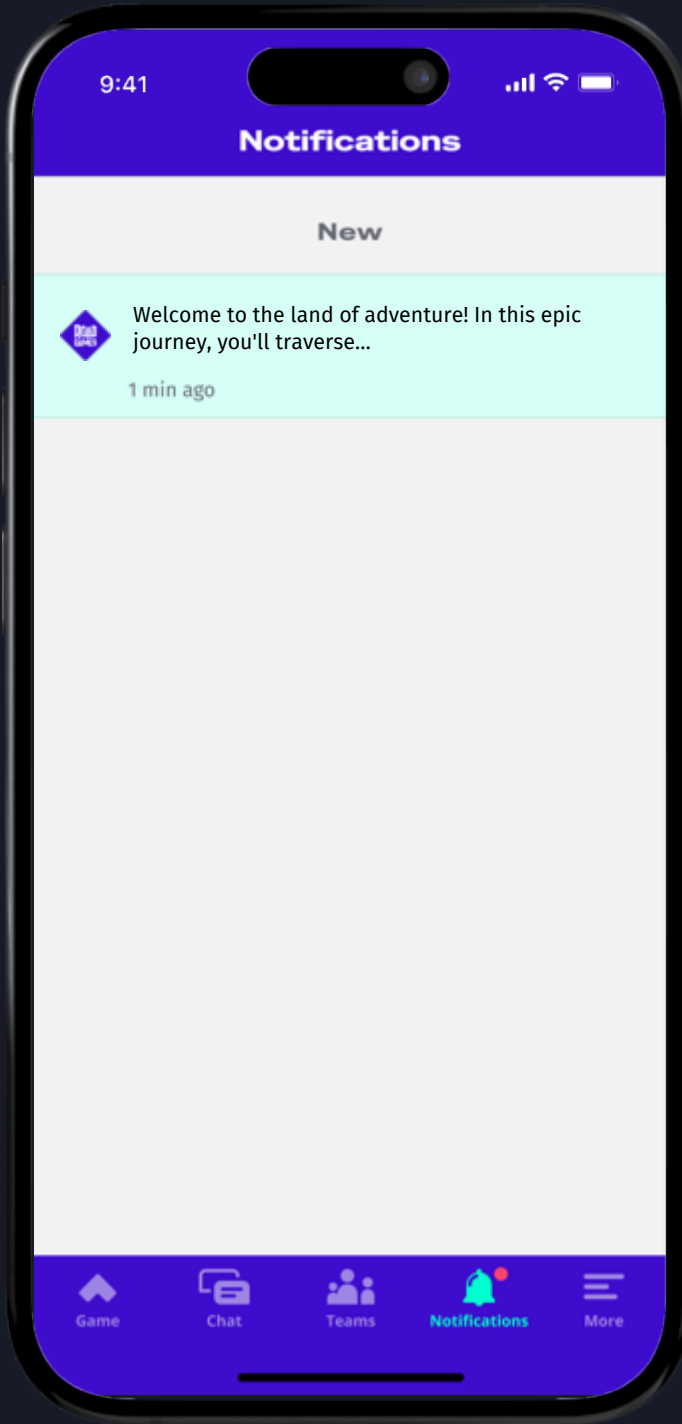
Game location by your choice



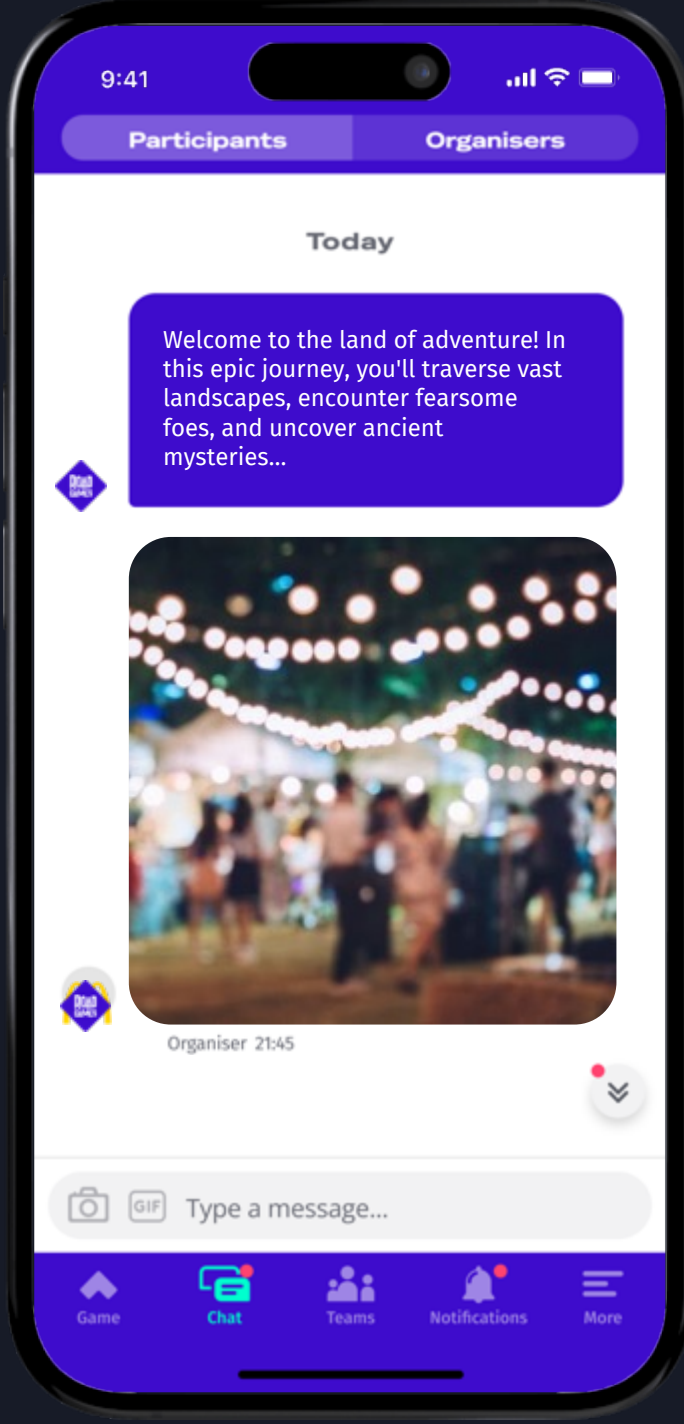
Sponsor integration



Custom notifications

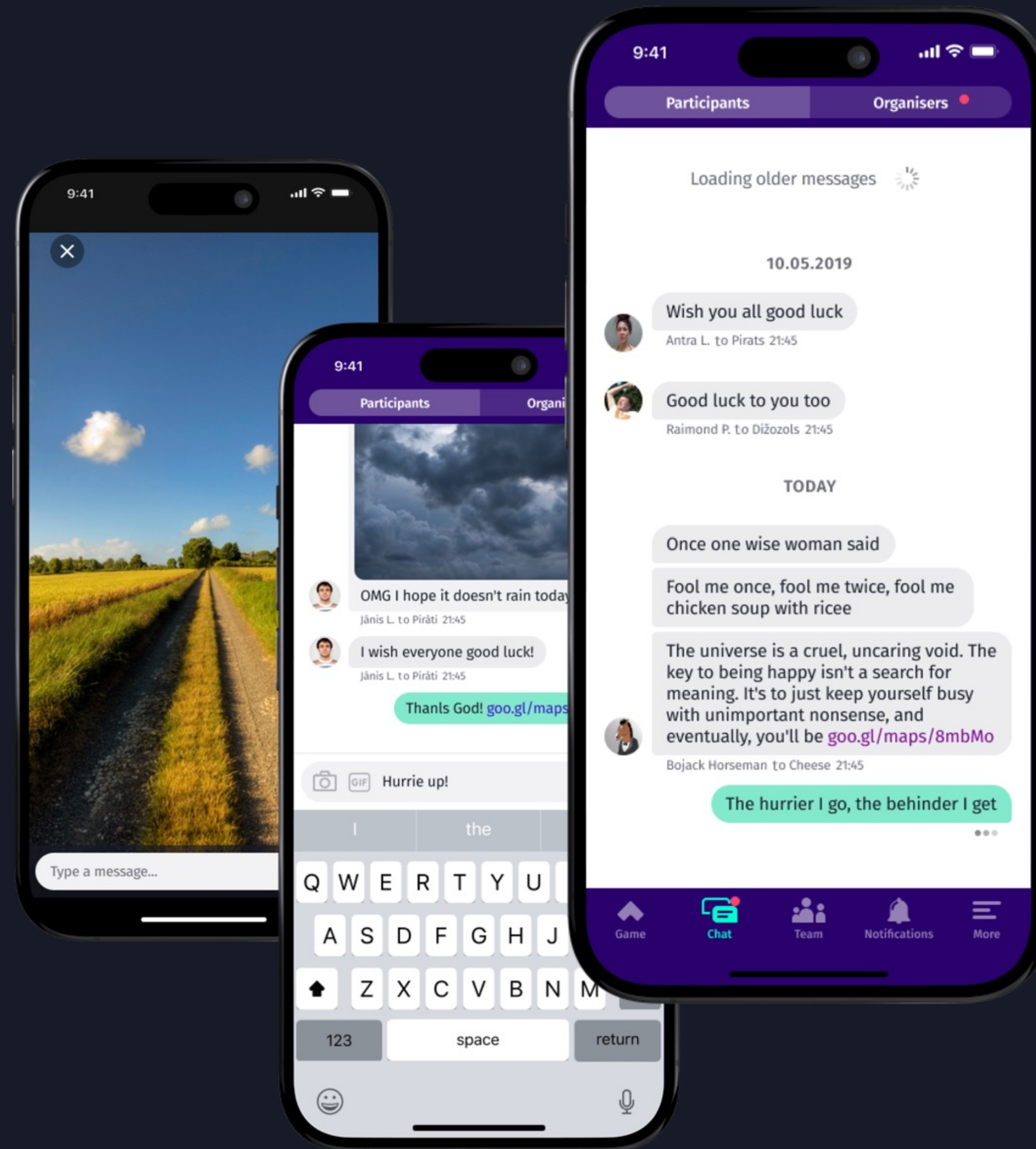


Custom chat messages

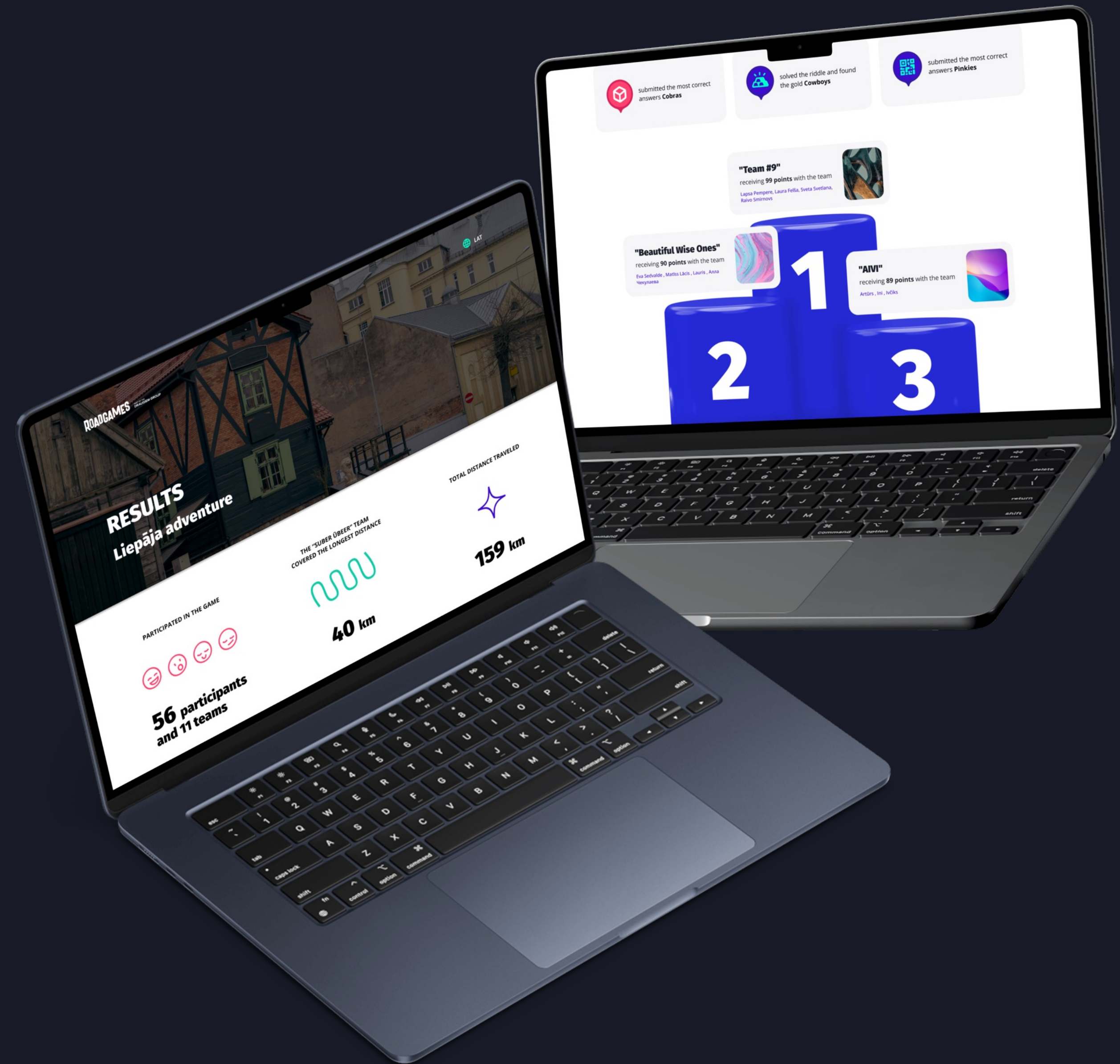


Chat with other teams & organisers

Features



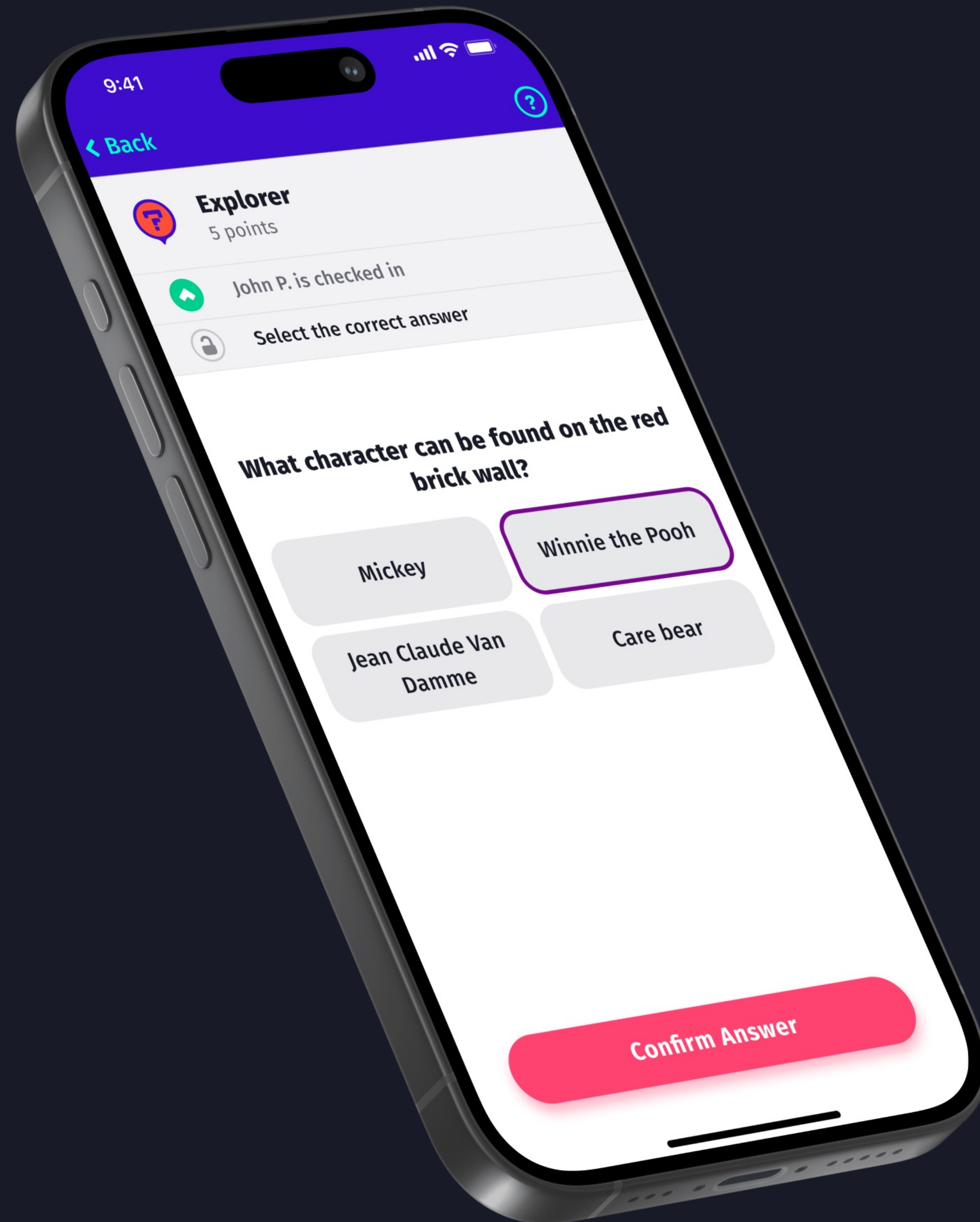
Results & top immediately after the game



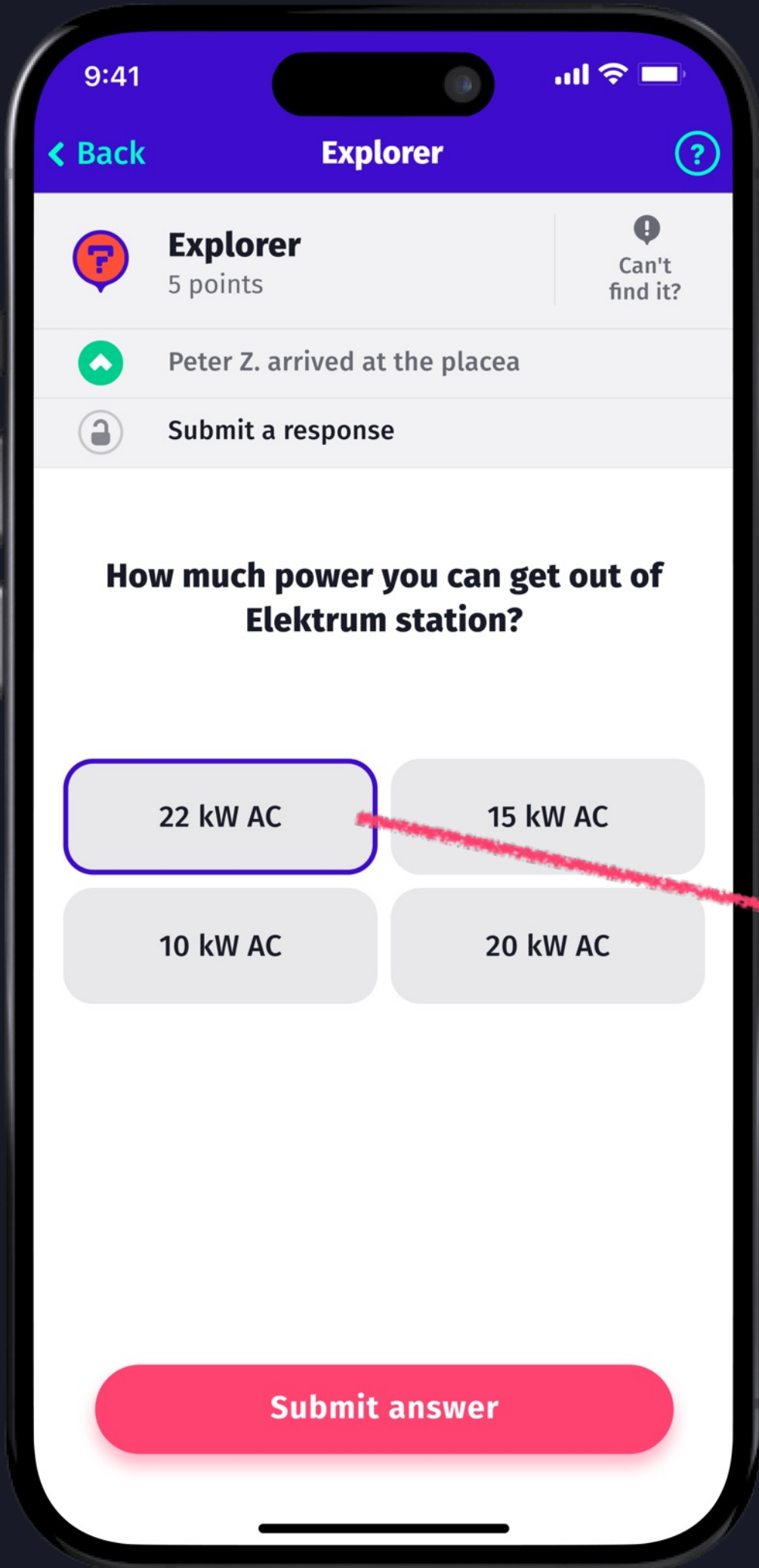
Features

How to play **Explorer**

A location-based challenge where you have to spot the answer somewhere in the surroundings. Go to the nearest "Explorer", read the question and find the correct answer.

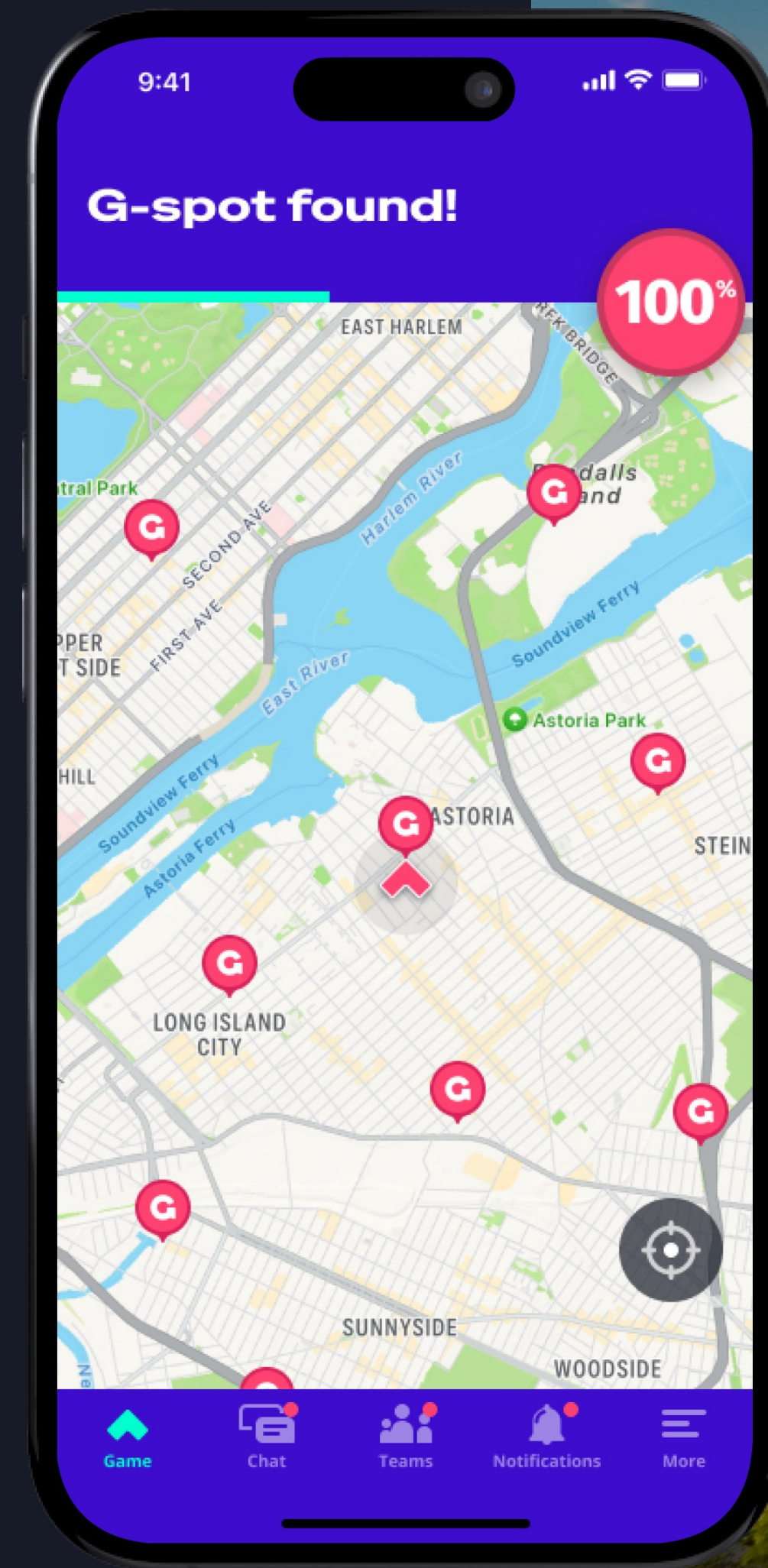


Explorer



How to play G-Spot

Our map contains several sensitive locations. You will receive a notification when you are near the hidden G-spot. Follow the percentage until you find it. "Almost found it" does not count here, you have to reach 100%.



G-spot task

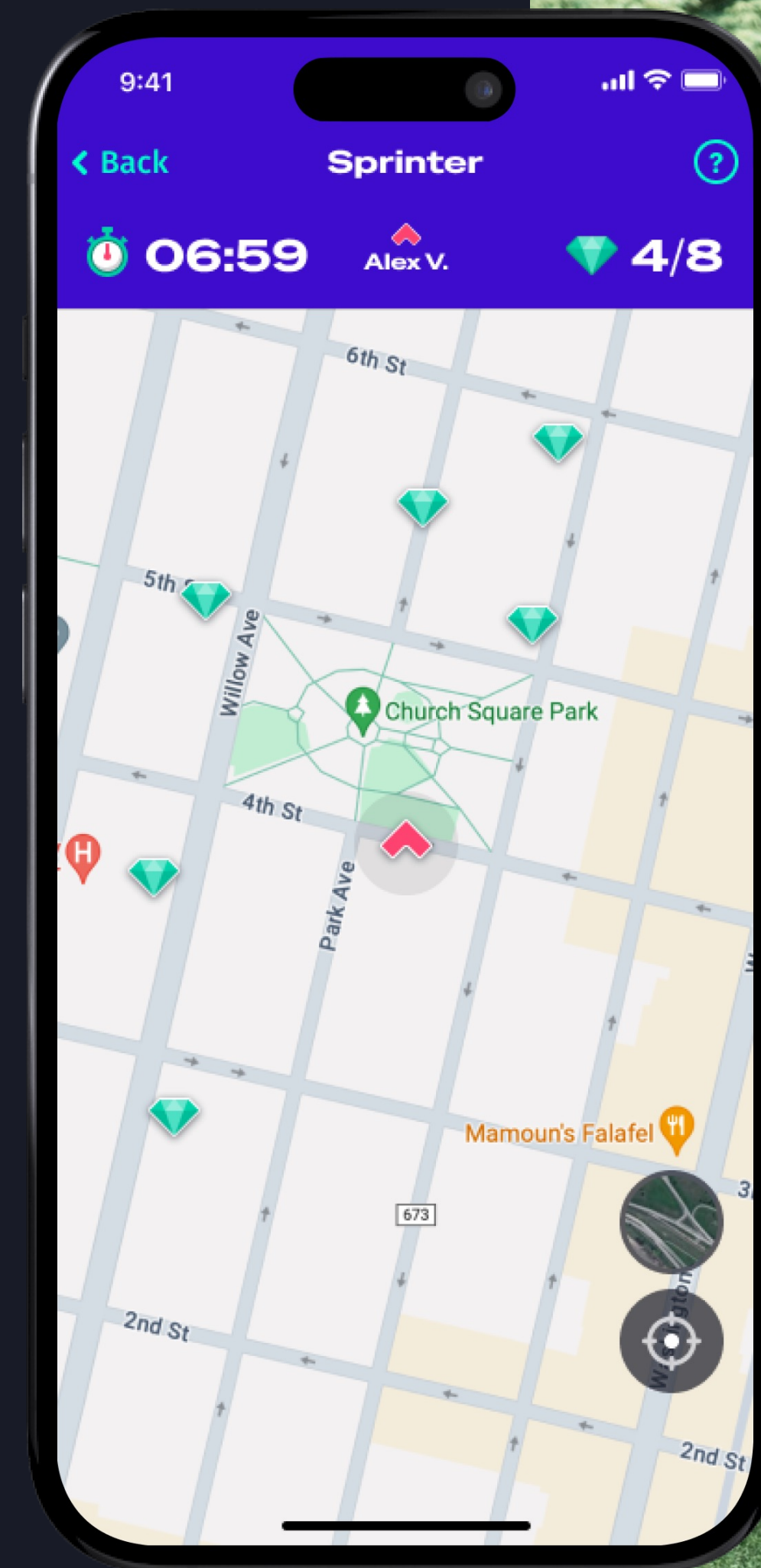


G-spot task

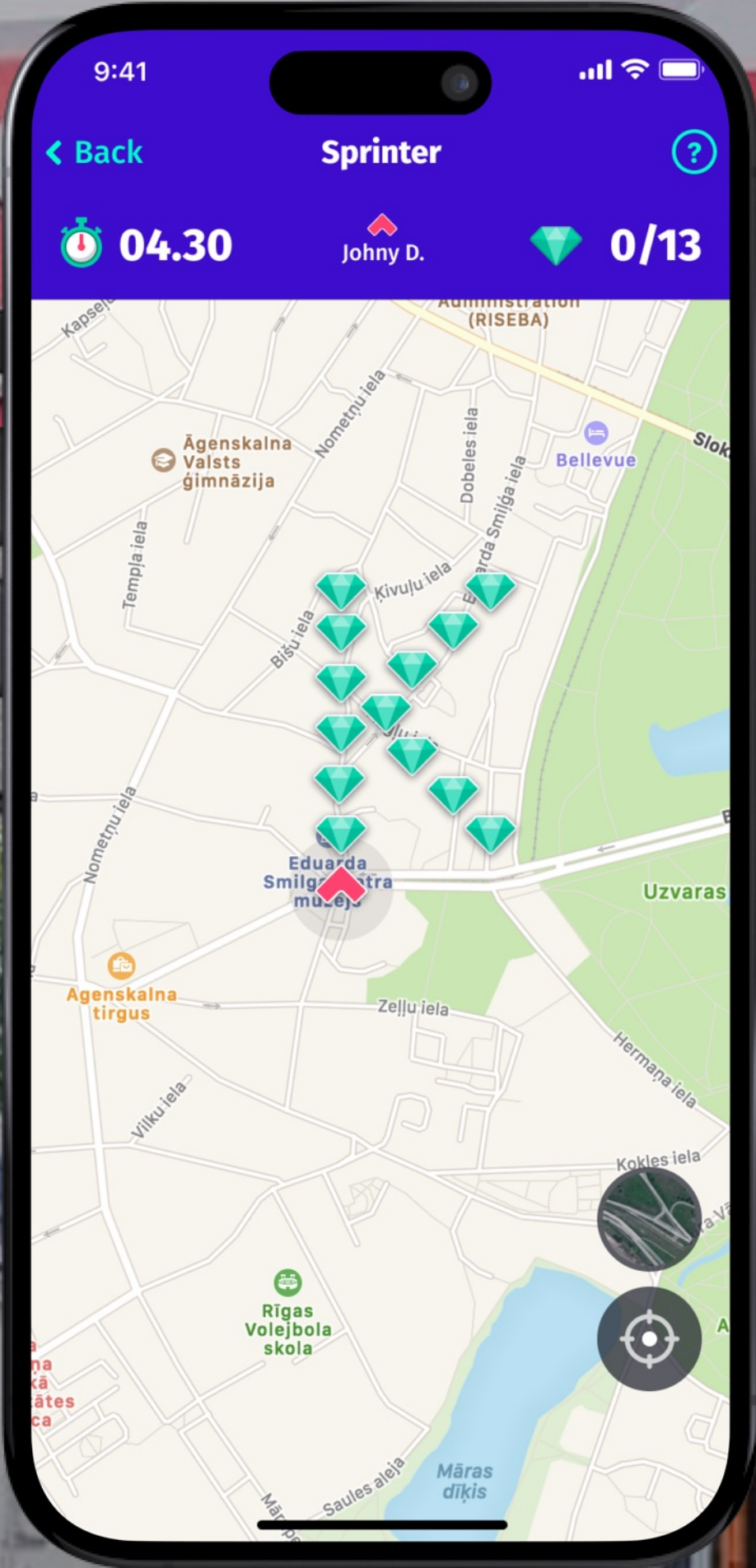
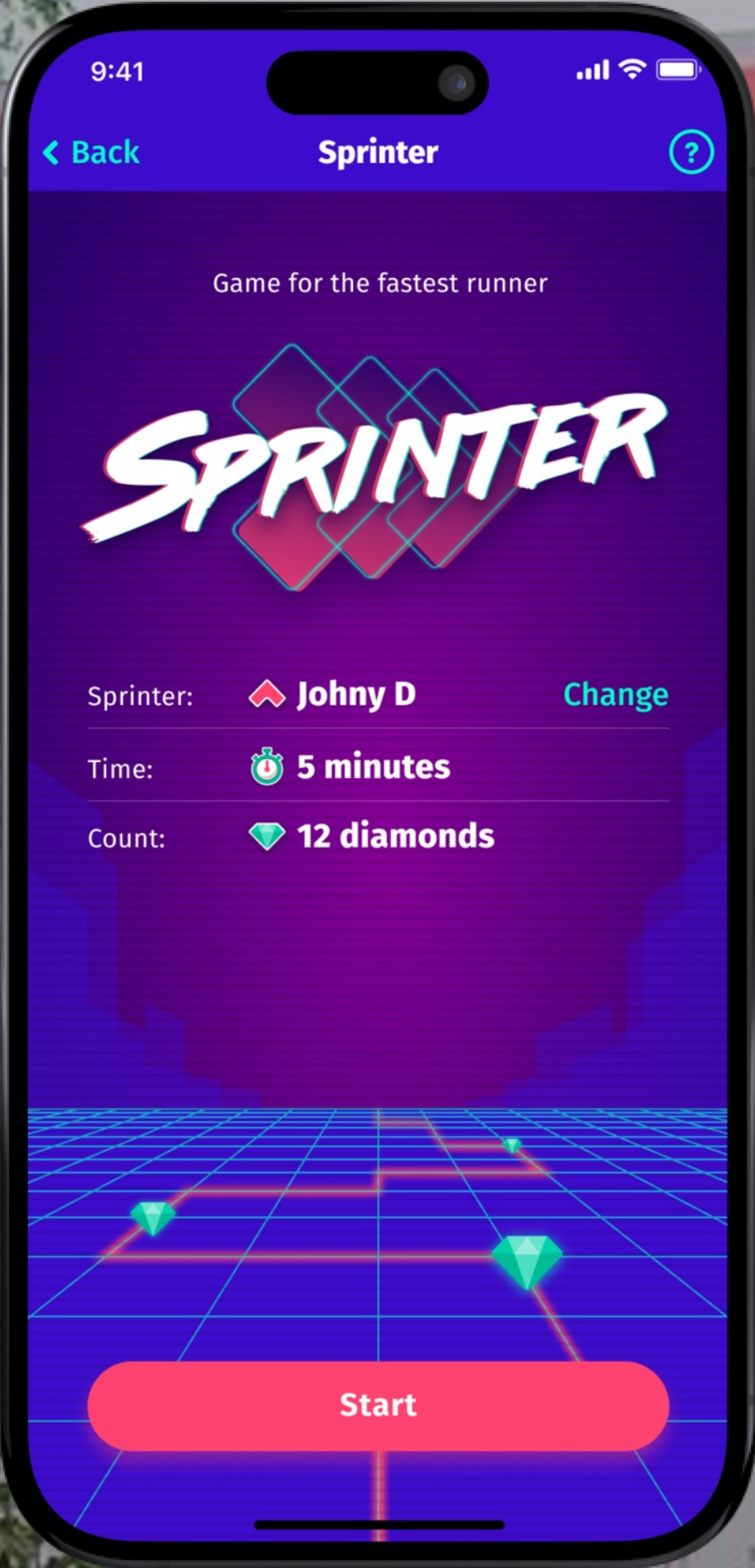


How to play Sprinter

Remember the game with the yellow dots eating emoji face from the 80s? It's kind of like that. Reach the pin, run as fast as you can in the allotted time, and collect as many diamonds as you can.

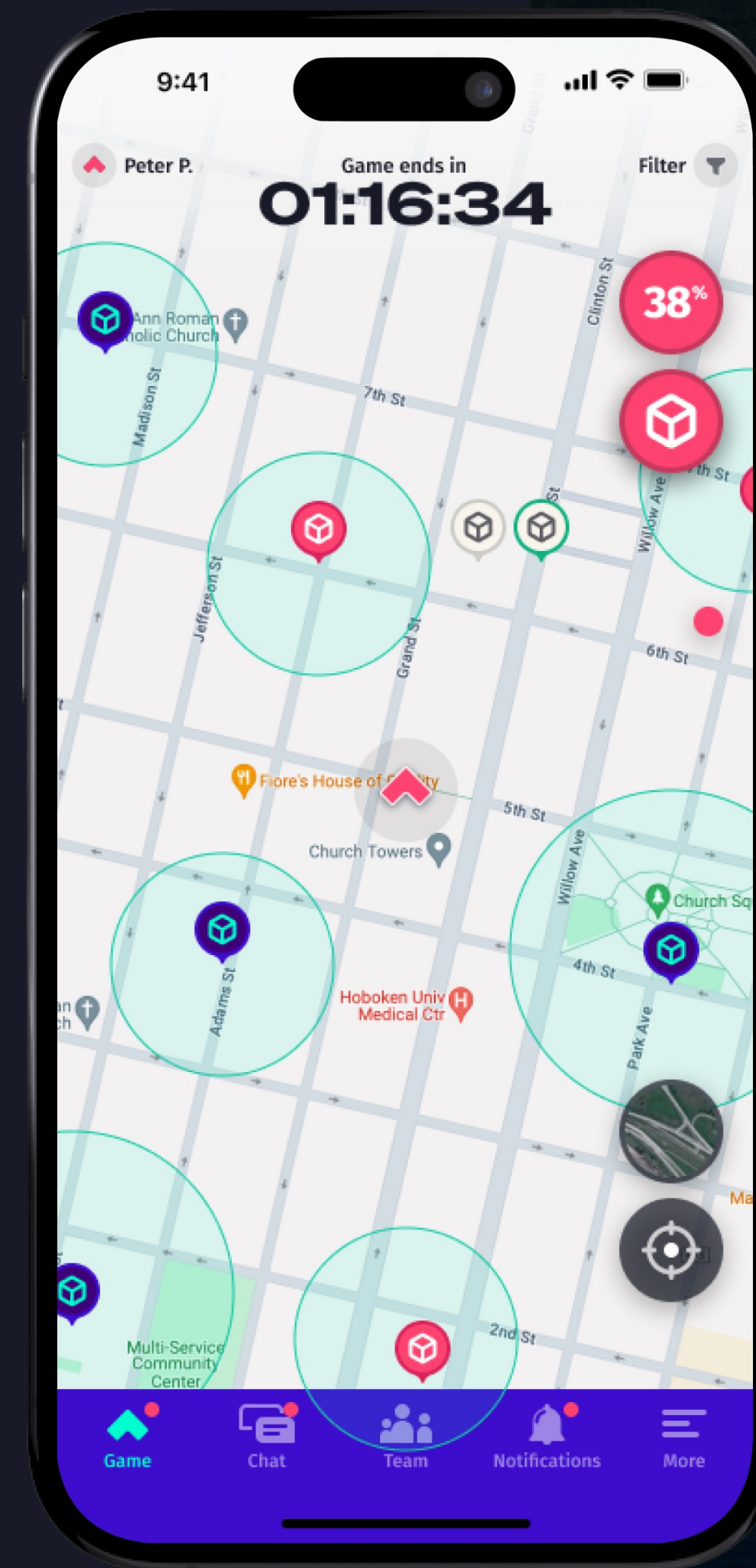


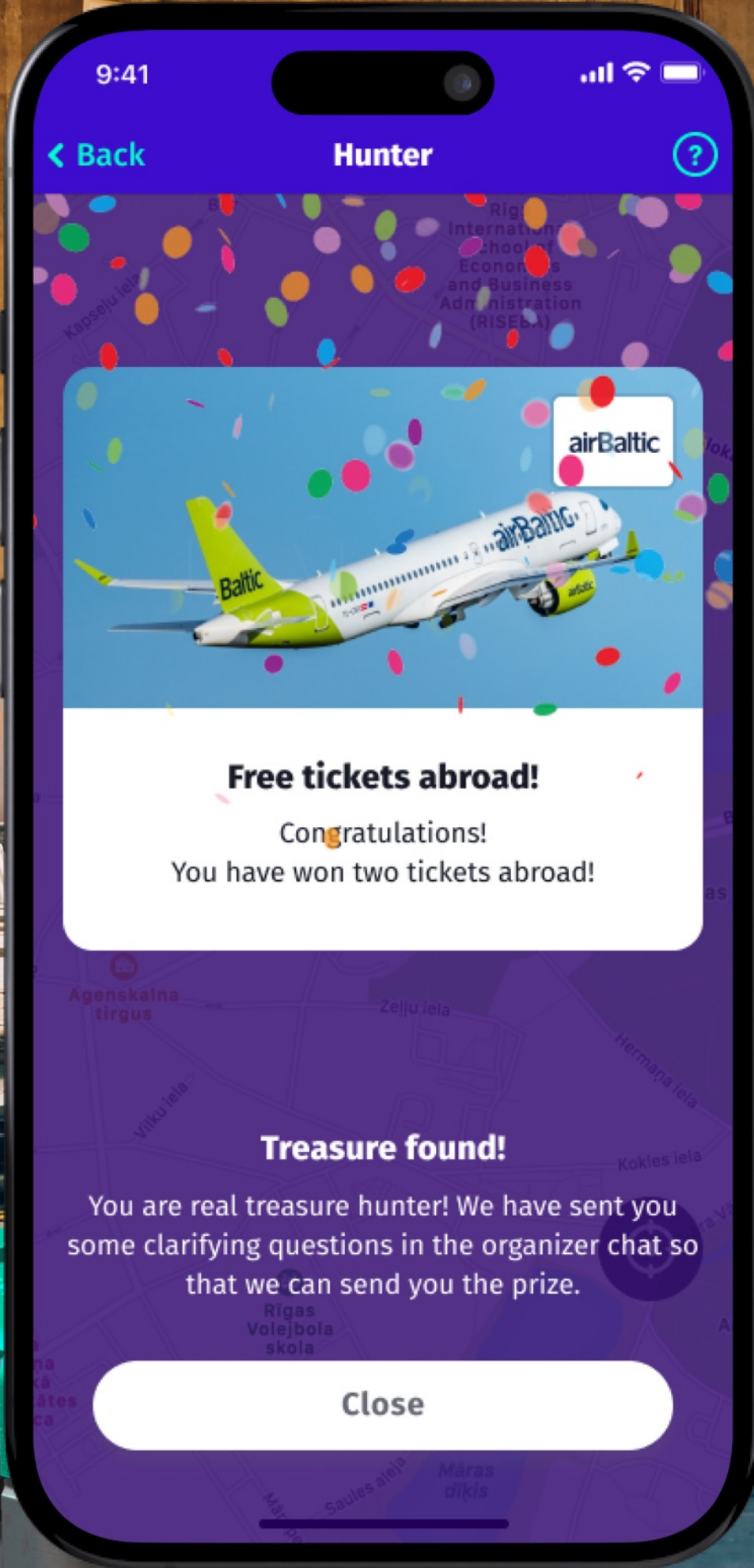
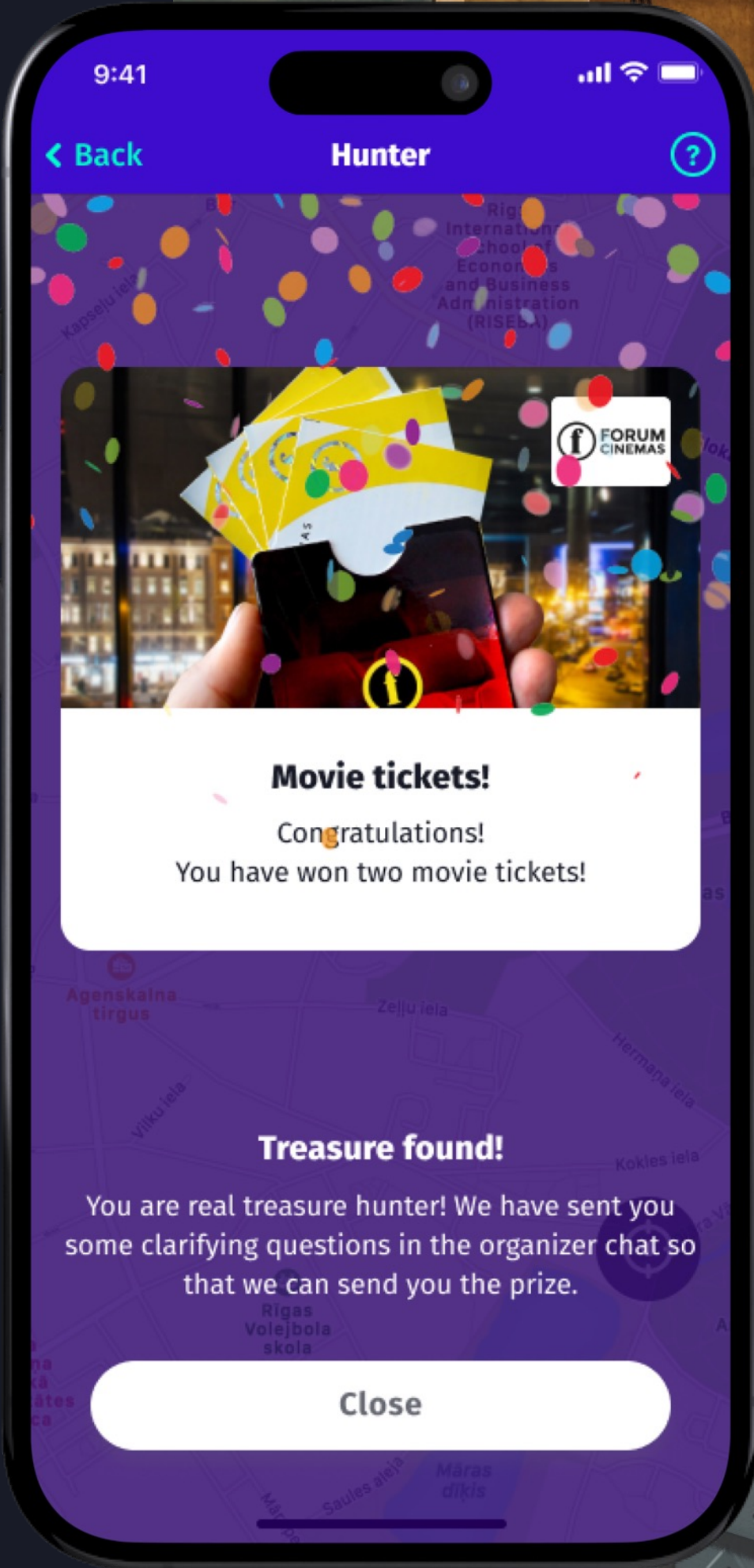
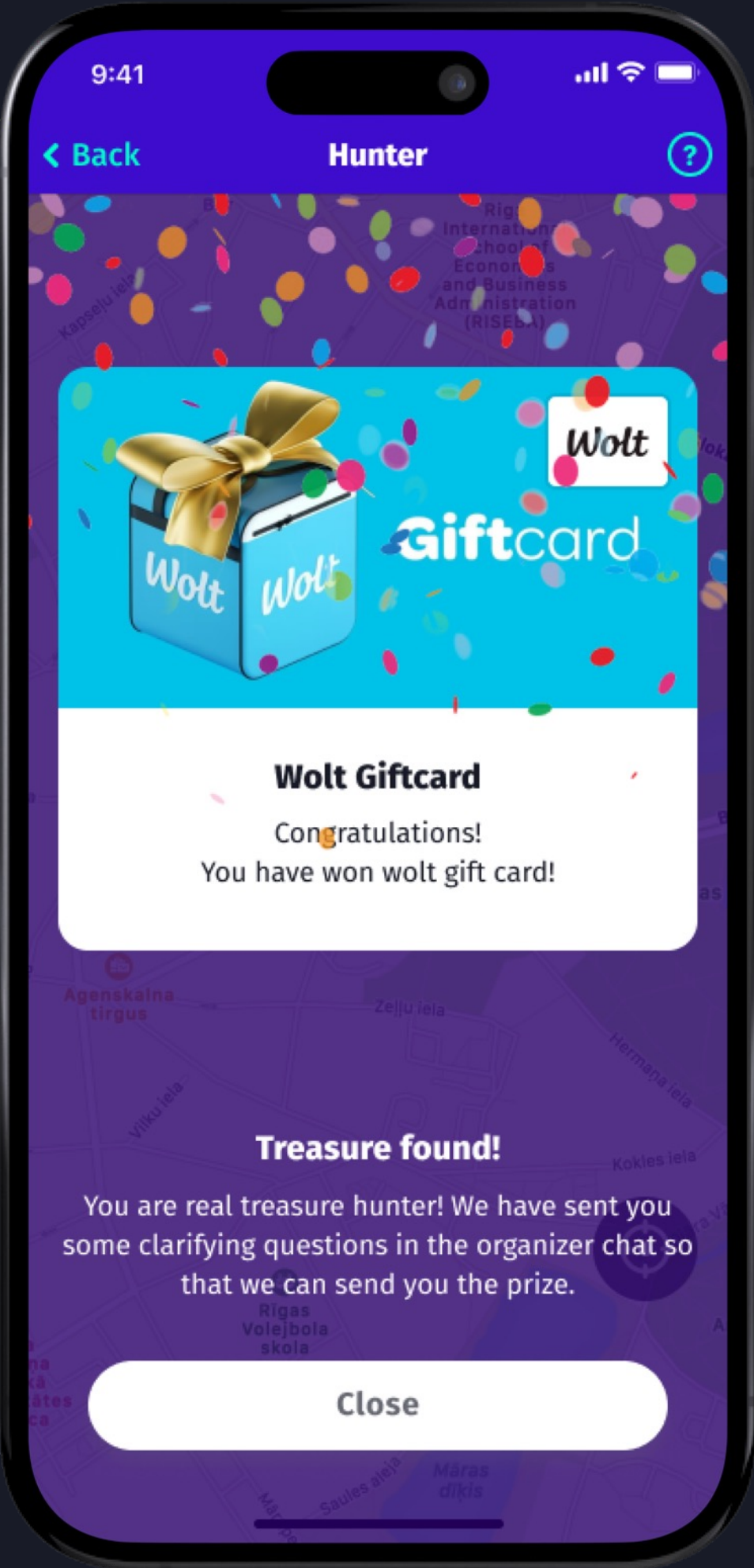
Sprinter



How to play Hunter

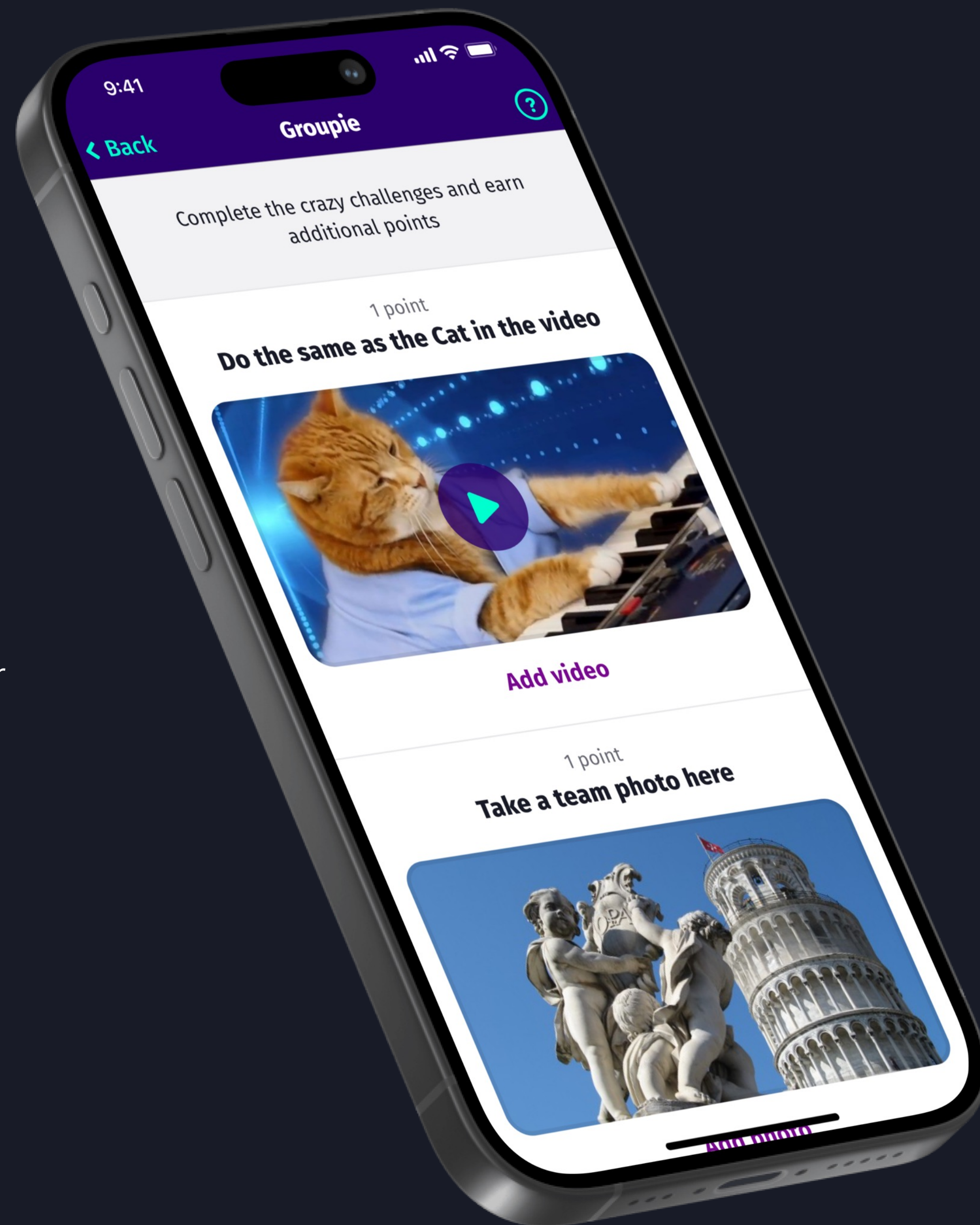
The game area is covered with virtual treasure chests. The team that finds and opens the chest will receive a prize or points. Turn on the augmented reality option to make the hunt even more fun.

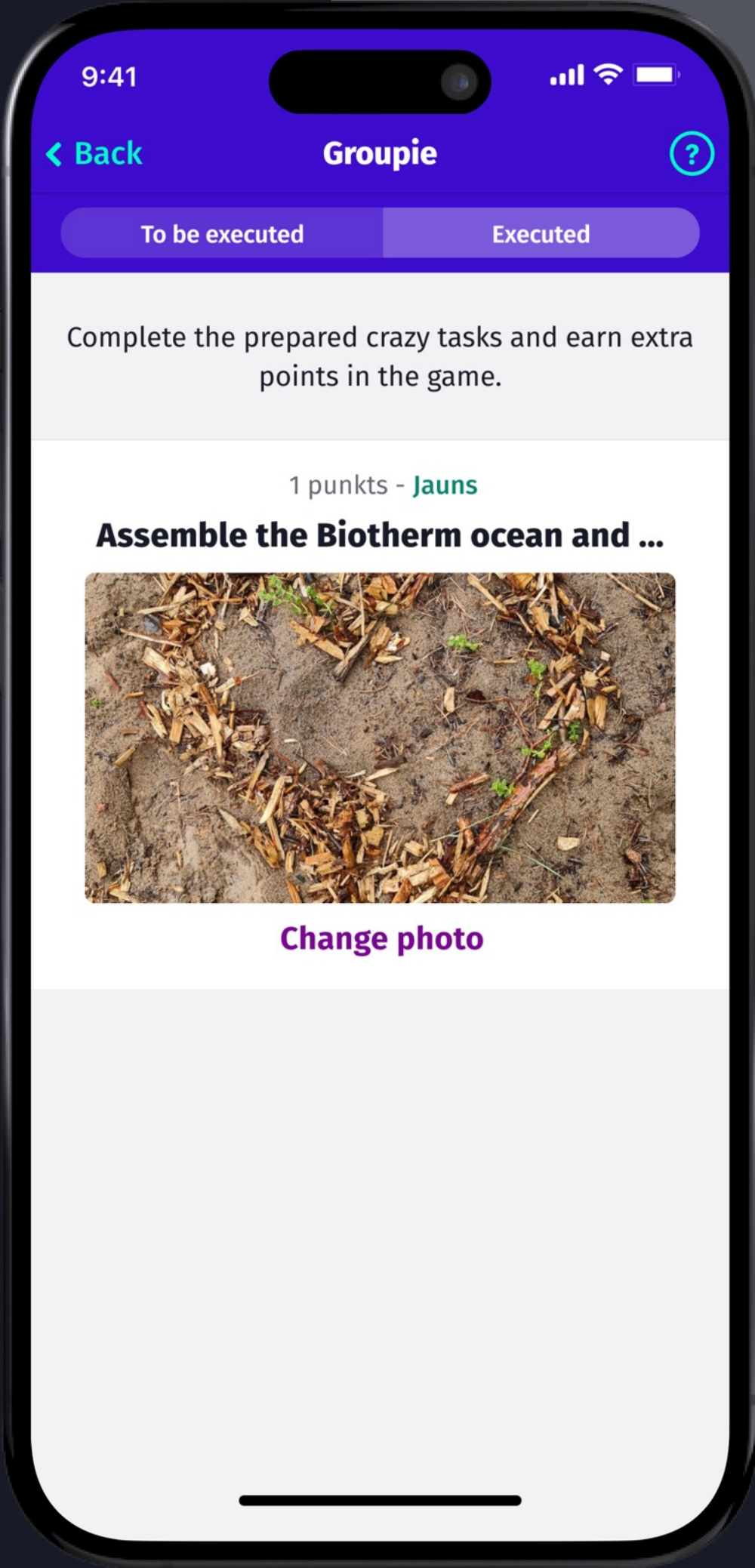
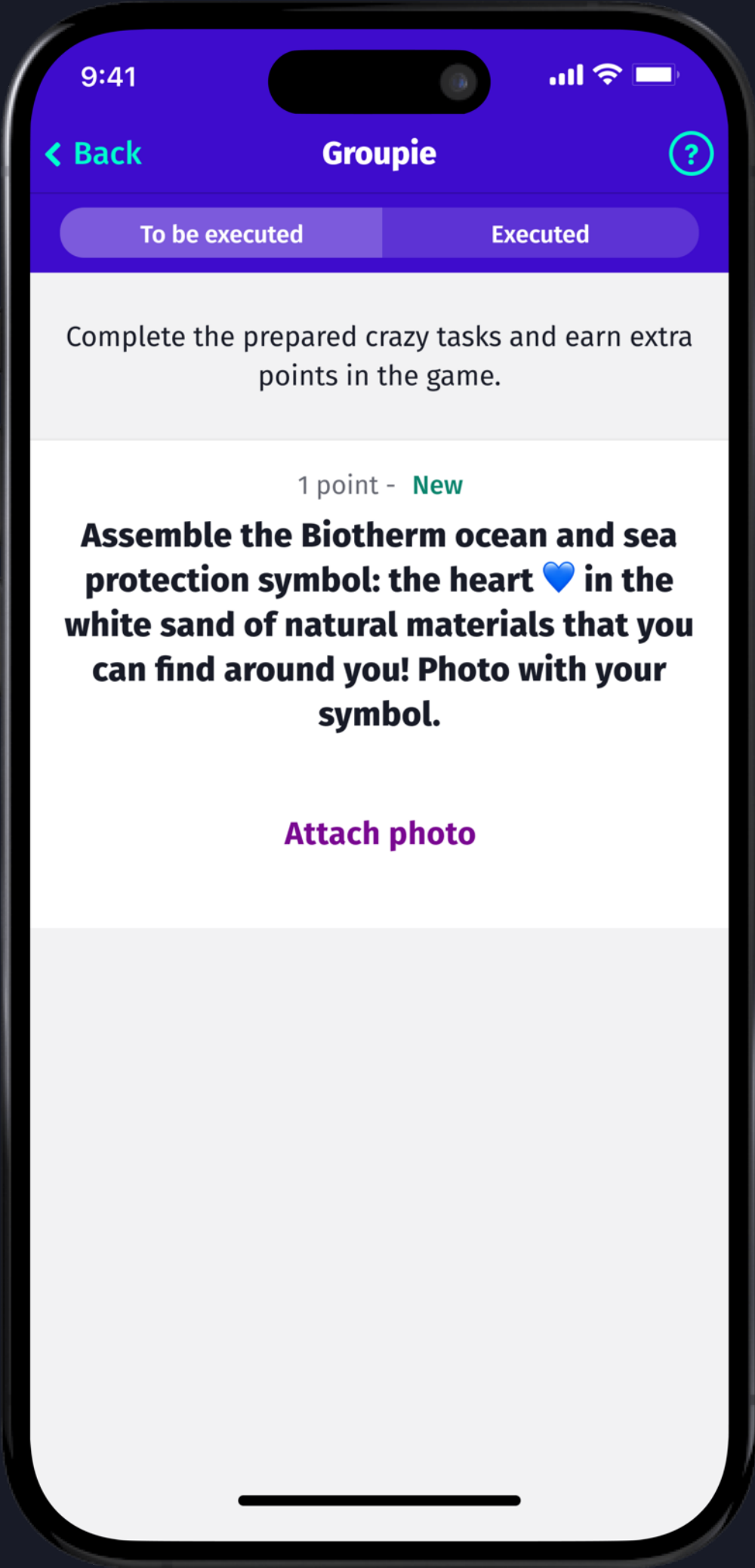


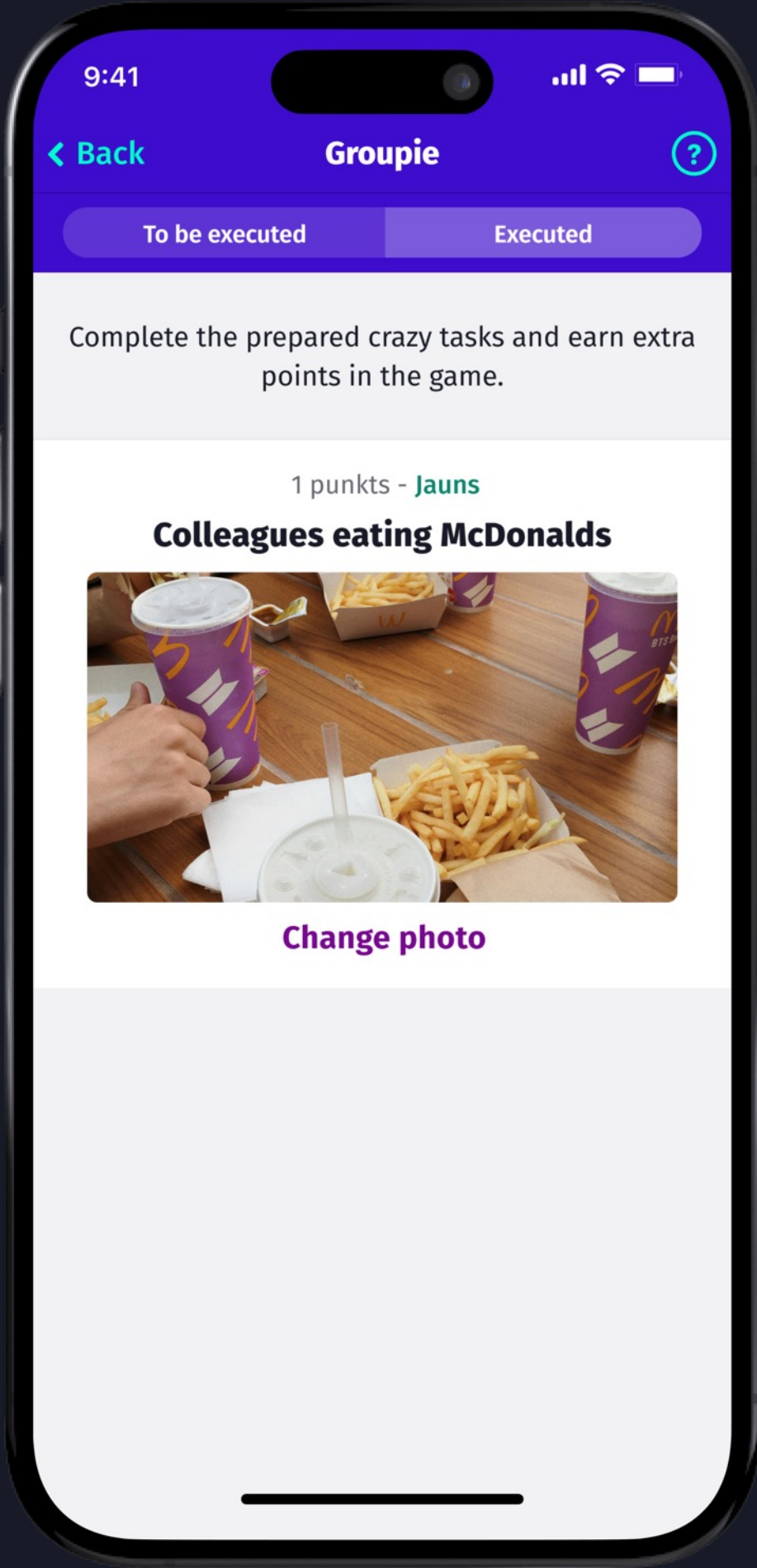


How to play Groupie

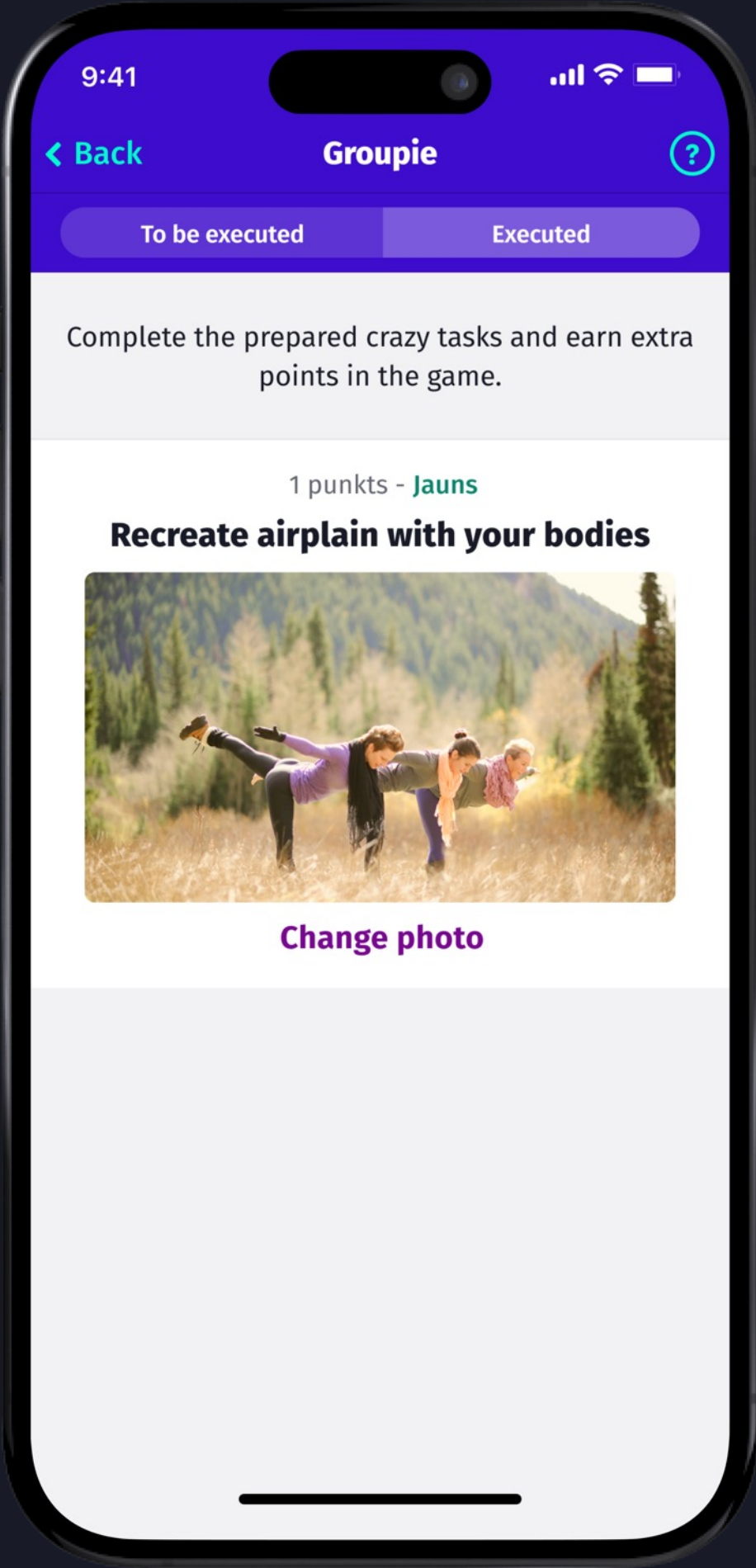
Complete our photo and video challenges with your team. Singing? That's too easy. Do a somersault, jump into a lake or juggle watermelons - now that's a challenge.



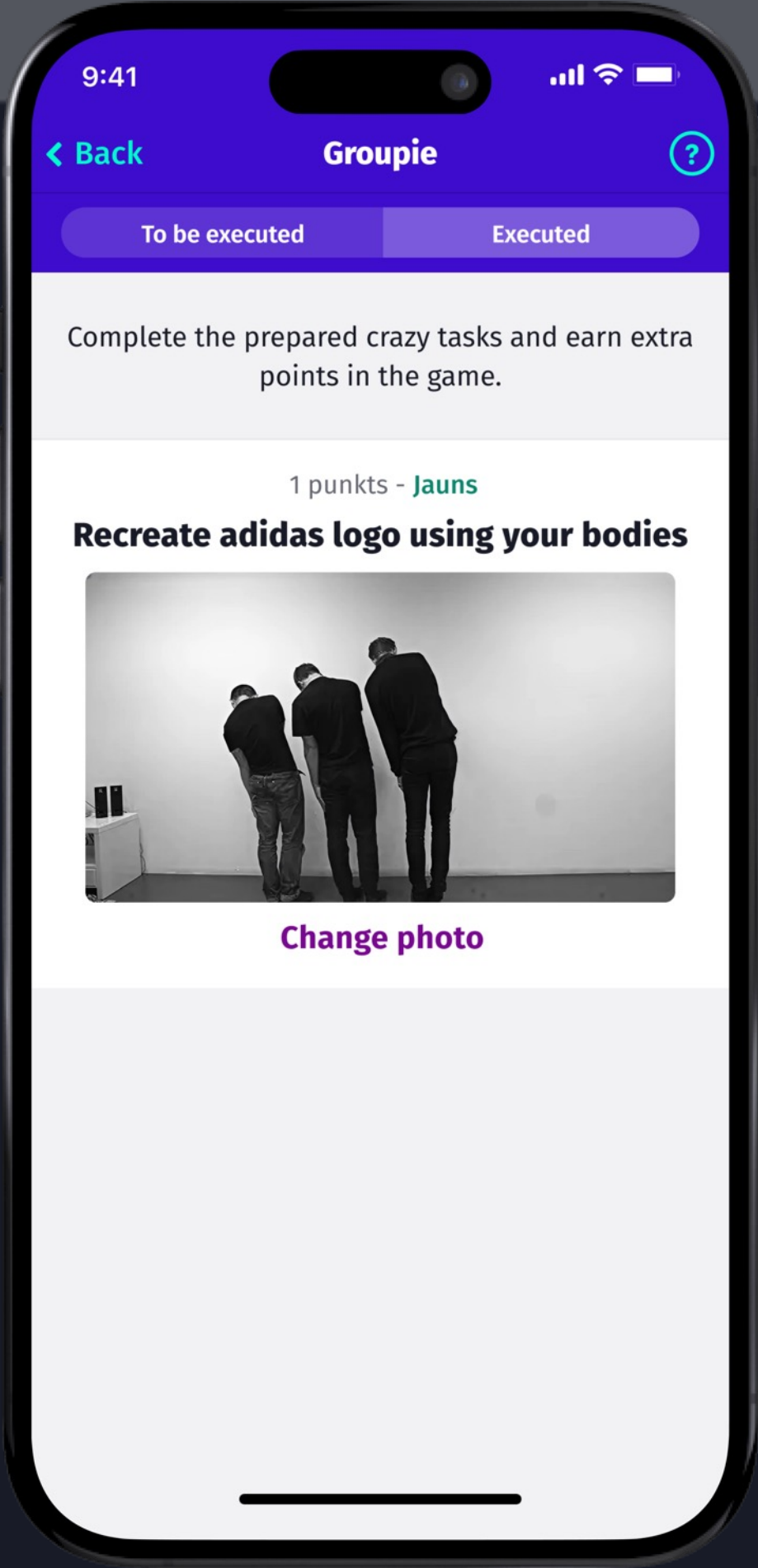




McDonald's



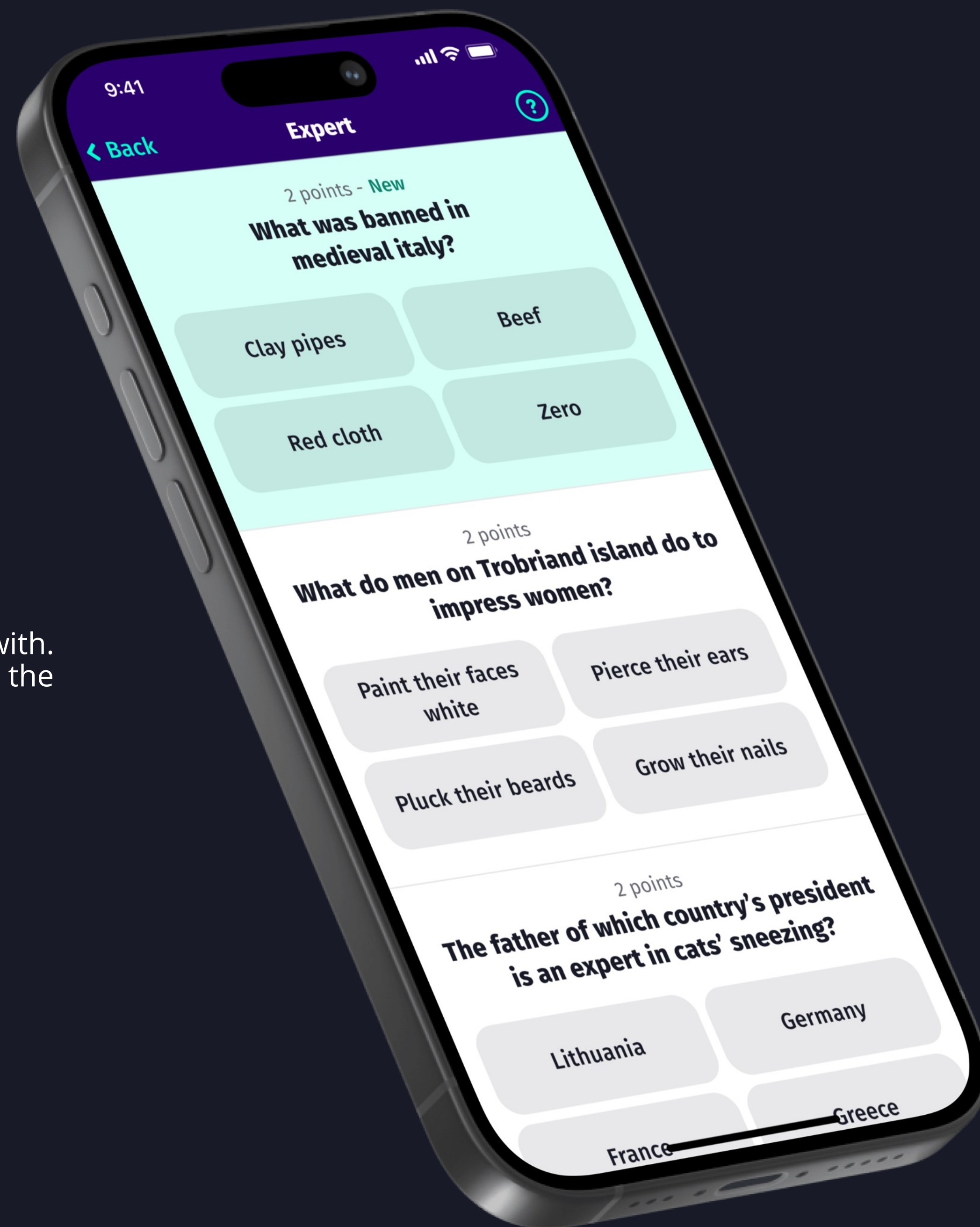
airBaltic

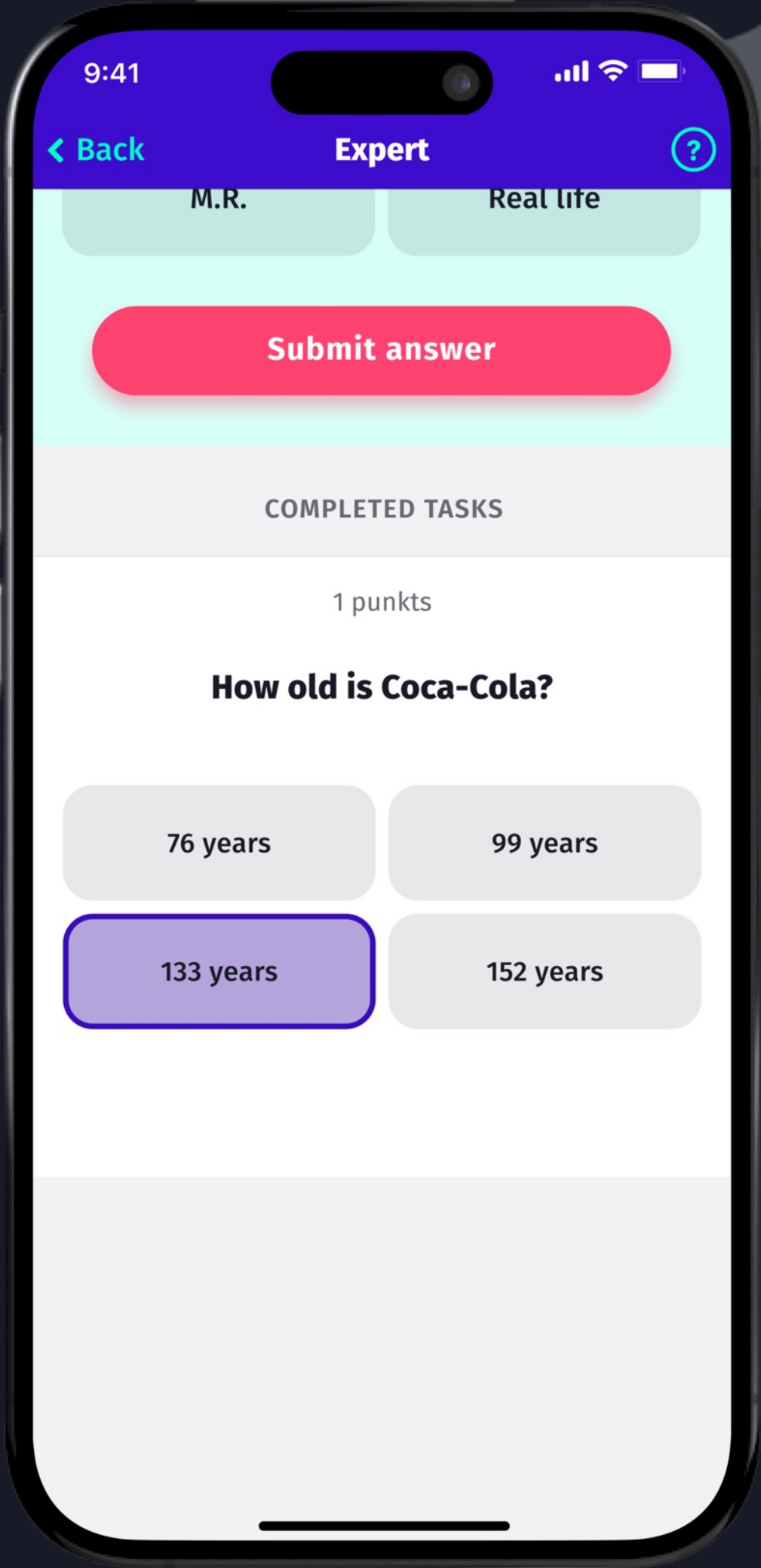
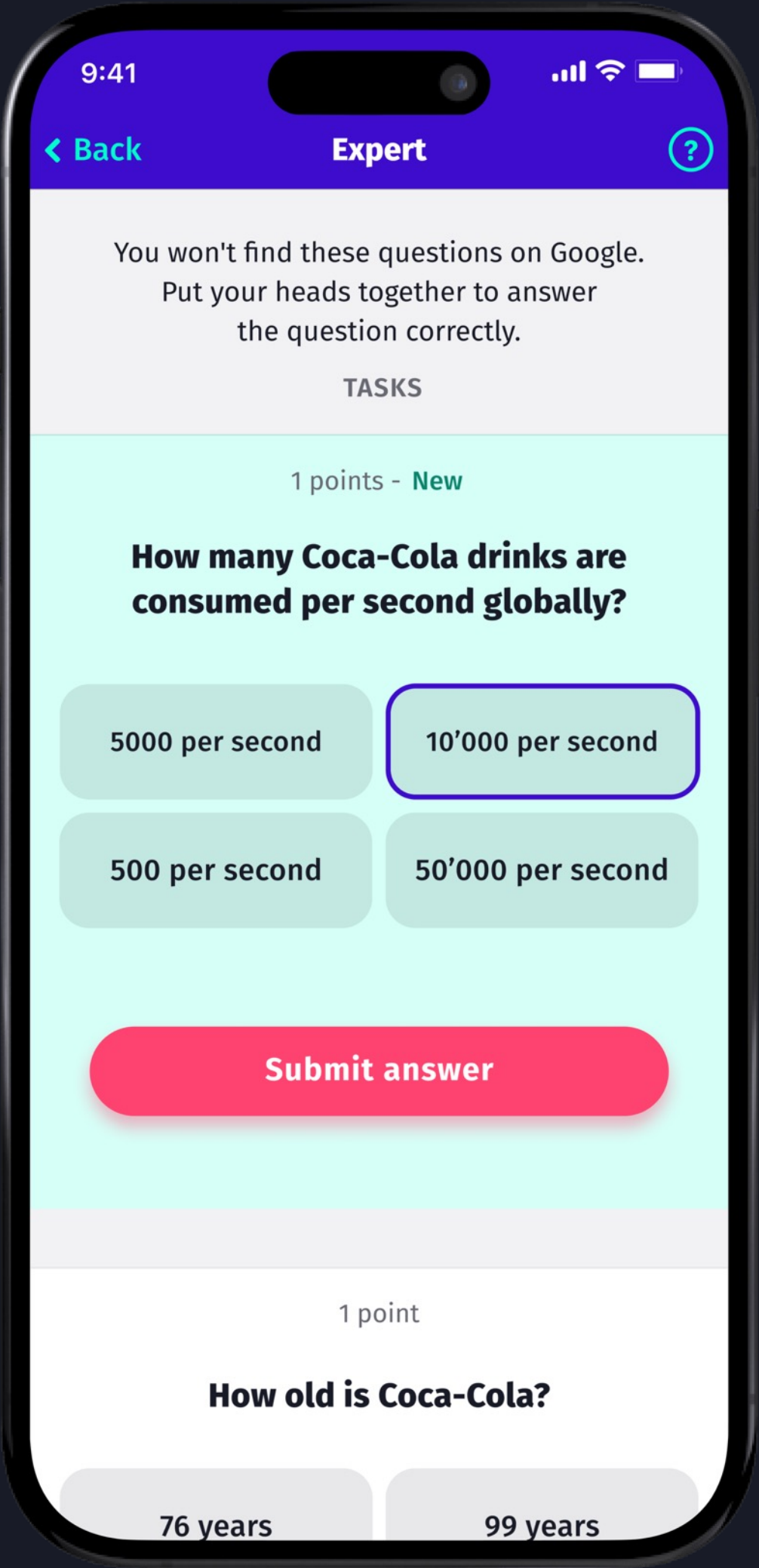


adidas

How to play Expert

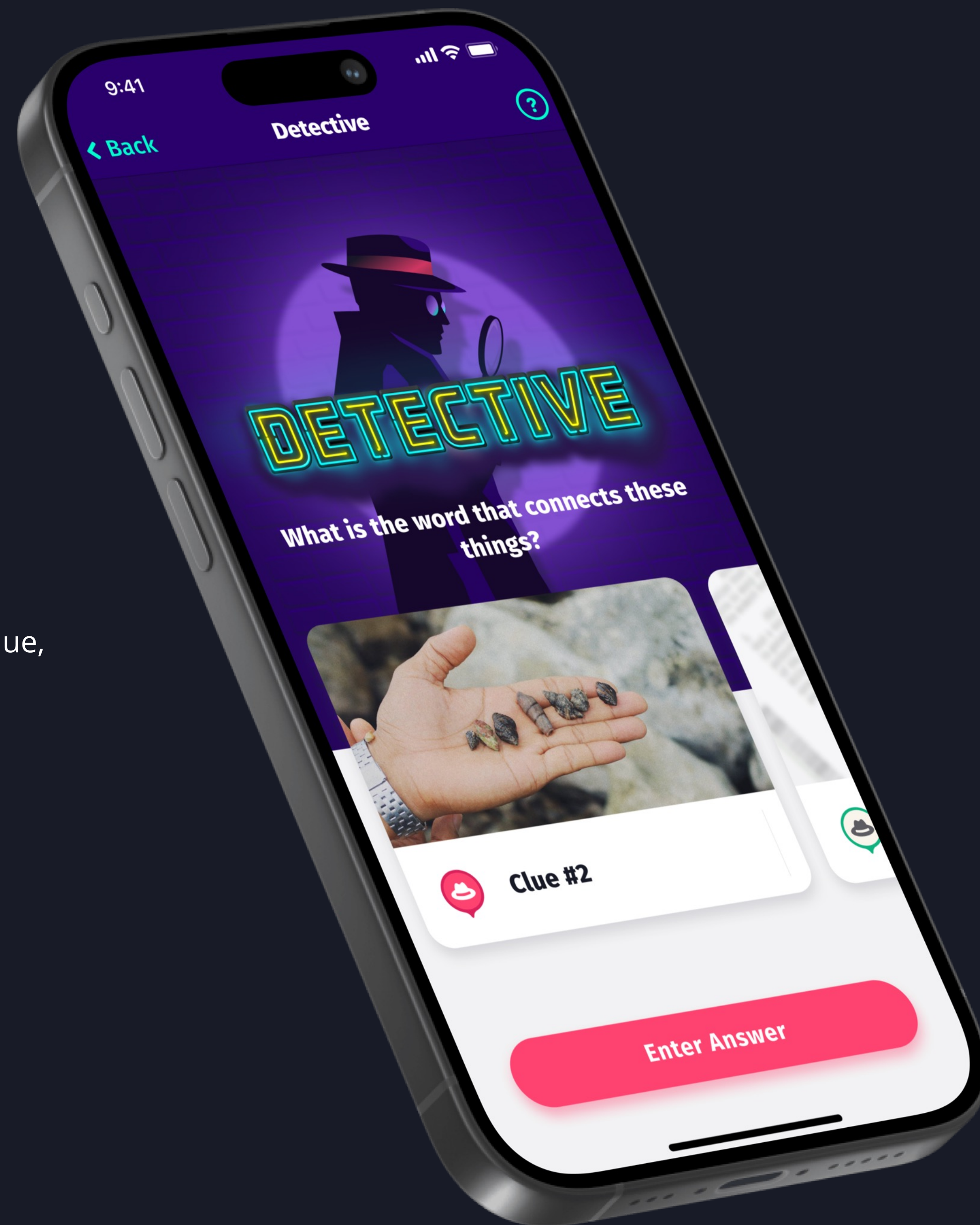
These are some of the trickiest questions we have come up with. To answer them, you have to be the smartest, the wittiest, or the luckiest. Answer if you know, search if you don't!





How to play **Detective**

The game map contains several clues. Once you collect the clue, you are one step closer to finding the answer. Your task is to figure out what all the clues have in common.



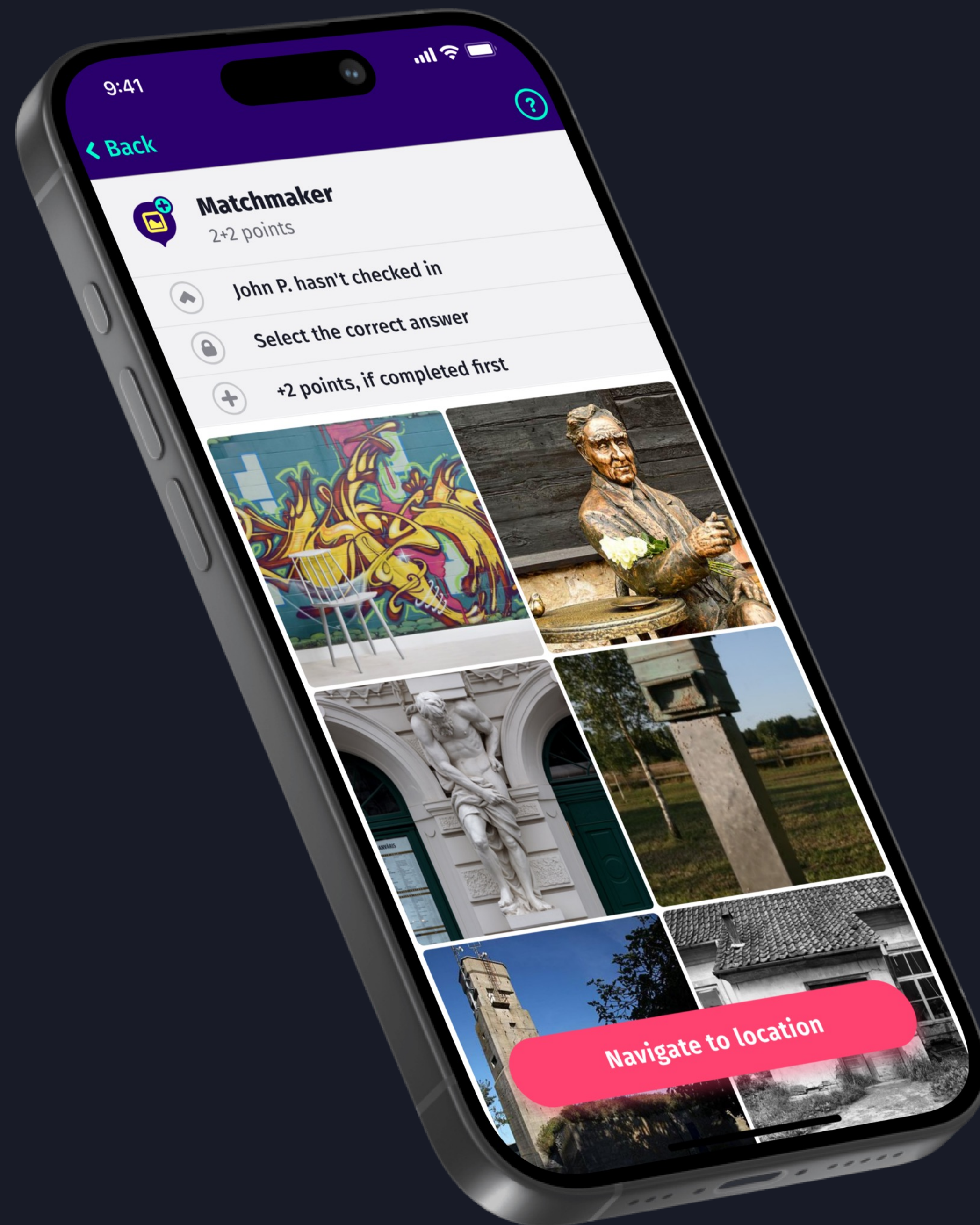
Detective

- 1 - Road
- 2 - Games

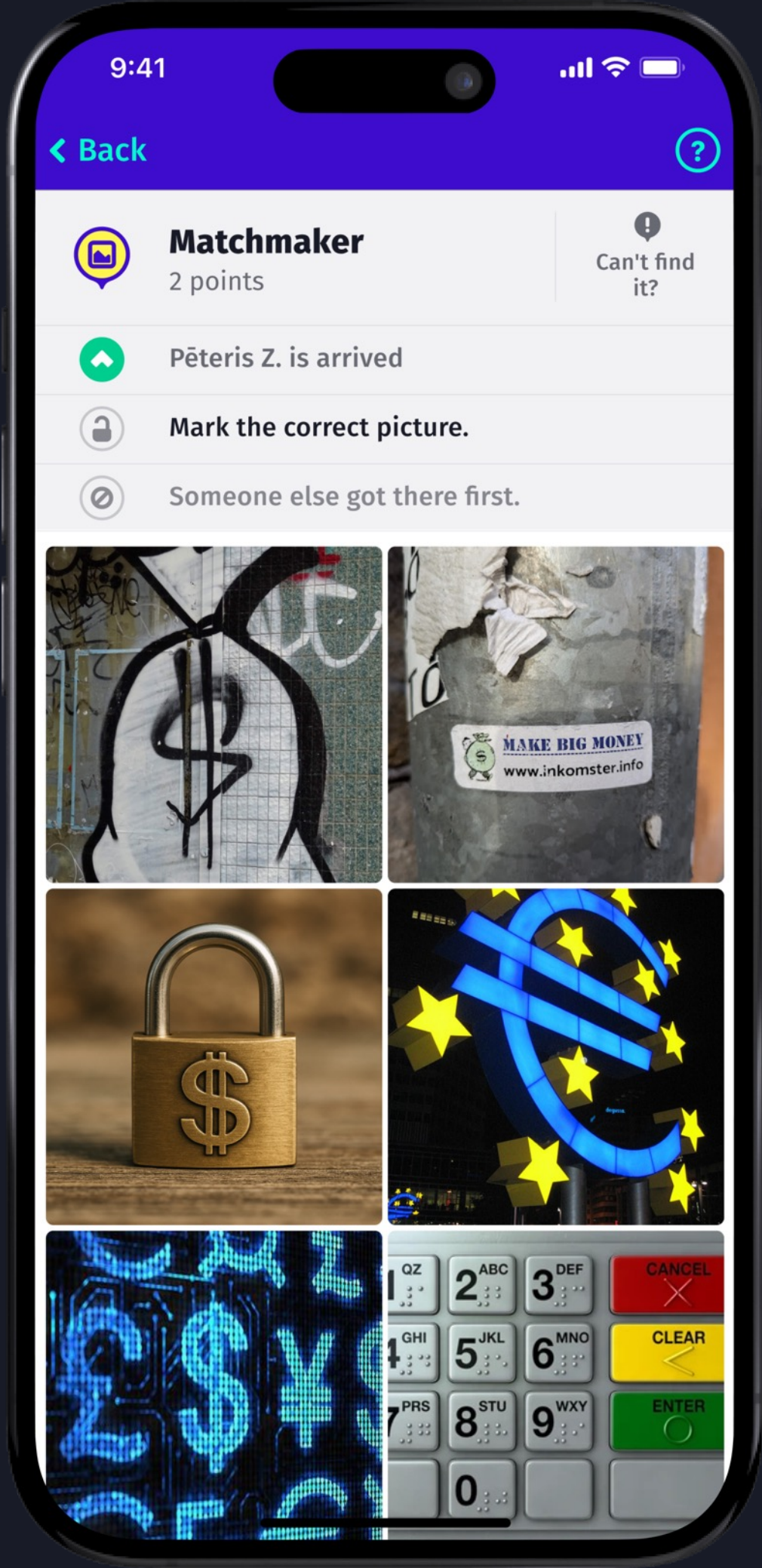


How to play Matchmaker

A location-based challenge that requires the eyesight of a hawk. Reach the nearest "Matchmaker" pin, learn all the available images and find the one taken within the radius of the pin.

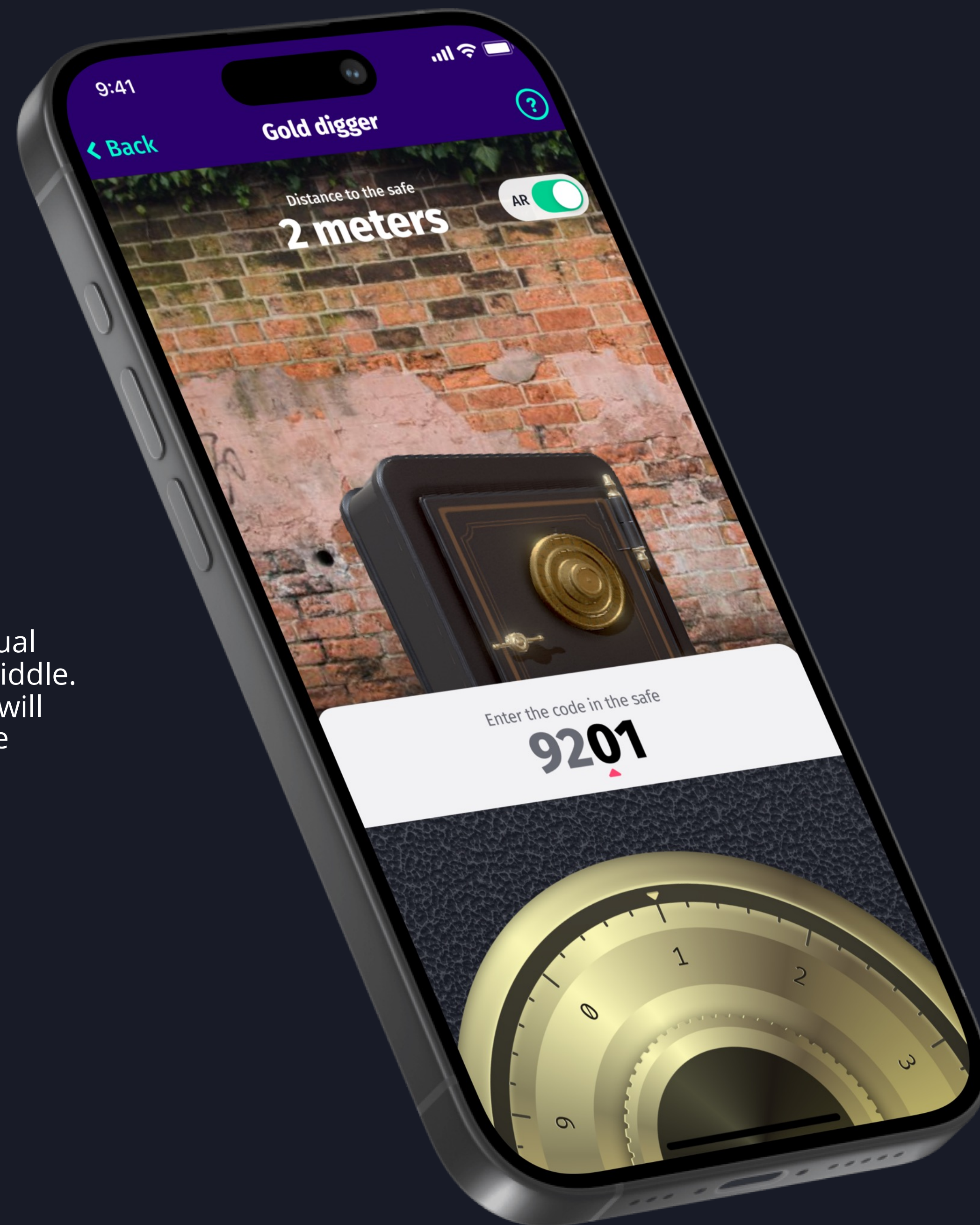


Matchmaker

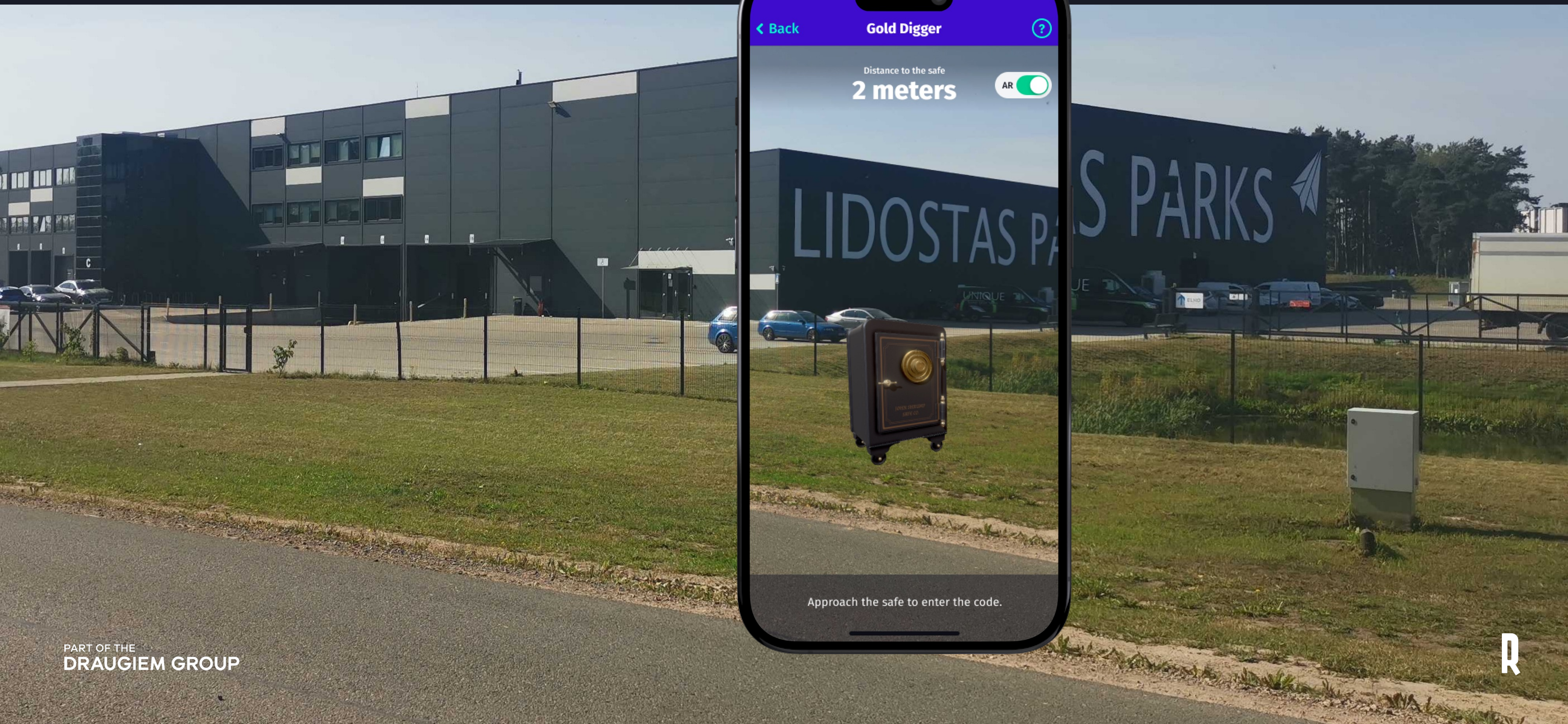


How to play **Gold Digger**

This is the big jackpot - somewhere in the game area is a virtual safe full of gold. To find out its location, you need to solve a riddle. Once you are in the right place, the safe will appear and you will get the combination to open it. To make the game even more entertaining, turn on the augmented reality option.



Gold digger



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