



Brief

- Production traceability system of artisan pisco.
- Reveal the diversity and artisan value of pisco and small producers.
- Improve user experience in the purchase and selection of pisco using the online platform.
- Link small producers with Piscosour.com

Concept

A **contest** and an **online game** sponsored by the Piscosour.com platform .
It will open a *call* to select some local *producers of artisan pisco* and assign them one of the **kiosks** which, for a period of six weeks, *will be spread around the city of Lima*. Players will have to choose which kiosk they want to search for and geo-locate it. *Whoever finds it first wins a free drink*. Each local producer will receive a vote by all players. Those who receive the highest numbers of votes will win a stand during Mistura 2016 and its artisan pisco will be presented in a special edition bottle which will be donated also to the player who, at the end of the game, will have found more kiosks.

Concept evolution

K-WORDS

Values

Processes

Users

DRINK

- Fun
- Share
- Meeting
- Celebrate
- Quality
- Fashion

to transfer values

LOCAL

- Autenticity
- Tradition

to underline values

CONNECTED

- Visibility
- Point of reference

to create new values

The creation of a **contest** and a **game** links the brand with the concept of fun.

The *platform* becomes the place where users can share preferences, the results achieved during the competitions, and also share *opinions on the products*. In that way the platform becomes a guarantor of the products quality. The *kiosk* is the physical place in which users are interacting with the product.

Link the brand with fashion in an explicit way, by creating a *special edition bottle* designed by a known brand.



Invite local small producers to **promote** themselves by **distributing** their own product during the contest. Local producers, selected for the contest, will benefit of the *quality mark* guaranteed by experts.

Experts will *evaluate* the authenticity of the product and will *control* the *supply chain* up to the distribution inside piscosour.com, branded kiosks.



Through the **Perfect Drink Game**, you can *entertain* and *connect* various users that are not directly involved in the contest. Through the **quizzes** you will be able to *give information* on the culture of Peru and *stimulate* the curiosity of the users towards the products of local culinary traditions. The platform becomes an *international point of reference* for the *selection* and *purchase* of local products of guaranteed quality.



PISCOSOUR.com



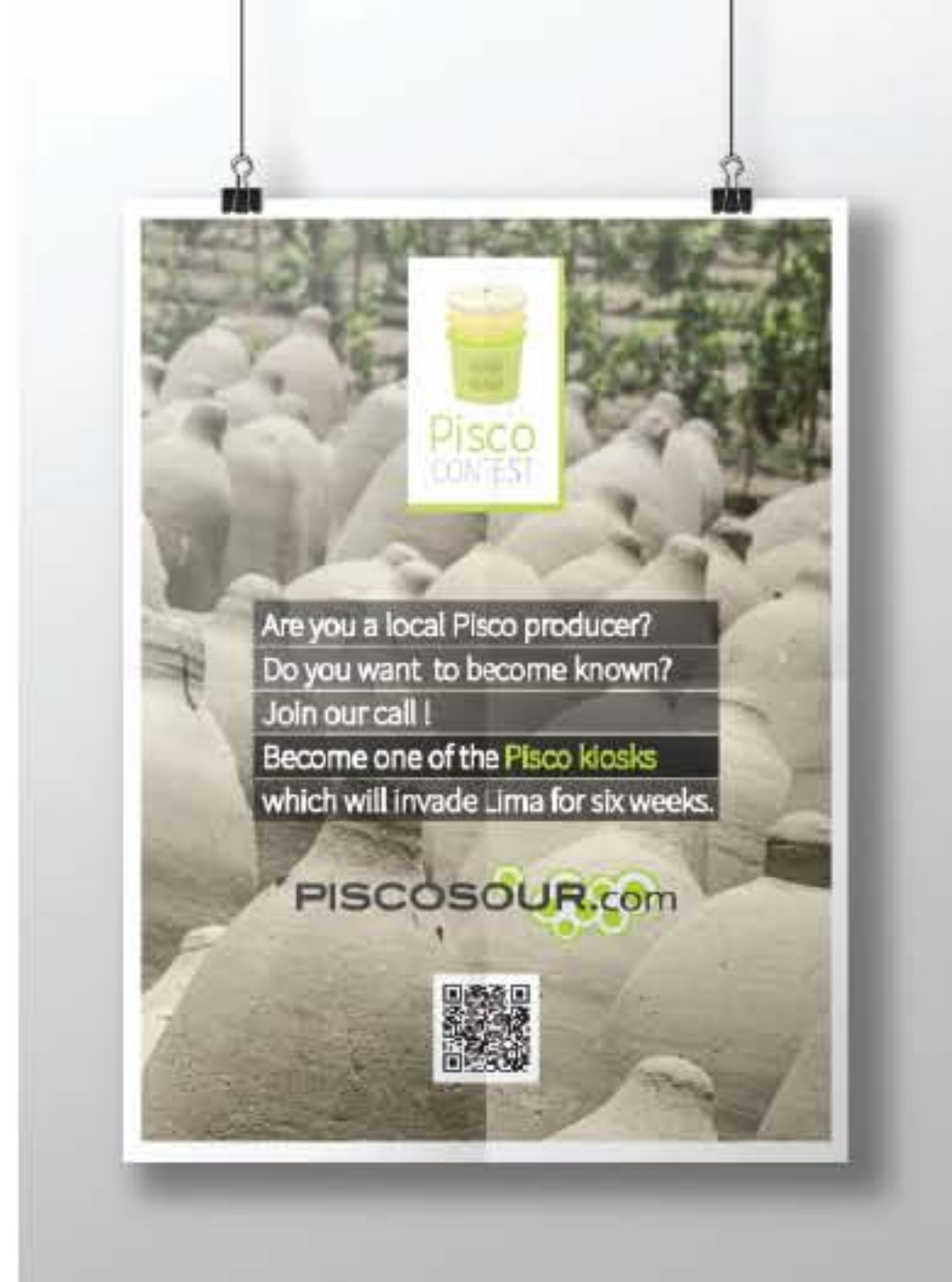
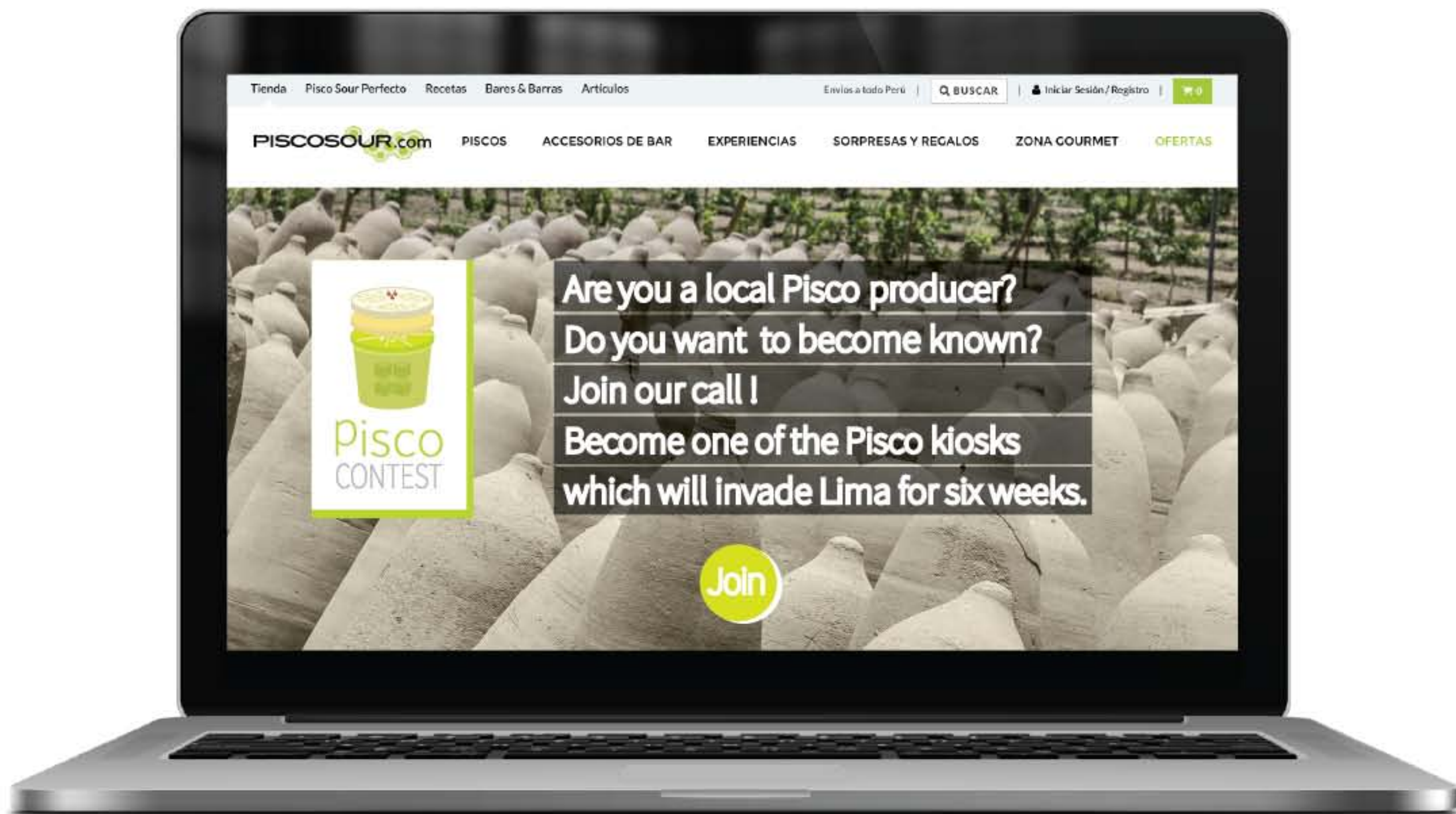
Small Pisco's producers

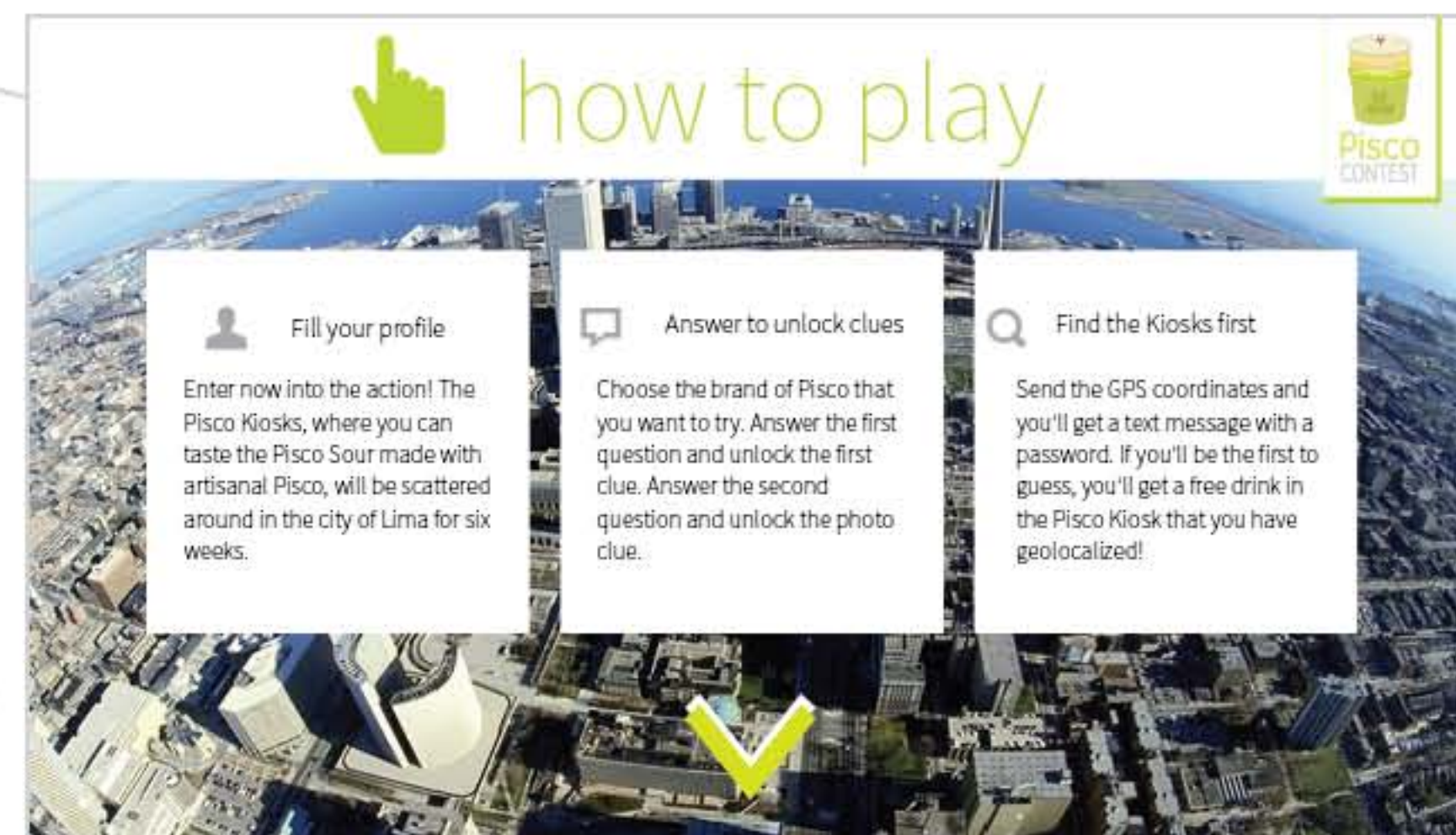


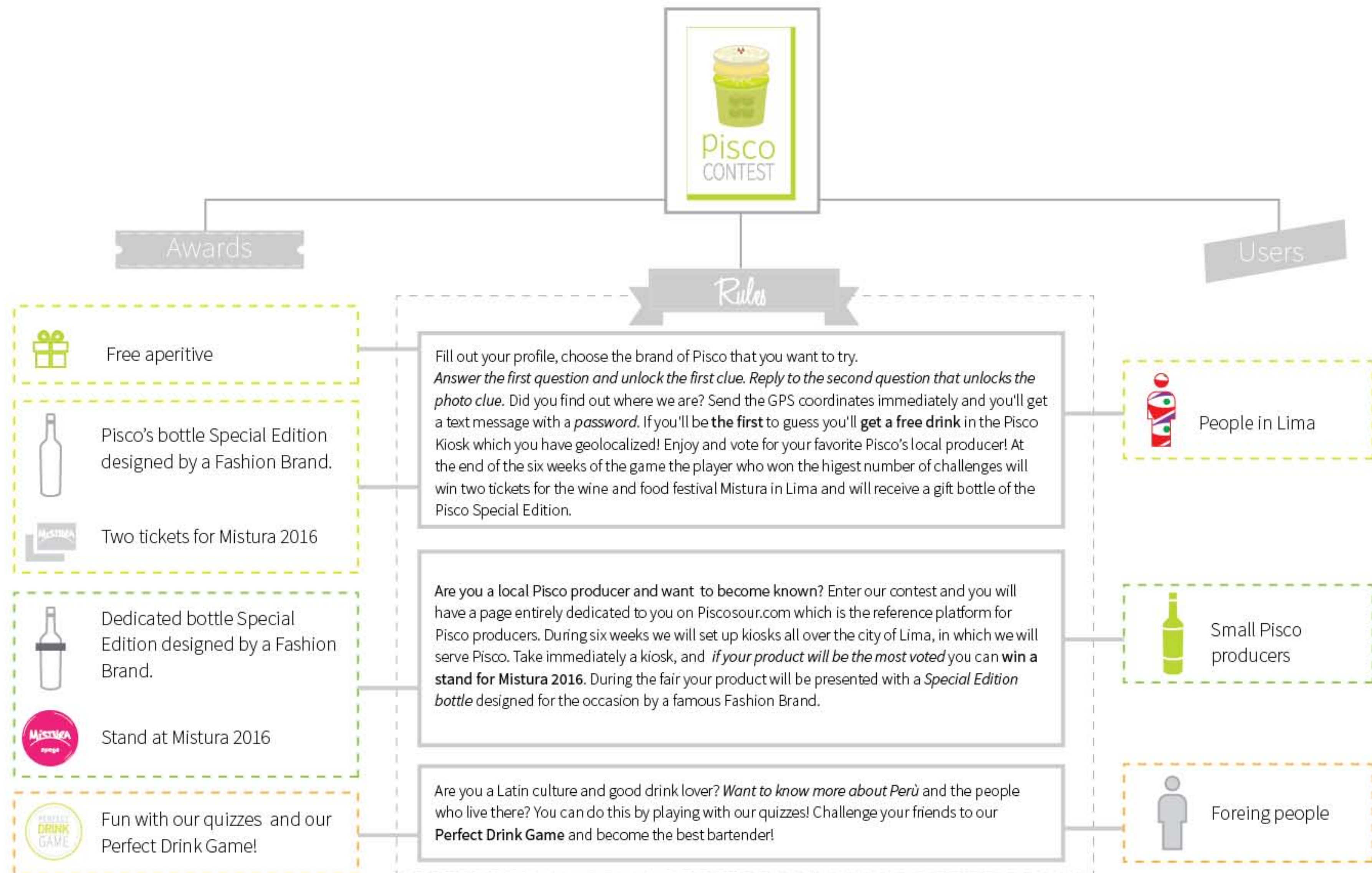
People in Lima

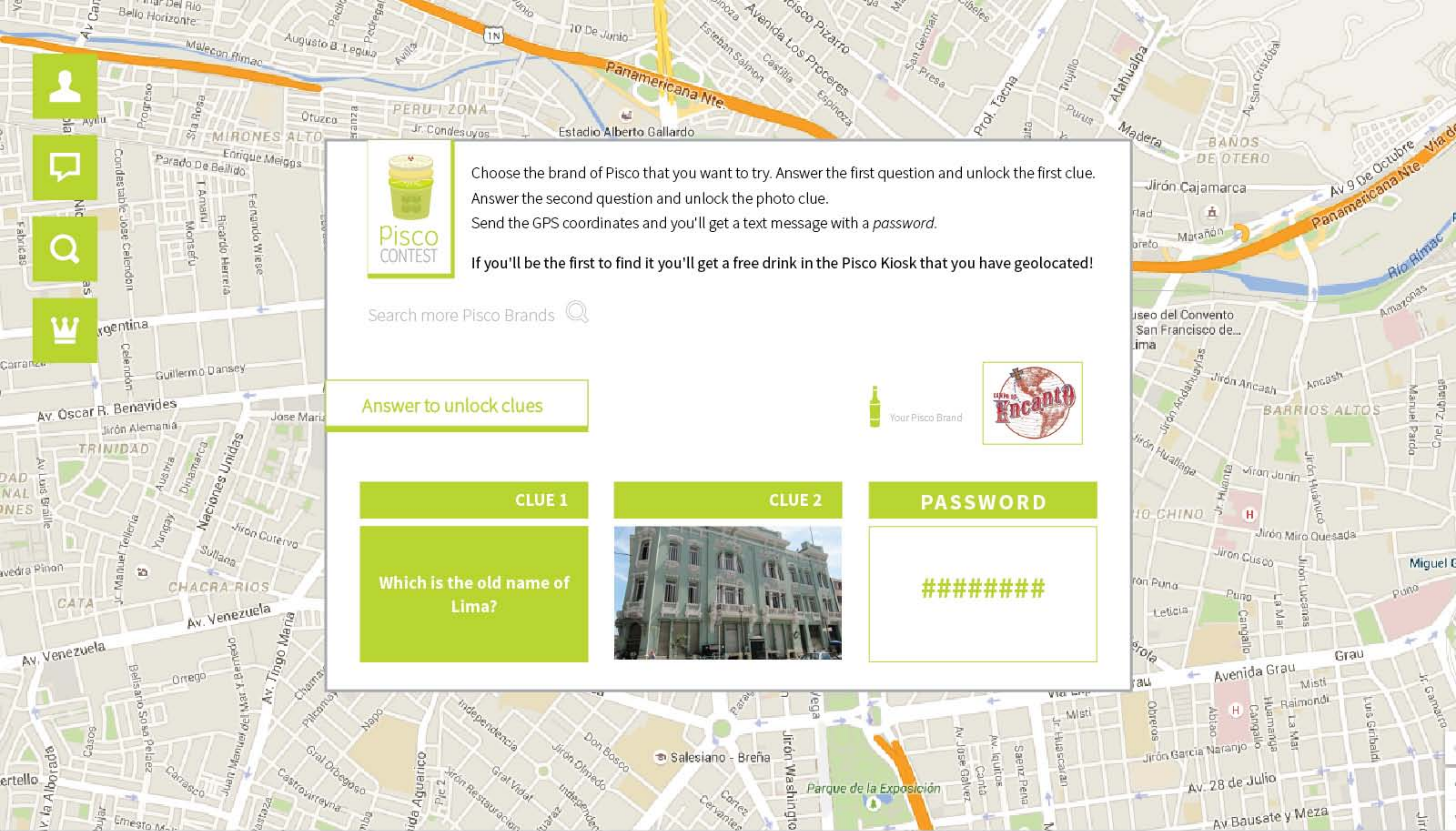
Foreing people











Choose the brand of Pisco that you want to try. Answer the first question and unlock the first clue.
Answer the second question and unlock the photo clue.
Send the GPS coordinates and you'll get a text message with a *password*.
If you'll be the first to find it you'll get a free drink in the Pisco Kiosk that you have geolocated!

Search more Pisco Brands 🔍

Answer to unlock clues



CLUE 1

Which is the old name of Lima?

CLUE 2



PASSWORD

#####



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Pisco Contest

Software · Lima, Perú







Wall Hike - Social Apps · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...



01 - Cuatro Gallos

The Quebranta Pure is a colorless and transparent Pisco. Moderate and complex aromatic expression, has an unmistakable feature. It is sweet in the mouth it has a good consistency, with a nice open spirit that highlights the sweet sensations and, in the distance, a note of nuts.

14 hours ago · Like · Comment · Share

656 people like this.

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02 - Don Benedicto

The juice is fermented for fewer days than the normal process and acquires features of tropical and unique flavor. It is distilled in copper stills and then it goes through a period of rest. <http://hikeapps.com/tabbuilder>



Find our Kiosko!!!
The match starts at 06:00 pm
Clues #DonBenedicto
bit.ly

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03 - Gran Cruz

Gran Cruz Pisco is produced naturally with grapes exclusively from the central coast of Peru. It is the product of the distillation of fresh musts, obtaining a brandy of the most excellent quality, whose production secrets passed down from generation to generation for over 400 years.

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EXPERIENCIAS

SORPRESAS Y REGALOS

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OPERTAS








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590 people like this.

453 people like this.

553 people like this.

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Have fun and learn how to prepare the perfect drink! You have 2:00 minutes to make as many cocktails as you can. But be careful to choose the correct ingredients, to follow all the steps and you'll become a real expert!