



2025

Anastasia Lilova
Owner of EcoRoots

To the new digital team,

I'm not sure if you've seen our latest reports... but unless something changes, this company won't survive the month.

Our solid shampoo and conditioner bars are fantastic. Plastic-free. Recyclable. Natural. But... no one is talking about us. Online, we're invisible. Engagement is zero. Sales – just as bad.

You are our last hope. I've locked you in here with one mission only: Prove that you can build a meaningful community strategy – that's the key to the exit.

Follow the clues. Solve the challenges. Use everything you know about social media, engagement, and purpose-driven communication.

 Your first clue is here... but not everything is visible to the naked eye.

(Scan the QR code below and solve the riddle. Only then will you access the social media analytics report.)

Sincerely,

Anastasia Lilova



SCAN ME TO START YOUR ESCAPE!