



The digital pitch: unlock your sales strategy

Scenario Conception and Setup

Items' index

- Printed roadmap of the escape game "0. Visual roadmap of the game"

Phase A:

- Printed or handwritten letter from the store owner "1.1. Phase A - Letter from the Shop Owner – TechieTreasure"
- Hint reached with the QR code in the letter: "1.1.1. Phase A - template for the QR code"
- Free QR code generators: <https://login.qr-code-generator.com/> or <https://me-qr.com/qr-code-generator/qr>
- Envelope labelled "Analytics Report"
- Fake social media analytics data (showing poor performance) "1.2. Phase A - Analytics Report"
- Additional annex: "1.2.1. Phase A - Analytics Report - key word"



Phase B:

- Printed customer comments (a mix of positive and negative feedback) "2.1. Phase B - customer comments"
- Additional annex: "2.1.1. Phase B - Hidden word in customer comments"
- Additional annex: "2.1.2 Phase B - Game master hints"
- Audience persona cards (e.g., teenagers, young parents, tech enthusiasts)
- Cards with social media platforms and content formats (e.g., TikTok, Instagram, video ads, influencer post) "2.2. Phase B - Audience persona cards, social media platforms and content formats"
- Additional annex: "2.2.1. Phase B - Correct logical matches + additional explanation for using the cards"

Phase C:

- Campaign plan template (printed or on a whiteboard) "3.1. Phase C - Campaign plan template"
- Additional annex: "3.1.1. - Evaluation rubric and Additional tips for Game master"



Detailed conception

Important note: The “Game Master hints” and additional annexes are not meant to be shared with the participants but to help the facilitator guide them through the use of the relevant annexes.

Item 1 – Store owner’s letter

Material needed

- A4 paper (printed or handwritten) – “1.1. Phase A - Letter from the Shop Owner – TechieTreasure”

Tutorial: Print out the annex “1.1. Phase A - Letter from the Shop Owner – TechieTreasure” and place it in an envelope labelled “TechieTreasure”. Hand it to the participants at the beginning of the game.

Item 2 – Envelope with fake analytics data report

Material needed

- 11 printed pages with eight campaigns

Tutorial: Print the annex “1.2. Phase A - Analytics Report” and place it in an envelope labelled “Analytics Report”. Give it to the participants after they scan the QR code from the store owner’s letter.

Item 3 – Customer comments sheet

Material needed

- 2 printed and cut pages “2.1. Phase B - customer comments”



Tutorial: Print the annex “2.1. Phase B - customer comments” and cut out the individual comments. Spread them on the table or place them in a folder labelled “Customer Feedback”.

Item 4 – Audience, platform and content cards

Material needed

- Printed and cut cards divided into three categories – audiences, platforms, formats “2.2. Phase B - Audience persona cards, social media platforms and content formats”

Tutorial: Print the annex “2.2. Phase B - Audience persona cards, social media platforms and content formats” and cut the cards into three groups: audiences, platforms, content formats. Shuffle and place them on the table for the participants to match.

Item 5 – Campaign plan template

Material needed

- Printed template or whiteboard with markers „3.1. Phase C - Campaign plan template”

Tutorial: Print the annex “3.1. Phase C - Campaign plan template” and give one copy to the group after Phase B is completed. Alternatively, provide the same structure on a whiteboard.



The installation of the room(s)

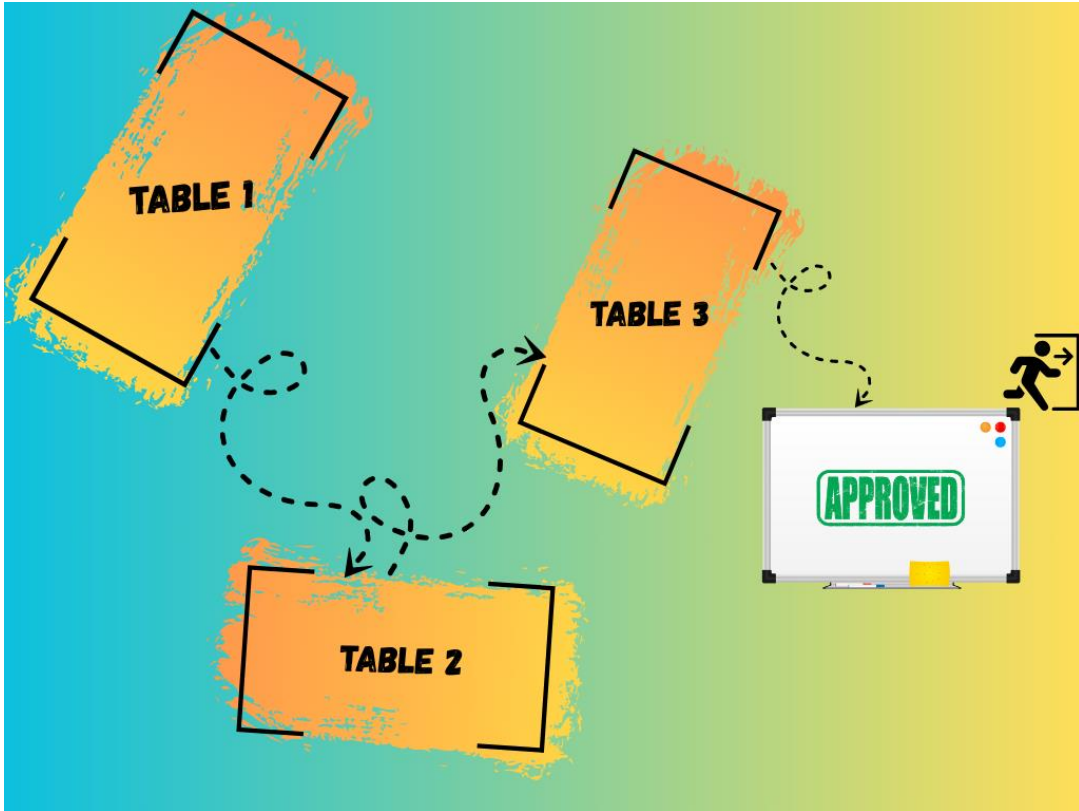
- Distribute envelopes and letters across one or two tables
- Hide or spread the customer comments and cards around the room (in folders, boxes)
- Provide the campaign template and QR code only after Phase B is completed
- Use a whiteboard or paper sheets for group planning and presentations
- One room is enough – place 2–3 tables for group work, with materials placed logically by phase

Suggested layout:

- Table 1 – Phase A materials
- Table 2 – Phase B: comments and cards
- Table 3 – Phase C: planning
- Whiteboard – For final presentations and teamwork



ESCAPE ROOMS
FOR DIGITAL ENTREPRENEURSHIP





For the next game

Follow the instructions to reset the game for another group of youngsters.

Phase A

- Reprint or check the store owner's letter.
- Return the fake analytics sheets into the marked envelope.

Phase B

- Shuffle the cards again.
- Ensure all customer feedback is returned.
- Double-check for any writing on the materials and remove if needed.

Phase C

- Wipe clean the whiteboard or replace used sheets.



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