



CANNONBALL AGENCY PARTNERS WITH QWASI TO ADD MOBILE ENGAGEMENT & DATA INNOVATION TO SELTZERLAND



QWASI and Cannonball Productions are elevating trendy Hard Seltzer Events, coined Seltzerland, with smart mobile technology that produces seamless brand engagement and unlocks 20x more data insights.



SOLUTION

Top experiential event company, Cannonball Productions, has collaborated with QWASI to offer a mobile first experience that drives higher engagement and data insights.

QWASI's Smart Space platform is mobilizing events across the US, increasing brand awareness, improving social amplification, and providing both global and real-time location-specific insights on consumer behaviors and trends. The mobile first approach unlocks 20x more data insights by allowing for the curation of real time feedback for brand sponsors.



"Partnering with QWASI is enabling us to create better experiences, resources, and data insights for our key partners. We are excited to be the first to do this in our space."

KATE LEVENSTIEN

FOUNDER, CANNONBALL PRODUCTIONS

#SELTZERLAND

Seltzerland is turning golf courses across the country into a hard seltzer paradise.

Seltzerland provides a one-of-a-kind, socially distant experience for guests to spend the afternoon tasting 30+ unique hard seltzers. With booths set up across the course, individuals can play a round of golf while tasting various seltzers. Seltzerland also allows guests to indulge in mouthwatering munchies, bust out the 'gram for epic photo ops, and score sweet on-site giveaways. This nationally touring hard seltzer festival is coming to cities like Chicago, Washington DC, Boston, New York City, Denver, and Madison.





QWASI
Innovation Realized™

92%

of consumers are eager to explore brands with touch free experiences that they weren't aware of pre-COVID.

WALL STREET JOURNAL

20%

Hard seltzers, a category just five years old, are expected to capture 20% of total beer sales in the US over the next 5 years.

RABOBANK

86%

of people engage with and respond to mobile content with feedback when touch free access points are made available.

QWASI MARKETING

THE EXPERIENCE



- + 360-degree brand engagement across all events
- + 24/7 fan and participant social amplification

Mobile activation at Seltzerland enables participants to seamlessly check-in with their favorite brands on social media, share feedback on their favorite pairings, and deliver significantly more localized insights across various markets, including insights into new product releases, flavors, and designs.



ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

