

PUNCHCARD ACTIVATION SERIES · NO. 03

World Cup Bingo

A card that always fills, a match you play, not just watch.

CLIENT	Spec build, World Cup 26 sponsor
TARGET	Match-watching fans · second screen
BUILD	Interactive HTML pitch + live demo
SERIES	Digital Punchcard · No. 03

THE ASK

Make watching a World Cup match something you play, not something you sit through. Every fan gets a live card of things that always happen in a match, a corner, a sub, a booking, a VAR check, a goal, the anthems, and punches each square the second it lands on screen. Fill a line or the whole card, share it, win. New card, every match.

OFF THE SCREEN

Not everyone plays on a phone, so the card also ships in the box. Every order drops a printed punchcard with the same moments, made to be marked by hand as the match unfolds. Fans photograph it as it fills and post to the same feed for the same prizes, so paper turns packaging into reach, and the product rides along into the room.

THE AUDIENCE

Anyone with a match on one screen and a phone in the other, so, everyone. No fantasy expertise, no team loyalty required, no entry fee. Casual viewers and die-hards fill the same card, across all 64 matches and every market the tournament reaches.

THE CONSTRAINTS

One rule runs everything: every square is a moment that will happen, not one that might. No dead cards, nobody knocked out at halftime. One tap, or one pen mark, to punch, no wall between watching and playing. Self-contained and dependency-free, and it has to read as the brand's, not ours.

WORLD CUP BINGO · CONTINUED

The Loyalty Engine

Team cards, streaks, and rewards that outlast the match.

TEAM SPECIFIC

Pick your side and the card takes your colors. Beyond the universal grid, every nation gets its own, the same guaranteed moments wrapped in that team's crest, kit, and chants. Fans play their country, not a neutral board, and a loyalty streak builds across the run: follow one team from the group stage into the knockouts and the card remembers, stacking status and rarer rewards the deeper they go. Knocked out early? Your card rolls onto the universal grid, so the game never ends before the fan does.

THE REWARDS

Every completed line pays, not just a full card. Punch a row and something unlocks, a code, a drop, an entry into the prize pool, then keep going for the blackout and the bigger tier. Objectives refresh every match, so there is always a next thing to chase, and a season pass counts cards completed across the tournament toward milestones only the persistent reach. The sponsor owns the ladder: sampling codes at the bottom, hero prizes at the top. Play one match and you win something. Play all month and you win big.

WHAT IT PROVES

That certainty beats prediction: a card everyone can finish keeps everyone in to the final whistle. That reward at every step, not only the finish, turns a single match into an all-tournament habit. Screen, paper, and team cards feed one loop, driving branded reach, repeat sessions, and first-party opt-ins through every prize entry. One mechanic, many surfaces, infinite matches.