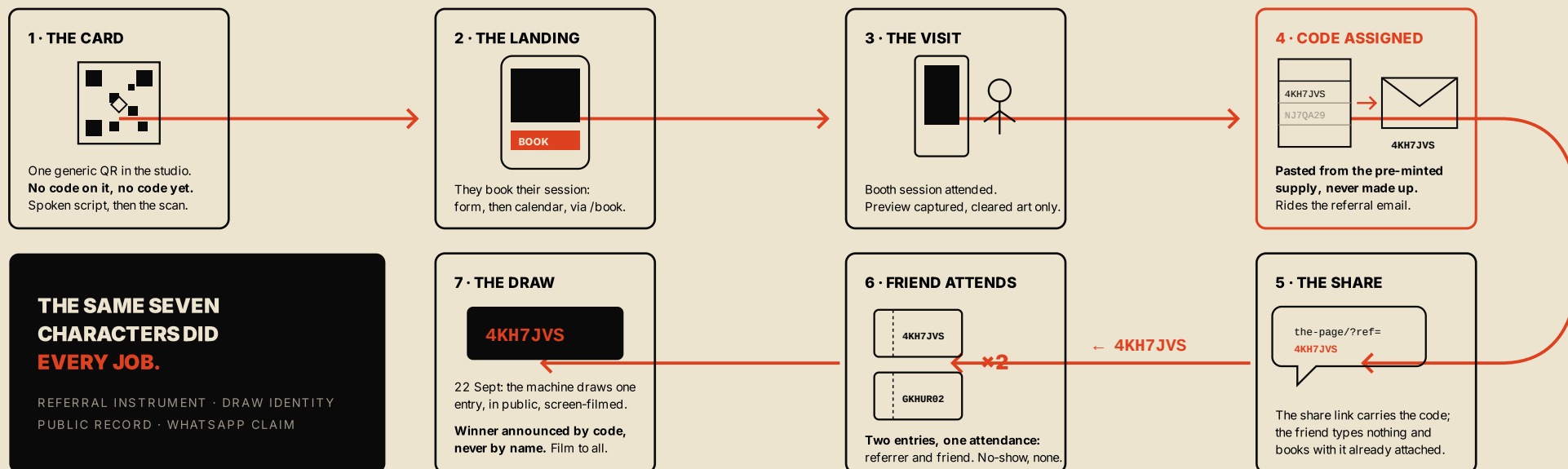


ONE QR, ONE CODE, ONE DRAW.

The whole campaign as a single journey: a card in the studio, a code that is assigned once and does every job, and a draw that runs over the entries it earned.
Follow the vermillion thread.



01 ONE KIND OF CODE, NOT TWO

The referral code and the draw code are the same object. It refers friends, holds entries, gets drawn, and names the winner. Nothing separate is ever created for the draw.

02 ASSIGNED, NEVER GENERATED ON THE SPOT

The supply of one hundred is already minted in the CODES tab. Assignment is a paste at the referral-email moment; generation only recurs if the supply runs thin.

03 TAGGED BR, NEVER AV

Whatever the session gets called in the room, everything from this QR and these links is attributed Booth Referral in the Spine. Avatar is a different campaign with its own codes.