



Summer Marketers' Bingo

Can you relate to these holiday marketing moments? 

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|----------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Checked work emails even with your OOO on | Listened to a marketing podcast while chilling at the pool | Browsed the airport brand activations for some sneaky ideas | Checked Slack because you just couldn't resist | Complimented the baggage claim's customer journey design |
| Ranted to your holiday buddy about project delays | Thought of the best campaign tagline ever after a cocktail or two | Screenshotted a trending meme to use later | Thought about your hotel's brand font and typography a little too much | Called scrolling social media "brand research" |
| Spotted some CRO opportunities with the airport WiFi landing page | Found the perfect café for a great influencer post | Used some beach downtime to stalk your competitors | Signed up for a webinar on your PTO that you knew you'd never attend | Tried out every gelato place you found and called it "market research" |
| Referred to everything as future you's problem on the last day before PTO | Analyzed the hotel's brand voice in the welcome letter | Did a mini SWOT analysis on last night's restaurant | Told friends their photos had 'great organic reach potential' | Scanned a QR code just to see the landing page funnel |
| Created a one-pager with every trip detail and distributed to holiday companions | Reviewed an airline's safety video production and narrative quality | Thought to yourself, "Does the restaurant's vibe match their Instagram?" | Had a note on your phone with marketing ideas from being on vacation | Bought another marketing book in duty free (have 10 unread at home already) |



HOW TO PLAY

1. Check off all the summer activities you've done
2. Share your final bingo card on LinkedIn with **#MarketersJustWannaHaveSun** and **#StoryblokSummerBingo** and tag **@Storyblok**
3. Tag 2 marketers to boost your score!
4. Stay tuned for our LinkedIn winner announcement

THE GRAND PRIZE

A pair of Ray-Ban® Meta glasses

Play now at:
<https://storyblok.com/bingo>

