

Find Your Freedom wins 4 awards at the Supersonic New Generation Awards

Cape Town Tourism won four awards at the 10th annual Supersonic New Generation Awards on 29 September 2022 for its game-style platform Find Your Freedom.

The social and digital awards presented Find Your Freedom with:

Bronze for Most Viral Campaign

Bronze for Most Innovative Gamification Campaign

Bronze for Best Use of Technical Innovation

Bronze for Best Revenue Generating Marketing Campaign or Event

Find Your Freedom uses game-style graphics and a choice-driven interface to help visitors from key source markets find their freedom in Cape Town.

For more, visit: <https://www.bizcommunity.com>