

SEEKAR ACTIVATION CASE STUDY

FIFA World Cup 26™ Dallas Fan Activation

How The Dallas World Cup Experience, SeekAR's AR scavenger hunt, turned Dallas–Fort Worth into a playable city and drove fans to 44 partner venues.

MAY 27 – JULY 29, 2026 · DALLAS–FORT WORTH, TEXAS · POWERED BY SEEKAR
IN PARTNERSHIP WITH THE NORTH TEXAS FWC ORGANIZING COMMITTEE

8,247

AR collectible views

2,585

items captured in AR

1,536

partner rewards earned

44

partner venues



Prepared for partner and client review.

All figures in this report were measured in-app by the SeekAR platform during the activation, May 27 – July 29, 2026.

SeekAR · seekar.io

A Nexrage Studios product

The impact, at a glance

Measured in-app · May 27 – July 29, 2026 · FIFA World Cup 26™ Dallas activation

During the 2026 FIFA World Cup, SeekAR partnered with the North Texas FWC Organizing Committee to deliver The Dallas World Cup Experience, a city-wide augmented reality scavenger hunt across Dallas–Fort Worth. 246 AR collectibles (match balls, trophies, mascots, and branded drops) were geo-anchored at 44 partner venues, from the FIFA Fan Festival™ at Fair Park to restaurants, attractions, and retail across the metroplex.

Fans discovered collectibles on a live map, walked to each location, captured them in AR, and unlocked real rewards from partner businesses. The result: measurable, location-verified foot traffic and repeat engagement that ran the full length of the tournament.

8,247

collectible views

605 unique fans browsing the map

7,894

AR sessions launched

96% of viewers opened AR

2,585

AR captures

377 fans captured on location

1,536

partner rewards earned

366 fans earned real offers

246

AR collectibles deployed

custom World Cup content

44

partner venues

54 mapped locations in DFW

88%

of players were new

the activation drew a fresh audience

64%

repeat-play rate

243 of 377 fans captured 2+

6.9

captures per player

avg across the activation

12.3s

avg time in AR view

per collectible interaction

532

photos + shares

278 AR photos · 254 shares

63

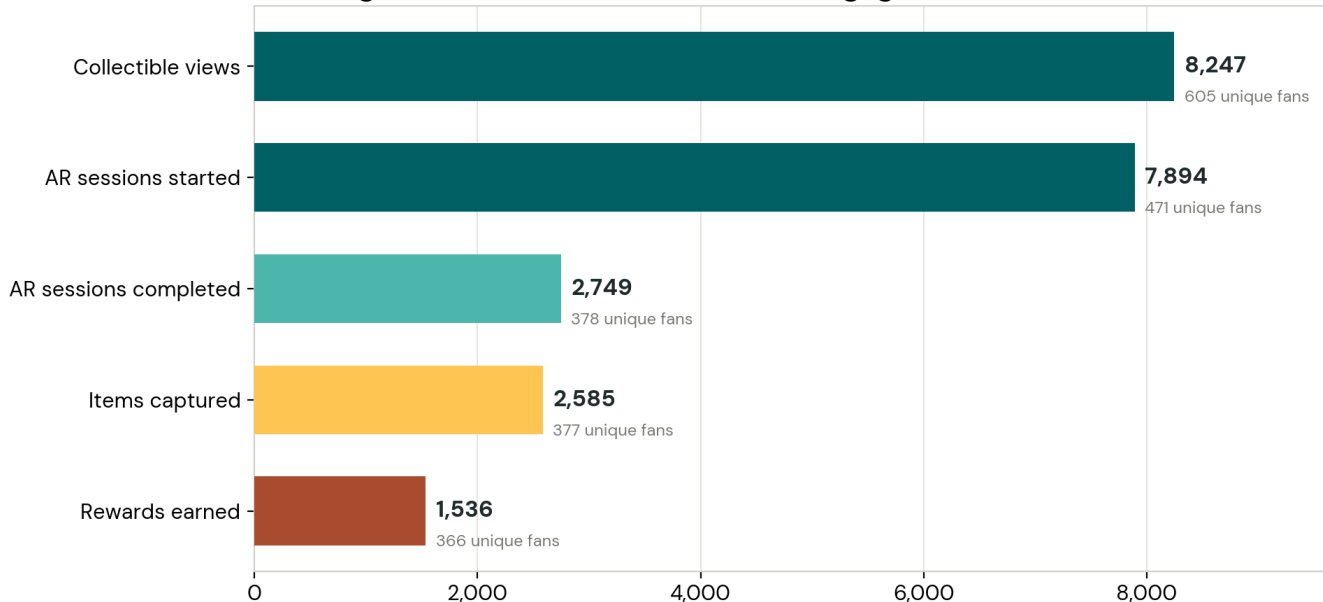
days live

spanning all 9 Dallas match days

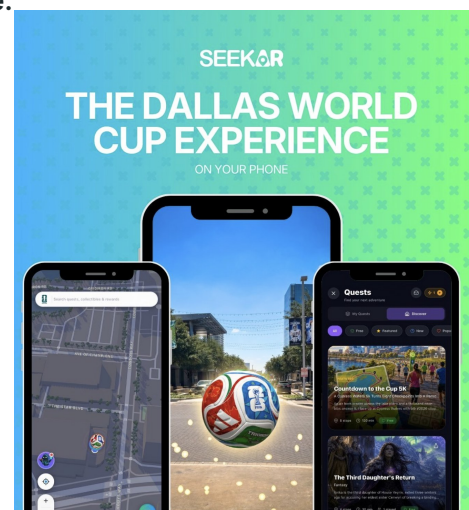
From a glance to a reward

Every step below is measured in-app, from first look to earned reward.

From a glance to a reward: the SeekAR engagement funnel



- **96% of fans who viewed a collectible launched the AR experience.** Discovery converts: the map-to-camera handoff is nearly frictionless.
- **1 in 3 AR sessions ended in a capture.** Capturing requires physically standing at the venue. Each of the 2,585 captures is a verified visit.
- **59% of captures converted into a partner reward.** 1,536 offers landed in fans' wallets across 20+ DFW brands, with in-app redemptions tracked for participating partners.
- **12.3 seconds of average time in AR per interaction.** Fans didn't just tap and leave. They stood at the venue, camera up, engaging with partner-branded content.

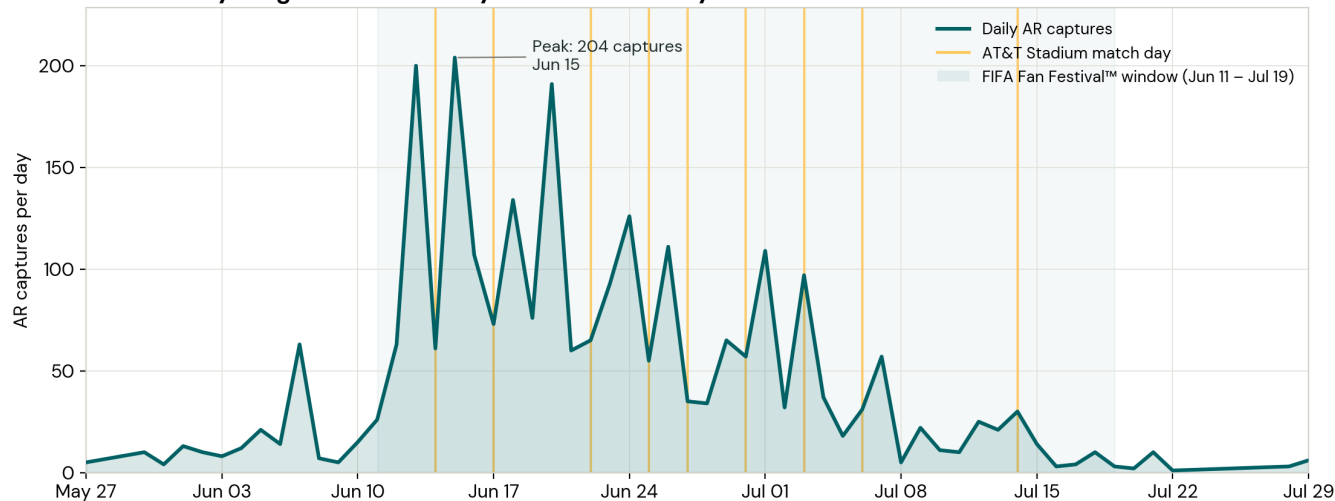


The Dallas World Cup Experience in-app.

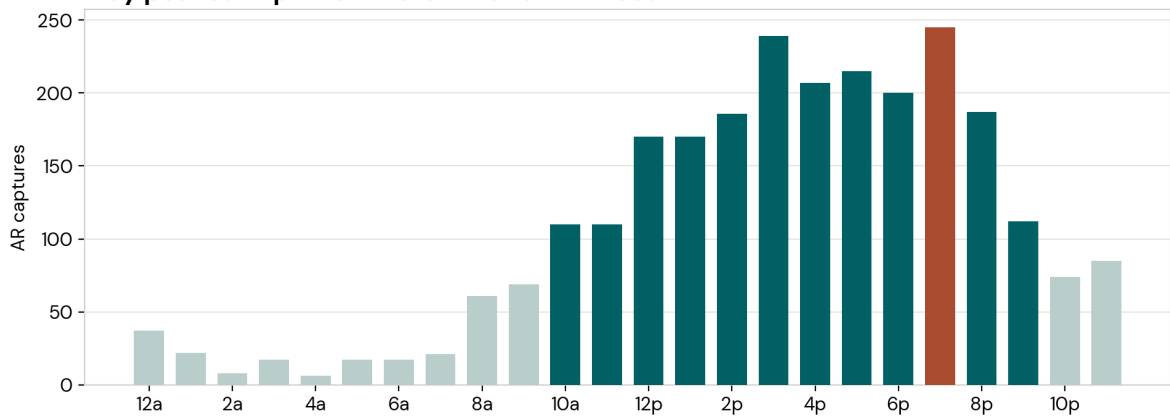
Activity tracked the tournament itself

Daily AR captures vs. the nine AT&T Stadium match days and the Fan Festival window.

Fan activity surged around every Dallas match day



Play peaked in prime time: 3 PM and 7 PM local

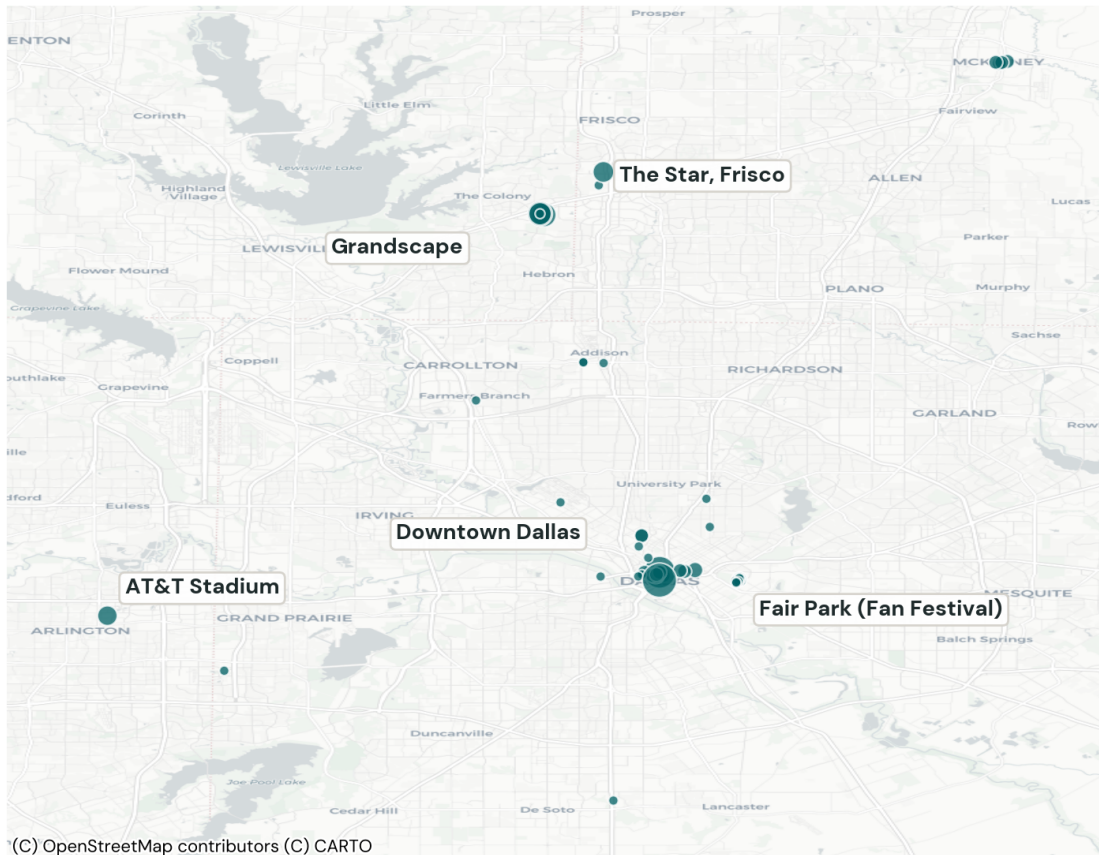


Captures ramped 10x when the FIFA Fan Festival™ opened on June 11 and peaked at 204 in a single day on June 15, the day after the Netherlands–Japan opener at AT&T Stadium. Weekends led the week (Saturday: 461 captures, Friday: 444), and play concentrated in prime venue hours between 10 AM and 8 PM local.

A city-wide playing field

Geo-anchored collectibles put partner venues on every fan's map.

54 activation locations across Dallas–Fort Worth



Activation clusters ran from Fair Park and Downtown Dallas to AT&T Stadium in Arlington, The Star in Frisco, Grandscape in The Colony, and McKinney, with 54 mapped locations in total. Marker size reflects captures at each location.

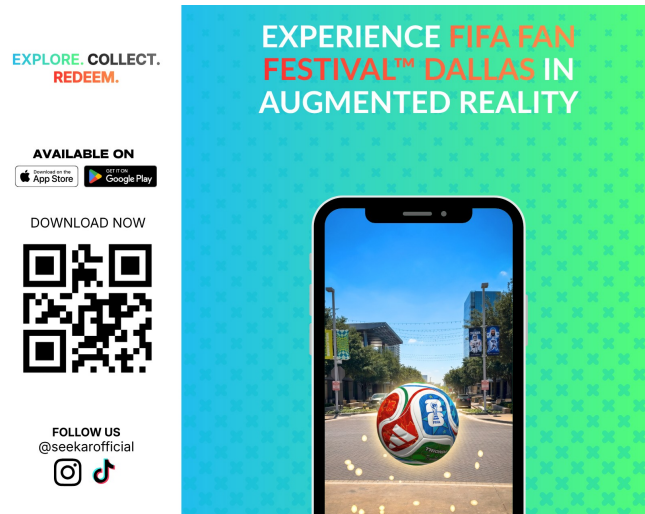
ON THE GROUND

A visible presence in the fan zone

The Dallas World Cup Experience booth at FIFA Fan Festival™ Dallas, Fair Park.



As posted by @fwc26dallas × @seekarofficial on Instagram.



Campaign creative: QR-code download funnel across the fan zone.

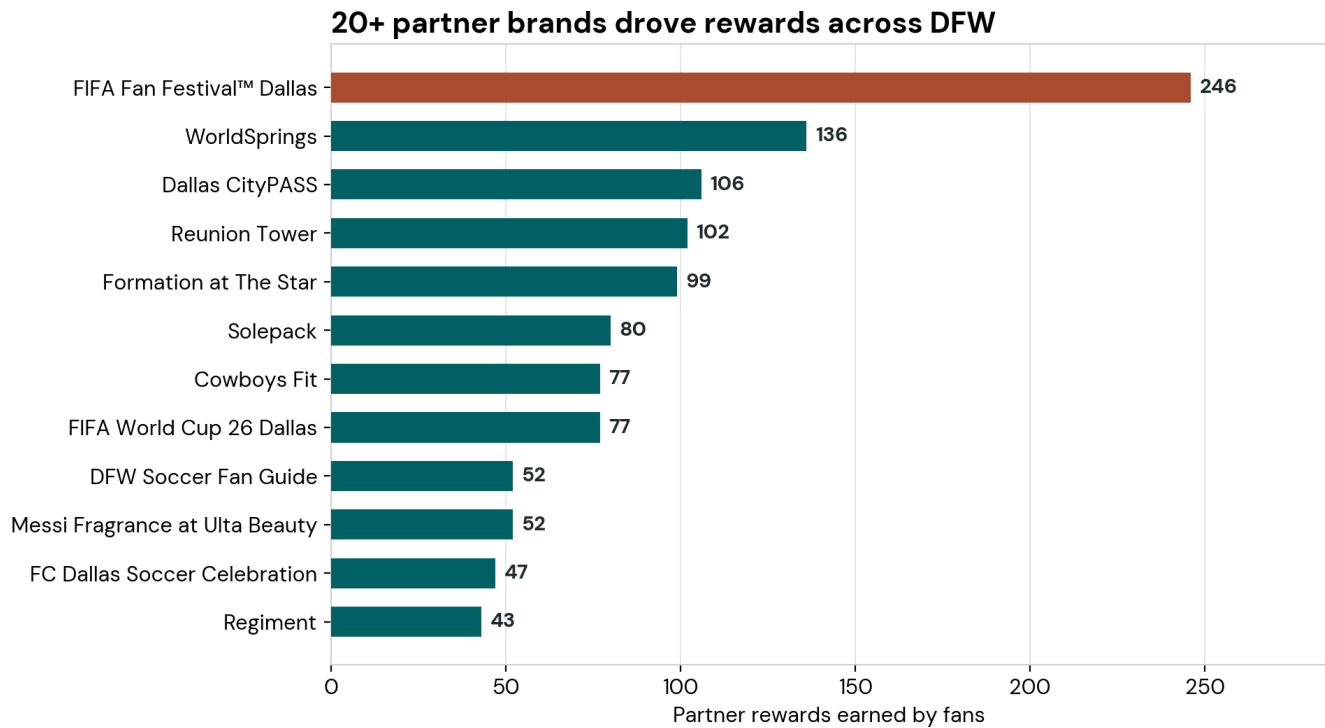
- **A staffed booth inside the official fan zone.** The SeekAR team walked fans through the scavenger hunt, local discounts, and app download in one stop, every day of the Fan Festival.
- **Featured by the official Dallas host account.** The booth was shared by @fwc26dallas, the FIFA World Cup 26™ Dallas organizing committee, together with @seekarofficial.
- **One scan from flyer to game.** Campaign creative across the fan zone put a QR code in fans' hands: scan, download, and the city becomes the game board.

The fan zone was the activation's strongest anchor

The FIFA Fan Festival™ Dallas collectible alone drove 246 earned rewards, the top location overall.

Rewards drove fans through partner doors

Rewards earned by fans, by partner brand, each one an intent signal at a real venue.

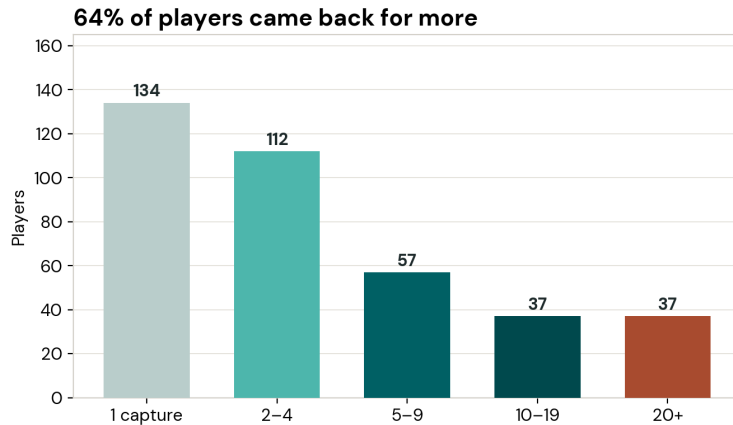


- **20+ DFW brands participated**, spanning attractions (Reunion Tower, Dallas CityPASS), sports venues (Formation at The Star, Cowboys Fit, FC Dallas), wellness (WorldSprings), retail (Solepack, Messi Fragrance at Ulta Beauty), and hospitality.
- **The FIFA Fan Festival™ Dallas collectible alone drove 246 earned rewards**, making the official fan zone the single strongest engagement anchor of the activation.
- **Every reward is tied to a physical capture**, so partners received location-verified engagement, not impressions.

AUDIENCE

New fans, repeat visits, real reach

Acquisition, retention, and social outcomes from the activation.



- **A fresh audience.** 88% of everyone who played during the activation was brand-new to SeekAR. Partners reached fans they weren't already talking to.
- **64% came back.** 243 of 377 players captured more than once; 37 superfans logged 20+ captures each.
- **532 social moments.** 278 AR photos, 254 shares, and 80 AR selfies carried partner branding beyond the venue.

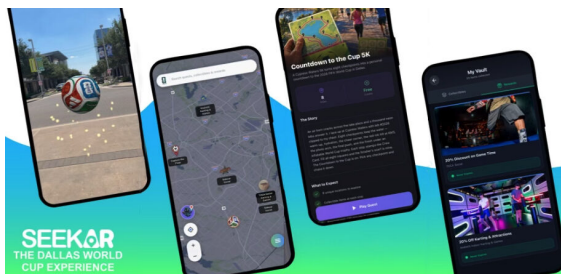
What this means for your brand

SeekAR turns a sponsorship into a measurable, physical funnel: fans discover your location on the map, walk to it, engage with branded AR for 12+ seconds, and leave with an offer in their wallet. Every step is measured: views, visits, time spent, captures, rewards, and redemptions, reportable by venue, by day, and by hour.

Bring SeekAR to your next activation

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IN THE PRESS



Frisco-Built SeekAR Turns North Texas Into a World Cup Scavenger Hunt

Dallas Innovates · June 2026 · dallasinnovates.com

Dallas Innovates covered the launch: a Frisco-built AR platform, developed with the North Texas FWC Organizing Committee, sending World Cup fans to local businesses across DFW. Tap to read the story.

"The next decade of marketing won't be built on ads. It'll be built on experiences people actually want to step into."

Fraz Jamil, founder & CEO, in Dallas Innovates