



RIDE & SEEK

Join the Pursuit

Ride and Seek: A Brand Built to Be Chased

Ride and Seek is a mobile-first adventure game that transforms urban environments into interactive playgrounds. Players compete in real-time hunts for viral jackpots, guided by cryptic clues, retro visuals, and a gameplay loop designed to spark curiosity, movement, and social sharing. It's not just a game, it's a cultural experience that blends car culture, mystery, and real-world exploration.

We're seeking a marketing agency that understands how to build movements, not just campaigns. Our target audience spans car enthusiasts, college communities, and urban explorers—people who crave suspense, style, and social dynamics. The aesthetic leans heavily into 80s nostalgia and cinematic flair, with a tone that's bold, playful, and slightly mysterious.

What we're looking for:

- Strategic reach into Gen Z and Millennial audiences through digital, experiential, and influencer-driven channels
- Creative alignment with brands that thrive on storytelling, adventure, and visual impact
- Campaigns that feel participatory, not passive, where the audience becomes part of the chase
- Agility and discretion, especially during pilot phases where IP protection and copy risk are top of mind

This isn't a sponsorship model, it's a chance to embed brands into the narrative, fuel organic hype, and co-create moments that get chased, shared, and remembered. If your agency excels at turning ideas into movements and content into culture, we'd love to explore how Ride and Seek can become your next breakout project.



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