

Multilogin: Hack Off

virtual hackathon

25.11.2021

THE GOAL

As the workers of Multilogin operate in 26 different countries and on 7 continents, the main challenge was to cross the gap and create a thrilling virtual hackathon where most of the employees who've never seen each other off the screen, would be able to join in at a suitable time, regardless of their timezone. In addition to the fun and engaging virtual team-building, it was also Multilogin's 6th birthday celebration and instead of a gift, they wanted to brainstorm building a new product for the company. The goal was to create a virtual experience that's not an average one.

THE SOLUTION

The people of Multilogin work as anonymous ad spies on a daily basis - working in affiliate marketing and replacing multiple computers with virtual browser profiles. Taking that into account, we created a 5-hour virtual hackathon called Multilogin: Hack Off that was run by the Secret Anonymous Group in everything from pre-communication videos to brainstorming a new product and pitching it to the jury. The Secret Anonymous Group hacked every topic of the event, giving hints and commands throughout the program. The event had three main elements - brainstorming the new product in teams, writing the pitch deck and pitching it to the jury. All that mixed with entertaining live elements like mixing a company's signature cocktail with world-class barman, dancing together to a dance tutorial, enjoying a band concert and their own DJ Multilogin. The Anonymous Group divided the attendees randomly into groups of six. To maximize the engagement the participants were provided with different virtual colored backgrounds, custom emojis and a chance to vote between different choices to collect extra points from the pitching jury. This was all integrated to the event using a custom made engagement platform. We used an event venue that had different themed rooms to build three unique TV show sets. Using unusual decorations, lightning and live voice changers, we created a one of a kind virtual production experience, while streaming it to 26 different countries.

PROJECT OUTCOME

Out of all the people of Multilogin there were only 3 workers who couldn't join the event and we had 8 randomly divided groups working on brainstorming a new product for the company. The winning team's product is now being built and the participants are still buzzing about the Secret Anonymous Group that hacked the live event.