

## **Unilever Ventures and gaming start-up Snatch urge UK to join real world treasure hunt**

- Thousands of players have already joined the craze which encourages players to “Snatch” virtual parcels off one another
- Snatch ramps up growth with new investment transforming city streets across the nation into a massive treasure hunt

**UK - 09.02.17:** Snatch, a new augmented reality gaming app, aims to steal the attention of brands across the UK with the backing of Unilever Ventures – the investment arm of Unilever. Tipped to change the way brands market to consumers, Snatch has caught the eye of major players through the concept of people “Snatching” and stealing virtual parcels from their local area that translate into real prizes.

Snatch is a virtual treasure hunt that uses a player’s smartphone location paired with augmented reality, to help players seek out and steal virtual parcels that contain prizes. Top brands already on the app other than Unilever’s own Marmite, include TopShop, TopMan, All Bar One, Mitchells & Butler, Just Eat, Pizza Hut Delivery, Rock Pamper Scissors and Now TV. Players also have a chance to win a year’s university fees as one of the top prizes. 50,000 parcels have been snatched to date and it’s only in month two. Snatch also has the backing of Velocity Capital Advisors, a consumer technology fund which were original co-investors.

The game is the brainchild of CEO and Founder, Joe Martin, who comments: *“My background as a forensic scientist ignited an interest in human behaviour – and Snatch is all about challenging our habits and preconceptions. Brands need to go beyond speaking at consumers and start interacting with them instead. We want to challenge brands to engage with consumers in a new way – by letting them discover their products through our platform. Augmented Reality is an incredible way for players to integrate the game into their everyday life and opens up an opportunity for brands to reach potential consumers at multiple touch points.*

*Having Unilever Ventures invest at such an early stage is a real endorsement for our idea and the team. Unilever, like us, is constantly pushing boundaries and their products are used by millions across the UK. We couldn’t ask for a better partner to invest in us and we hope that this makes others out there sit up and take note.”*

The game enables players to explore the area around them, hunting for virtual parcels. Once they have held on to the parcels for six hours, and kept them from being snatched by others, the parcel can be opened – and the prize within is revealed. The game is constantly being developed to give players the most rewarding experience – from in-app features to more and greater prizes.

Jan Harley, Director, Unilever Ventures, said: *“Over the past year, augmented reality has gone from a novelty to a real part of our day-to-day lives. We believe that Snatch has the potential to transform the way brands are engaging with consumers. Immersing people in an interactive environment where they’re actively seeking out products and feeling the elation of winning something tangible, is a really exciting addition to the marketing toolkit. It’s an exciting period for the industry and something we’re keen to be part of.”*

To date, the start-up has already received funding from Velocity Technology Fund and was featured in [The Drum](#) as one of the best start-ups at the 2016’s Web Summit. The Snatch team will also be attending SXSW in Austin, Texas.

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**About Unilever Ventures:**

Unilever Ventures is the venture capital and private equity arm of Unilever. They invest in early stage, promising companies, accelerating growth by providing access to Unilever's global ecosystem, assets and expertise. The fund looks to invest in tomorrow's world-beaters in Personal Care and Digital Transformation. Key focus areas within Digital Transformation include mobile marketing, content creation, data analytics, e-commerce, internet of things, social media, and video in both developed and emerging markets. Unilever Venture's existing investments include Clavis Insight, Percolate, Blis, Gousto, SACHAJUAN Haircare, Illuminage, Mirriad, Big Sync Music, REN Skin Care, Froosh, and Blow. For further information, please visit: [www.unileverventures.com](http://www.unileverventures.com).

**About Velocity Capital Advisors**

Velocity is a consumer technology fund founded by BMB Founder Bil Bungay that invest and nurture technology businesses that are simple, scalable and have clearly defined consumer propositions.

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