

GEO-FENCED VIRTUAL SCRATCHCARD

Abstract

A method of providing a geo-fenced advertisement to a mobile communications device is provided. The advertisement has an associated virtual scratchcard offer. The scratchcard is displayed only when the mobile communications device is less than a first predefined distance from a location of a business. The offer is revealed only when a user performs a virtual scratching function with the mobile communications device while the mobile communications device is less than a second predefined distance from the location of the business. The second predefined distance is less than the first predefined distance

Figure 1