



**EggTrail 2026**  
**Spring Campaign Kit**  
**Engagement. Precision. Privacy.**

*Date: February 2026*

*Document Ref: NA-ET-2026-MKT-04*

*Classification: Public Partner Resource*

## **Executive Summary**

### **The Future of Seasonal Engagement**

Northbridge Aurora is proud to announce the 2026 rollout of the EggTrail platform. In an era where consumer privacy is paramount, EggTrail offers brands a way to create immersive, city-wide scavenger hunts without the "creepy" tracking of legacy platforms.

Our "Spring Trail" initiative focuses on cultural celebration and community movement. By leveraging edge-computing and short-lived telemetry, we ensure that every "Egg Scan" is a secure, delightful interaction.



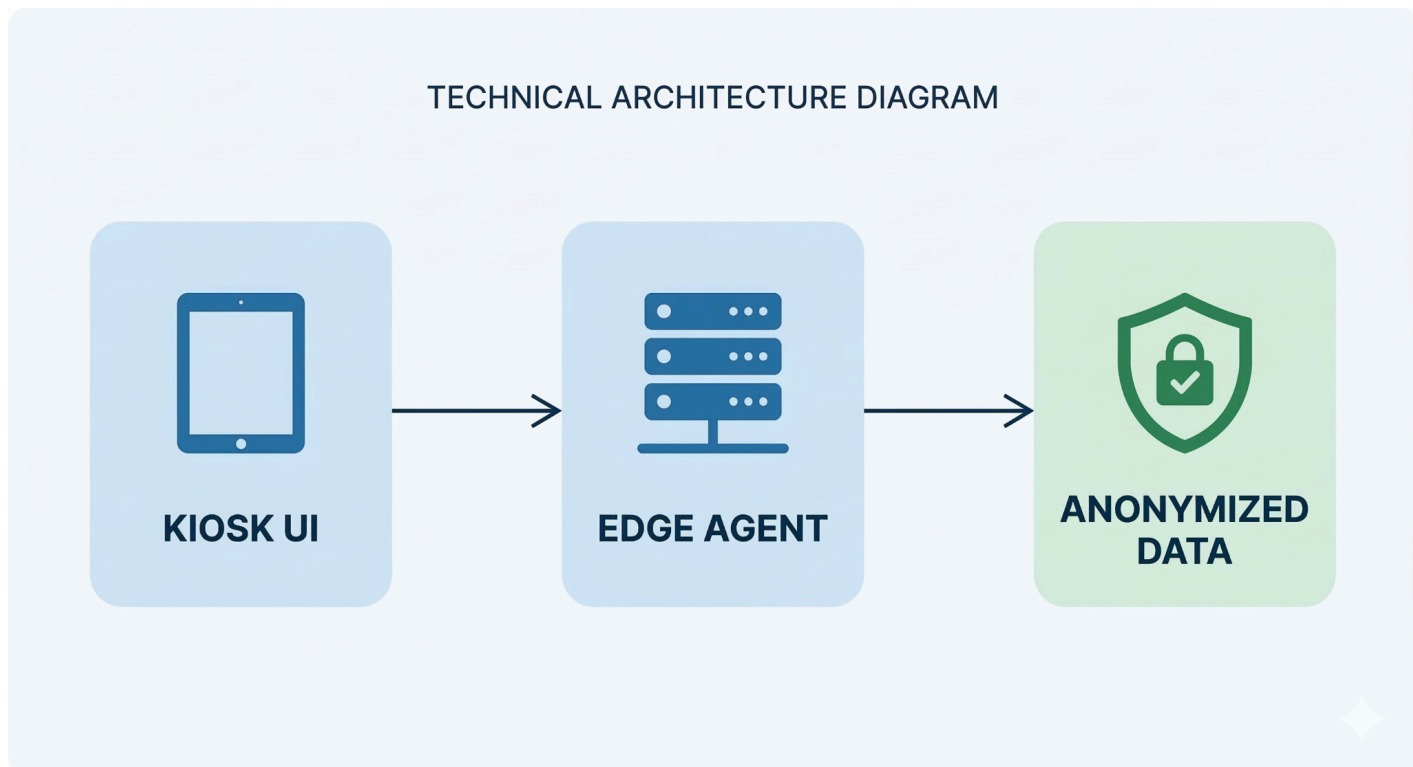
## The Technology Stack

### How EggTrail Works

Our ecosystem is divided into three core pillars to ensure 99.9% uptime during high-traffic holiday weekends:

1. **The Kiosk Interface:** A lightweight, browser-based UI designed for physical scanning stations.
2. **The Edge Agent:** A Go-based backend that processes check-ins locally to reduce latency.
3. **Privacy-First Analytics:** Data is aggregated and anonymized at the point of capture.

**Technical Note for Ops Teams:** > Kiosk logic and frontend assets are managed via the **eggtrail-kiosk** repository. For deployment-specific venue pins, authorized operators should consult the internal handoff documentation.

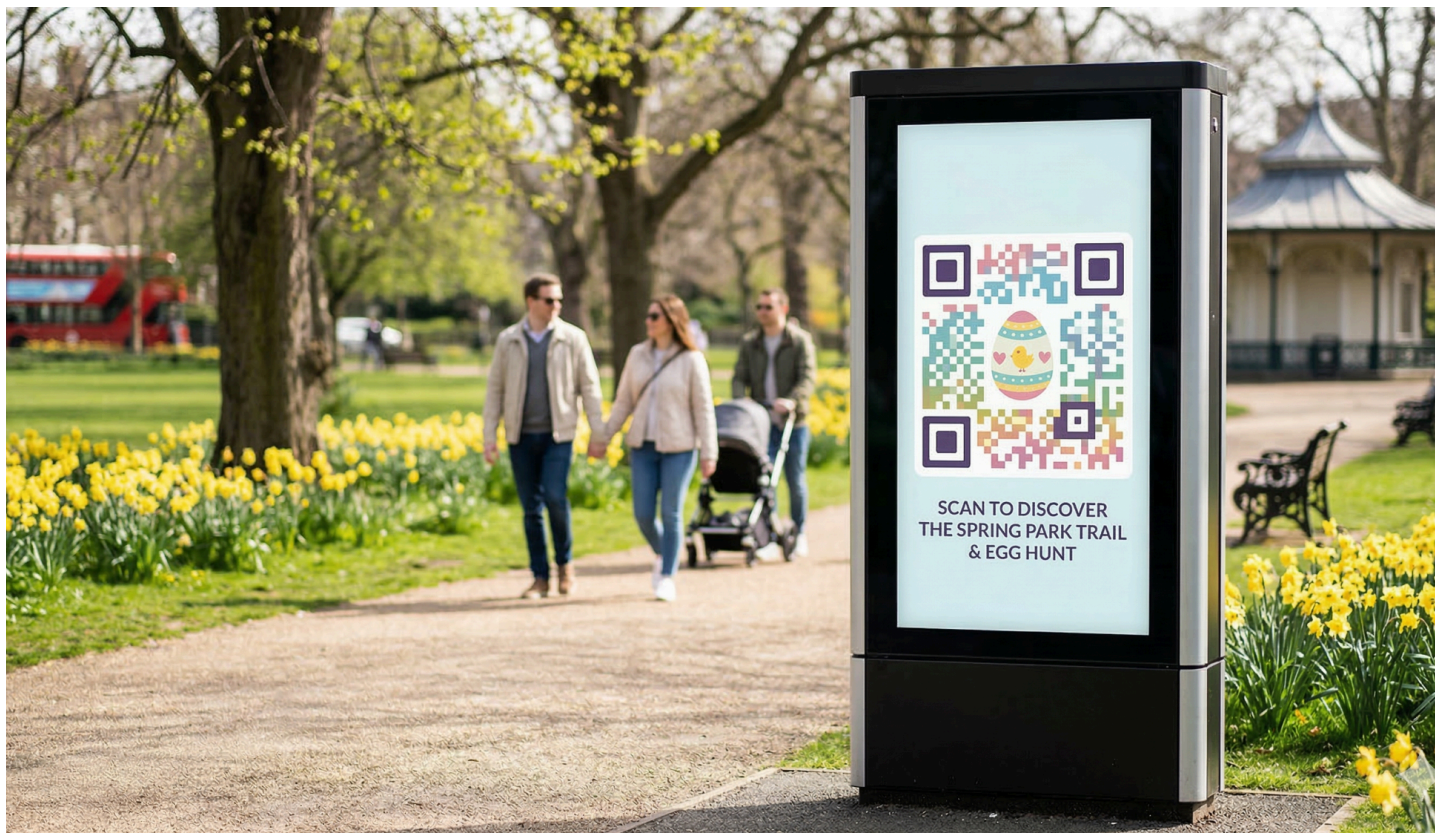


## 2026 Spring Venues & Logistics

For the 2026 season, we have partnered with four iconic landmarks to host our premium "Clue Drops."

- **The Knowledge Hub:** High-density foot traffic area near major transit.
- **The Conservatory:** A lush, green environment perfect for family-oriented AR "Easter Eggs."
- **The Transit Arcade:** A fast-paced, high-visibility indoor thoroughfare.
- **The Dockside:** Our largest installation, featuring industrial-scale QR placards.

*Note: Specific GPS coordinates and Plus Codes are restricted to the Operations Engineering team to prevent premature trail discovery.*



## Privacy & Compliance

Our Commitment to You At Northbridge Aurora, we believe that "Deleted means Deleted."

- Zero PII: We do not collect names, emails, or phone numbers at physical stops.
- Automated Scrubbing: All venue-specific metadata is purged from our active operational repositories within 30 days of campaign completion.
- Lead Engineer: Sara M. Cruz (Operations Engineering)
  - *Contact for Audit:* [smcruz@northbridge-aurora.xyz](mailto:smcruz@northbridge-aurora.xyz)

## Contact & Support

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*Urgent Ops: See the team directory on the Northbridge Aurora staff portal.*