



POKEMON GO / 18 JUL 2016

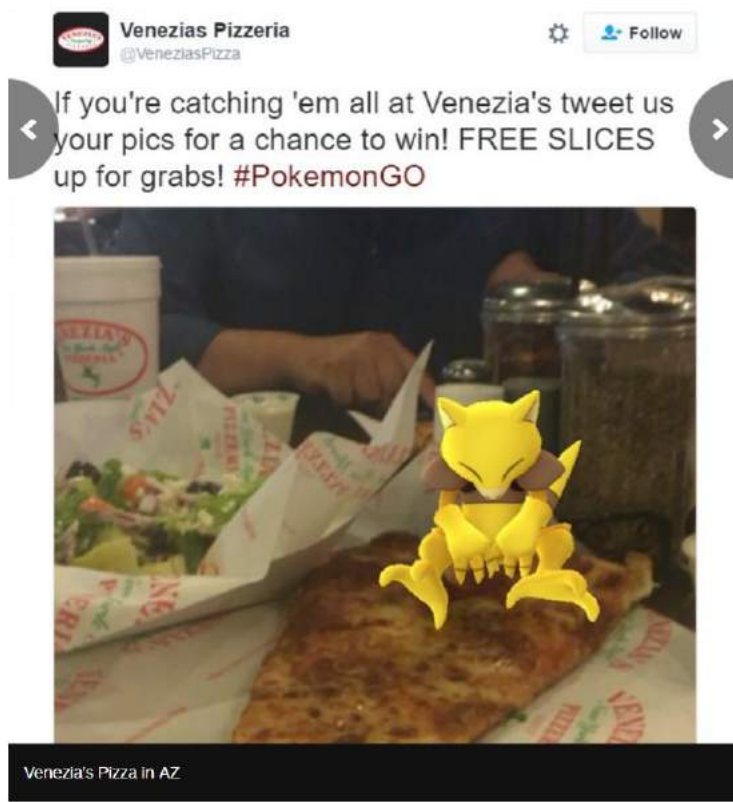
25 WAYS BUSINESSES ARE REACTING TO POKEMON GO

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BY **CASSIDEE MOSER** → Millions of dollars, more average users [than Twitter](#), and [massive stock market increases](#) are just a handful of the ways Pokemon Go has absolutely dominated the mobile and gaming markets since its release.

It has become a pop culture phenomenon resulting in memes, online discussions, pub crawls, meetups, and other massive public events drawing people together who might otherwise have never met. Even those few who aren't playing it undoubtedly have heard of [Pokemon Go](#).

Seeing a massive marketing opportunity, many companies and institutions have joined in on the Pokemon Go craze. Ranging from major phone companies to local pizzerias, so many places have used Pokemon Go as a way to encourage people to flock to their businesses, whether by planting lures or offering discounts to successful Gym trainers. Check out the Gallery below for some of our favorites, and read our official [Pokemon Go review](#) to learn more.



<http://www.ign.com/articles/2016/07/18/25-ways-businesses-are-reacting-to-pokemon-go>