



Viewing the latest news through the lens of Scripture



Use “The Scene” to introduce *Young Teen Bible school Lesson 10*.

It sounds like a high-tech scavenger hunt: Find a particular item. Take a photo of it with your camera phone. Send the photo to a certain number. Receive a reward for your effort. Yet this is not a game, but a very serious marketing service offered by a company called SnapTell.

SnapTell’s Snap.Send.Get™ solution is attracting interest and garnering big-name clients. The May issue of *Rolling Stone* magazine is the periodical’s popular “Best of Rock” issue. In addition to the “125+ People, Places and Things Ruling the Rock and Roll Universe,” the magazine contains five ads that allow readers to earn instant rewards.

For example, a certain company is advertising its motorcycle insurance. By taking a picture of the Allstate logo and sending it to the number given, the insurance providers will reward the reader by sending a free motorcycle ring tone to his or her phone. In a similar ad by the Discovery Channel, a simple snap and send will get the reader a video preview of a new show on that TV network. In addition, *Rolling Stone* magazine is adding another reward. Everyone who snaps a picture of any of the SnapTell-enabled ads in this issue is automatically entered to win a trip for two to an upcoming *Rolling Stone Live* event plus \$500 cash.

Gartner Research, the world’s leading information technology research company, added SnapTell to its 2008 list of Cool Vendors in Retail. “It is always nice to be recognized by experts within your industry, especially the thought leaders at Gartner. We are very proud of our solution and are grateful for the praise we have received,” said Gautam Bhargava, CEO and co-founder of SnapTell.

SnapTell offers a number of ways businesses can use this service. A product on a store shelf may carry the SnapTell logo. A customer sees the product in the store, snaps and sends, then instantly gets a discount coupon for that item to use on the spot as well as a list of stores offering the best price on the product. A movie using this service may put the SnapTell logo on a poster advertising the film. The customer who sends the image to SnapTell would be rewarded with the movie trailer immediately sent to his or her phone.

So far, SnapTell’s clients could not be happier. “We’ve got a product made of paper and ink sent out every two weeks,” said Ray Chelstowski, the publisher of *Rolling Stone*. “We’re always in the market to find other ways . . . in showing how readers engage and interact with our ads.”

As students arrive, give each of them a copy of the above news story to read. After all teens have had the opportunity to read the article, discuss it in this way:

Think about the SnapTell service described above. In what situations would you be convinced to Snap.Send.Get.™? Why do you think the reward would be worth the effort required of you?

Name some other reasons people are rewarded. What are some rewards you have received? Have the rewards always been worth the effort required to earn them? Explain.

God tells us in the Bible that there are some other rewards that are worth the effort that it takes to receive them. Today we will look at the rewards we receive when we obey our parents.