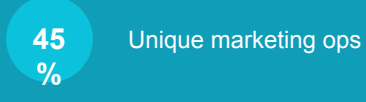
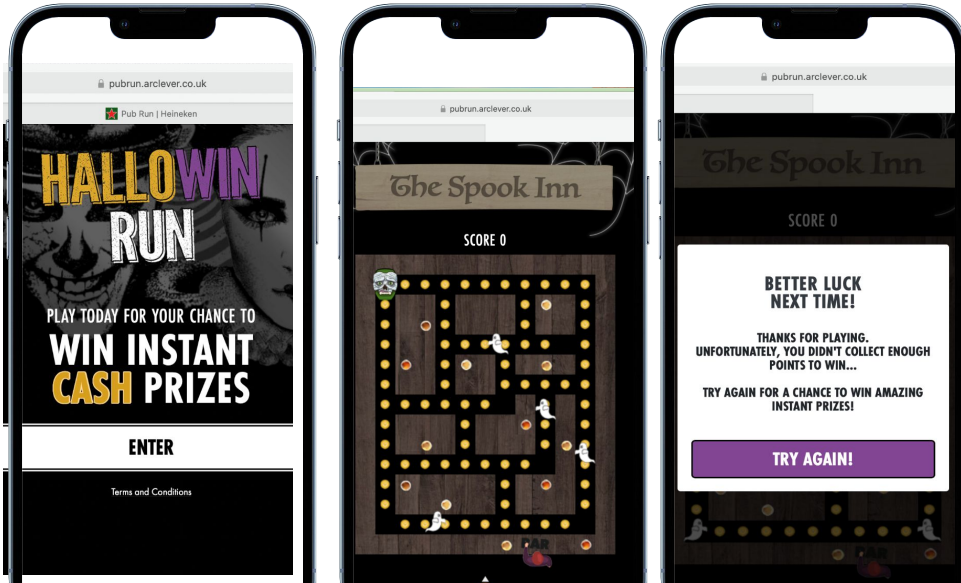


Case study

Client: Halloween

To boost rate of sales for Strongbow, as well as build customer brand engagement throughout the Halloween season. Consumers were invited to play a Pacman inspired gamification, to incentivise and align themselves with the festive season. Our goal was to use nostalgia to boost return players and add a whimsical tone to the campaign. This activation was live for 7 days.



“

When we came to EMC3 with our activation idea we were very impressed with how quickly they understood our brief and offered a variety of innovative ideas that captured our aim of building customer engagement. I am pleased to have worked with such an amazing team that were very accommodating and supportive throughout the whole campaign with very quick communication.

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