

Case study

Client: J2O.

To support the launch of the new Stonehouse App we created a game to drive consumer downloads and adoption, Supported by J2O the game was called - "Treasure Hunt". EMC3 created treasure hunt by using 360 AR development to boost customer engagement and innovate their experience playing the game. The incentivisation of the game created a competitive flair to the activation therefore providing the best results. This activation was live for 1 month.



32
%

of consumers returned and played a second time during the campaign.

72
%

of consumers who downloaded the App registered as opt in to play Treasure Hunt.

23
%

of consumers won a free voucher or prize.

50
%

of the winners redeemed their voucher in outlet.



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“Working with the team has been a fantastic experience. From the initial contact, development of concept, through production, and to going live with the activation. The early results of the digital game have proven that the team have delivered on the brief creating a game that is being enjoyed by thousands of Robinsons consumers nationwide!”

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