

Case study

Client: Jewson.

Jewson wanted to provide a customer facing digital platform that allows **Jewson to Engage** with their customers, with **Control** over their rewards and interactions, in order for the customer to easily **Redeem** and **return** following a successful customer interaction. Our team created a pairs inspired game incentivising competitive wins and increasing customer engagement by adding a leader board therefore boosting return players. This activation was live for 14 days.



11,876

Total plays

1620

Unique plays

31
%

Increased footfall

JEWSON

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It has been a pleasure to work with emc3. Jewson twosome was an incredibly successful activation and the services from emc3 where executed and delivered beyond expectations. Thank you to everyone involved the buzz from the campaign has been incredible and i will definitely be contacting emc3 with any future campaigns and activation ideas.

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