

# Case study

## Client: mojo Mondays j20

J20 wanted us to design an activation to drive rate of sales in pre cinema bars. Emc3 developed a spin to win activation in partnership with cineworld to incentivise rate of sales in house by inviting customers to purchase a j20 for their chance to spin to win free cinema tickets on a monday. This instant win activation was specifically designed for a quick and seamless user experience, to be taken part whilst consumers where in venue in order to deliver the best results and boost brand engagement. This activation was live for 14 days.



5,813 Total Plays

4,597 Unique Players

4,800 Total Winners



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Working with the emc3 team has been a delight, throughout the entirety of the activation process they have been on the ball and it was profoundly clear that they wanted to produce the best campaign for j20. The outcome shows the expertise from all the team. Thank you to everyone involved.

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