

# Case study

## Client: vend2win pepsi

Pepsi wanted us to develop a game activation for Britvic to promote their latest drinks. We designed a vending machine displaying their latest Britvic products, the aim was to boost consumer engagement as well as gain unique marketing opportunities and boosting sales for their latest products. To gain access to the game the consumer would need to purchase a drink from a vending machine with a unique bottle collar. The consumer will then play the game by trying to match 3 or 4 bottles in the vending machine to win an instant prize.



4,453

Total Plays

11

Total Wins

43%

Unique marketing ops



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What an amazing team to work with. Emc3 have developed many activations for us and always produce incredible work. This activation was a huge success and accomplished exactly what we set out to achieve. I am pleased to have work with the team and look forward to collaborating in the future.

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