

Intro.

Tango's Taste of Terror "Spin to Win" Halloween game

Working with EMC3 Reality as a partner the MRG activation team ran a pilot digital, instant win activation across multiple venues over the Halloween period. The activation was promoted in participating venues through POS kits that signposted consumers to scan a QR code with their smart device and then purchase a Tango product to game token for a chance to win instant cash prizes and branded merchandise.

Key Objectives:

Venue activation: To increase to volume of venues that display the POS kit and fully activate the campaign with their guests.

ROS: Drive the conversation rate of consumer that engagement with the activation to making a purchase of Tango in the venue.

Report Highlights:

78% of venues activated the promotion, a substantial increase as result of more focus on kit distribution.

17% ROS conversation for activation engagement to purchasing a Tango product.

100% consumer satisfaction and 0 support or user issues.

