

Intro.

Weston Cider - Spin to Win

To reactivate a previous spin to win activation to offer in app users the chance to win a free Pint of Weston's Cider in Nicholson's venues.

Key Objectives:

To reskin and update a previous spin to win game incorporating updated brand guidelines.

Successfully integrate with Nicholson's app and deliver digital vouchers via Eagle Eye.

Deliver 100% customer satisfaction.

Report Highlights:

97.2% of prizes digitally delivered.

100% consumer satisfaction and 0 support or user issues.

100% key objectives were met.

