

About Zizzi



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Business PROBLEM:

e-mail campaigns falling in engagement

Increasing number of people unsubscribing from e-mails

Desire to increase the frequency of customer visits

A wish to gather new names to market to

Desire to increase incremental customer spend (e.g. buying more coffees, gelato, garlic bread)

Desire for more consumers to select Zizzi over competitors



Zizzi is a chain of Italian restaurants found across the United Kingdom. The chain was founded in 1999, and there are 140 Zizzi restaurants

WIN A FREE DESSERT AND 1 ENTRY INTO THE DRAW

WIN CODE: XXXXXXXX

+5 ENTRIES

+5 ENTRIES



DONATE

SHARE



PLUS MATCH 3 SYMBOLS TO WIN AN INSTANT ZIZZI PRIZE!



SCRATCH CARD GAME

PLAY OUR - ONLINE SCRATCHCARD - FOR THE CHANCE TO WIN

3radical SOLUTION

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RESULTS

over 2 months activity

400,000 Total PLAYS

an extra 37,500 diners

more than 12,500 Vouchers

REDEEMED

22% Click through rate on e-mails

3x higher than usual

8,500 Facebook shares

1,187 New Twitter Followers

1,000 donations to 'Stand Up To Cancer'

84,000 Unique Players

This is more than could fill the London Olympic Stadium

20,000 new customer contacts

A PRO RUGBY TRAINING SESSION

A TRIP TO NEW YORK!

ABOUT **3radical**

3radical have built the first cloud based gamified mobile engagement platform - Voco. It allows brands to truly engage consumers by delivering a "gamified" experience including individually targeted challenges such as treasure hunts, photo sharing competitions, quizzes and purchase offers. When consumers engage in these challenges they can be rewarded with discounts, competition entries and level-ups in mobile phone games.

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