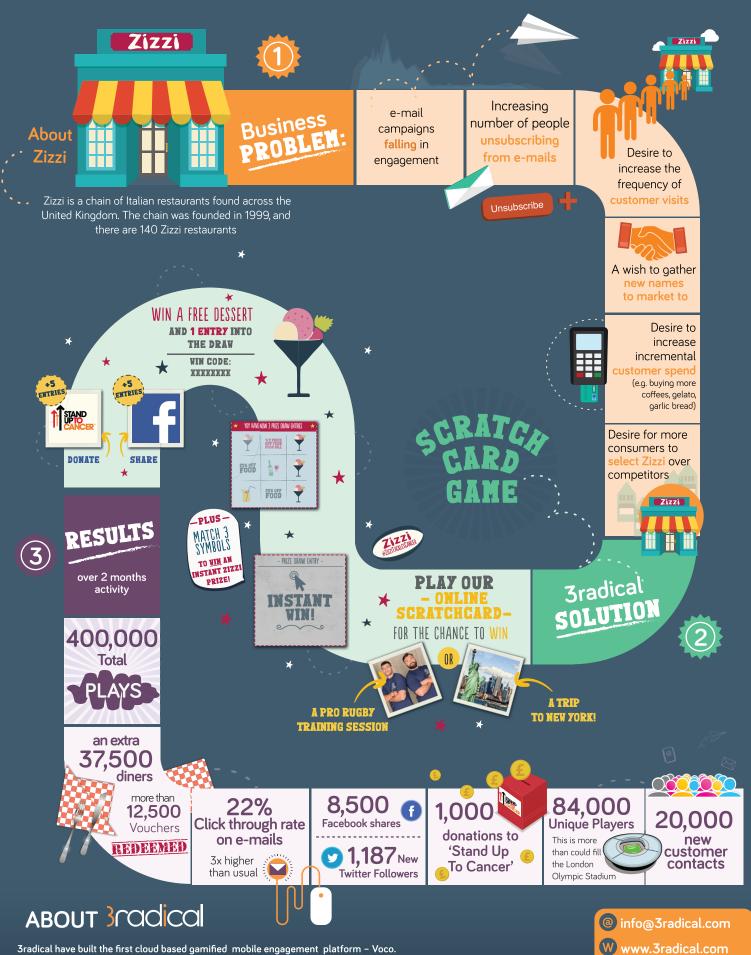
Case Study **Z Z Z**





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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