

>>> Zizzi is leading chain of 140 Italian restaurants found across the UK



**1**  
**BUSINESS PROBLEM**

desire to **GATHER** preference and behaviour information in order to better tailor future communications and offers

a wish to **INCREASE BRAND** consideration by creating a communication channel that consumers come back to over and over again without prompting

e-mail campaigns **FALLING IN ENGAGEMENT** and increasing unsubscribe rates

desire to **INCREASE** frequency of customer visits and **INCREASE** incremental spend

**3RADICAL SOLUTION**

land on and **collect 3 tokens** to get a voucher for a **FREE** Prosecco, desert etc

encouraging **REPEAT ENGAGEMENT** by rolls of the dice each day **EXTRA** rolls for engaging with Zizzi



LET THE GOOD TIMES ROLL!

get a **PRIZE DRAW ENTRY** each time you pass a corner to **Win a Holiday in Sardinia**

**INTRODUCE FRIEND** and get **FREE ROLLS OF THE DICE**

answer quick **SURVEYS** and get **FREE ROLLS of the DICE** "do you prefer pizza or pasta?"

find out "how italian you are" with our **FUN QUIZ**

**RESULTS** (over 2 months activity)

**60,000** unique players

**1.8m** rolls of the dice

**87,000** follow on actions to get extra rolls of the dice

surveys completed by **27,000** people

**22,000** new customer contacts

**20%** of players **RETURNING** on at least 10 days

**A THIRD OF PLAYERS RETURNING** on at least 5 days

"We are building a new channel of communication with consumers which they are happy to keep returning to and which gives us a powerful opportunity to engage with them."

Jo Fawcett, Marketing Director, Zizzi

**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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