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radicalRealms

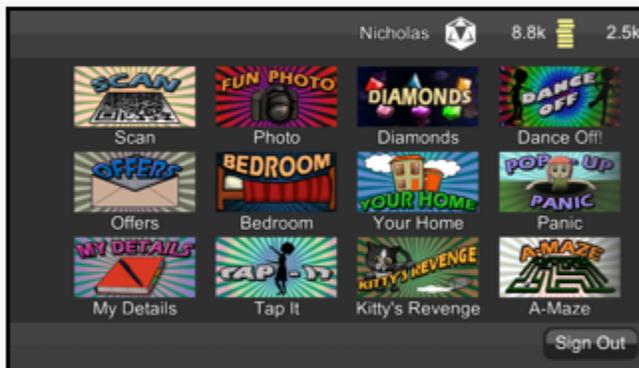
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THE GAME OF SHOPPING

by William Sarno

This weekend, the virtual world breaks through bricks and mortar at 313@Somerset.



Taking aim at Singapore society's obsession for smartphones and shopping, UK-based 3Radical has combined the two in its app, Radical Realm, which has just been launched.

The app offers incentive-driven mini-games with real-world rewards — discounts and special offers that can only be redeemed at the stores in the mall.

Started by David Eldridge, 3Radical chose Singapore because of the high mobile saturation rate. A recent study conducted by the Mobile Marketing Association (MMA) found that 90% of the over five million Singapore population own at least one smartphone. With 7.5 million mobile subscriptions in the country, and 57% of population making purchases on via these devices, the country is prime for a novel way of spending money.

With most apps and programs designed with advertisements as an afterthought — you can skip the ad after five seconds or pay \$2 to remove the ad — here, the game itself is the advertisement. It's a new approach to playing games and winning tangible discounts, rather than just bragging rights.

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Full text:

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Available for the iPhone and Android phones, radicalRealms has seen a reasonable level of interest, with over 2,000 pre-registrations via the website www.radicalrealms.com even before any visuals of the game were released. The app, launched during the Great Singapore Sale, is targeted at the 18-35-year-olds who are large users of smartphones, social media and online shopping facilities.

Eldridge, who used to be the CEO of analytics company Alterian, is pleased with the pre-registrations for the app, with a big event planned for Sunday at 313@Somerset, which gets more than 100,000 visitors over a weekend visiting shops that appeal to the youth audience.

Optimism may run high during radicalRealms' early days, but as the sharp cycles of brand loyalty have shown, anything could be a flavour of the moment, forgotten as the next big thing is available for download.

The test for 3Radical would be to remain radical enough to hold the interest of its chosen audience, which is known for short attention spans and constant curiosity for new things to latch on to.