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Zizzi Triples Consumer Engagement with Mobile Gamification

Tim Maytom | 21st October 2015



Italian restaurant chain **Zizzi** is currently running a **ZizziTacklesCancer** campaign aimed at raising funds for **Cancer Research UK**, and has seen consumer engagement tripled thanks to a unique mobile experience that combines social and gaming.

The campaign, created in partnership with **3radical**, is aimed at taking customer engagement to a new level by combining online, mobile, social and in-restaurant experiences across the chain's 140 restaurant outlets.

Consumers are able to access an online scratch card on their smartphones via **Zizzi's** own website or Facebook page, with rewards including instant vouchers and entry into a draw to train with England Rugby stars Jonny May and Alex Corbisiero, or to win a trip to New York.

Players can then increase their chances of winning by donating to Stand Up to Cancer, sharing on social media, visiting **Zizzi** and redeeming vouchers, and through a variety of other motivational

mechanics both in and out of branches. **3radical's** Voco platform delivers these mechanics in real time, optimising the messaging based on individual behaviours and preferences.

"We are excited to see gamification working in practice through the **3radical** platform," said Jo Fawcett, marketing director at **Zizzi**. "In the first five weeks of this campaign alone we have seen strong results in terms of engagement with a three times increase in email click-through rates, significant repeat engagement and growing social buzz which is bringing new customers to the **Zizzi** experiences as well as increasing contact with existing customers."

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