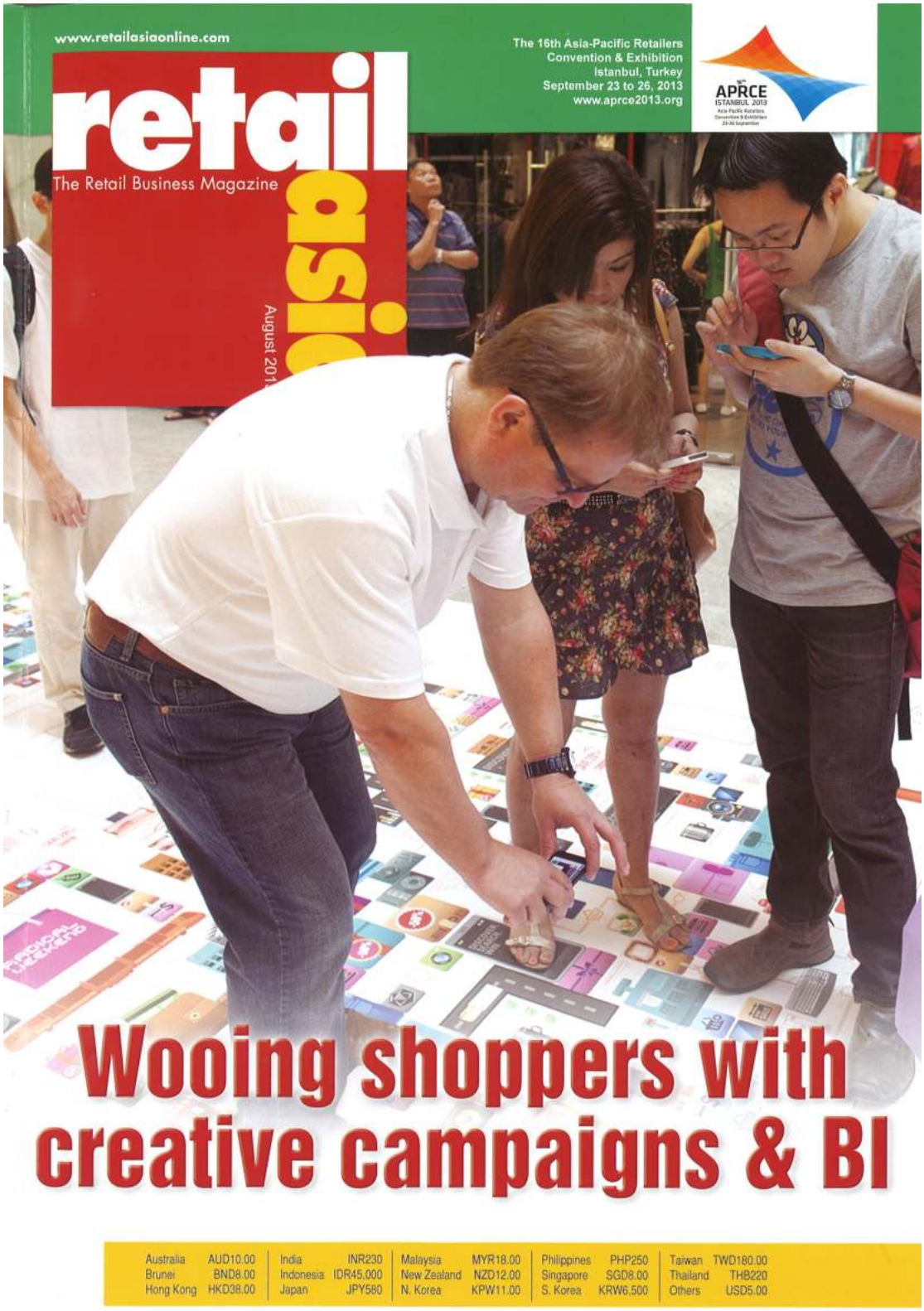
3radical Press Coverage
Retail Asia August 2013



ATTRACTING SHOPPERS WITH MOBILE GAMES

Retail tenants of 313@Somerset in Singapore recently found a way to engage shoppers beyond the physical confines of their stores, using radicalRealms, an innovative games platform that combines mobile gaming with offers that benefit both shoppers and retailers.

Together with 3radical, developer of radicalRealms, 313@Somerset created a Radical Weekend in July that involved shoppers playing a range of fun mobile games and having their favourite participating brand giving them offers to help them succeed in the game.

3radical reported that in total, 12,000 games were played in the Radical Weekend, with each person playing an average of 30 minutes. What was most interesting was that one in two players took up the game offers from the participating retailers at 313@Somerset. The players earned 40,000 gems from taking up football, social media sharing or purchase offers made available to them. They also spent 11,000 gems from getting advantages in the games to win prizes.

Cheryl Goh, general manager of 313@Somerset, was more than pleased with the campaign outcome. "The Radical Weekend was successful in bringing new shoppers into the mall, as well as extending existing shoppers' interest to discover more of our great retailers. We saw increased footfall around participating retailers in the mall — all of whom were part of an integrated experience for shoppers using radicalRealms."

Gong Cha launched a new drink, the Gong Cha Milk Cranberry drink, during the Radical Weekend and saw sales of several hundred cups over the weekend, driven solely by offers through radicalRealms.

She added that the critical value of radicalRealms is that it enables retailers to deeply integrate messages and offers for specific consumers, and reward them in the game to help them win prizes in the mall. "Mobile games are incredibly popular in Singapore, and they help retailers reach a segment of consumers for whom more traditional channels are less relevant. These consumers have real spending power but are savvy and looking for a real value exchange with brands."

Among the retailers involved in the Radical Weekend were Epicentre, Forever 21, Gong Cha, Stussy, Mitju and Make Up Store.

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Apple Premium Reseller EpiCentre is another retailer that is pleased with the partnership with radicalRealms and expects to continue using the gaming on mobile platform to engage its customers.

"With the radicalRealms team, we are able to bring shopping at our stores to a new level of fun and excitement," said Jimmy Fong, CEO of EpiCentre. "Consumers are getting increasingly mobile, and we love the idea of exceeding their expectations with this wonderful combination of gaming, retail and mobile. Rewards and gifts are no longer virtual. They become real for EpiCentre's customers and the players. It's mobile gamification meets retail marketing." **ra** — *Sharon Tian*