

CASE STUDY

Dell



Dell capture the imagination of Singapore consumers with mobile gamification

Keen to engage directly with consumers and make them aware of their great new products, Dell were looking for a way to cut through the noise of competitor advertising. Using mobile gamification Dell created a vibrant community of consumers who wanted to engage with Dell on a frequent basis and share Dell's brand and news with their friends.



THE CHALLENGE

Dell continue to innovate - delivering exciting new products that enable consumers to do more. But in a crowded market, and mainly selling through resellers, getting the attention of consumers to ensure they are aware of Dell's great innovations was becoming increasingly challenging.

They knew that they needed to find a new way to capture the imagination of consumers and engage them and their friends in learning about Dell and Alienware product lines.





THE SOLUTION

The 3radical mobile gamification platform Voco was implemented, giving all the core functionality required to deliver personalised, relevant "gamified" engagement with consumers out of the box.

As part of the implementation the consumer App was configured and branded as Dell Engage SG, and two new games were developed and released.

The World Cup was chosen as a popular and topical theme for the games:

- Dell Ultimate Striker Challenge (DUST) where consumers dribble a football down the field and score goals for entries to lucky dips

- Guess The Goals letting consumers wager "coins" on the outcome of matches in the World Cup, with great prizes for those with the most coins at the end of the tournament.

Players earned Coins - used for level ups in DUST and to wager in Guess The Goals - by reading Dell content about new products, liking the Dell facebook page, visiting Dell resellers and by sharing Dell content including photographs and information with their friends on facebook.

This was all achieved over just a few weeks to deliver a solution that engaged consumers with fun and rewards, whilst delivering against Dell's objectives of awareness and permission to engage.

Working alongside Dell, 3radical helped generate downloads through running events and online promotion, and provided a range of services to ensure ongoing consumer engagement throughout.

“We cut through the marketing noise and generated a two way relationship with key consumers using the 3radical Mobile Gamification Platform.”

Daniel Chia, Marketing Communications Manager, Dell Singapore



THE BENEFITS

Awareness

Thousands of Singaporeans downloaded Dell Engage SG and played tens of thousands of games - all of which were heavily branded as Dell and Intel.



Peer Promotion

Half a million impressions of peer shared content were delivered by consumers sharing news about Dell Engage SG, Dell's new products and even photographs of consumers with Dell messaging.



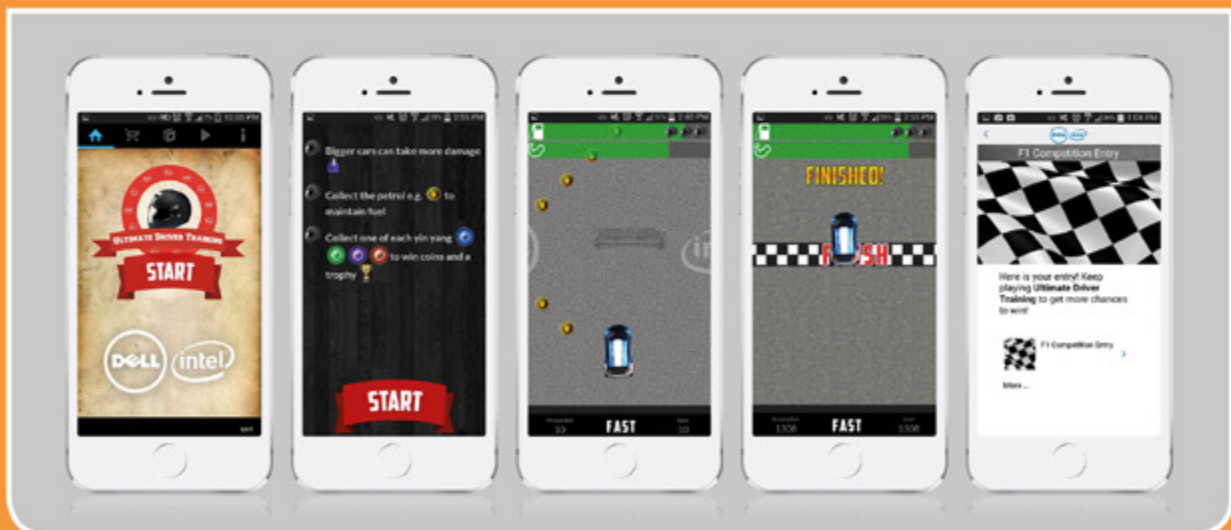
Engagement

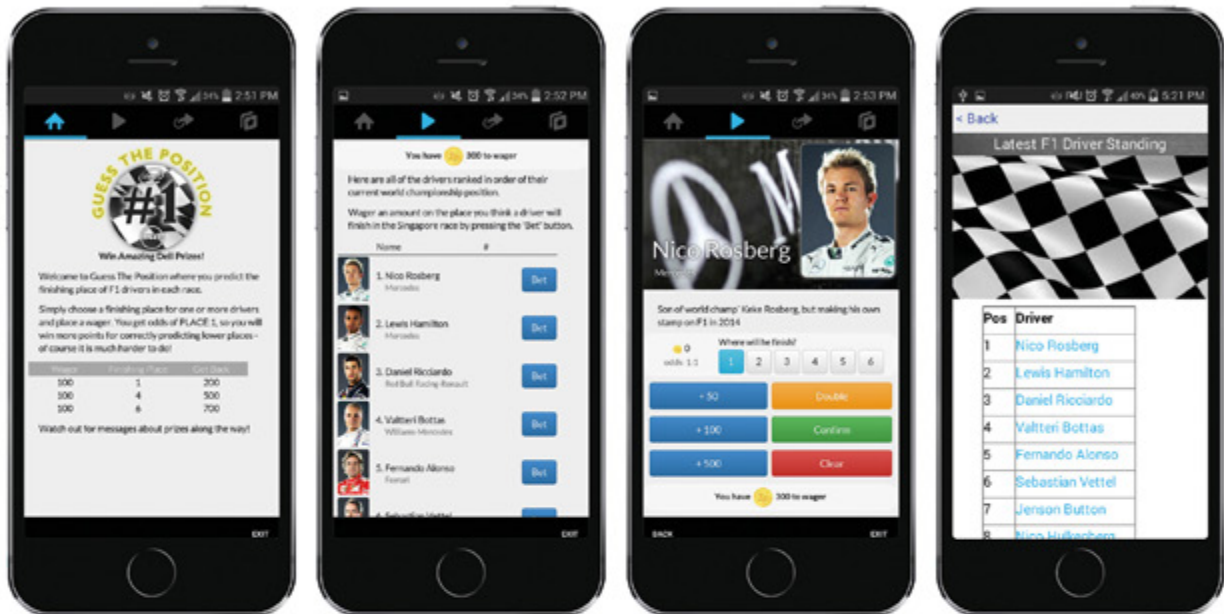
The vast majority of those downloading gave Dell their facebook details and permission to engage including with push messages. Consumers made thousands of visits to Dell's website, stores and facebook page, and read about Dell's new products within the app.



Insight

Information on content that works, and doesn't work, and the level of engagement by each individual are all available to Dell to optimise offers within Dell Engage SG and to drive learnings throughout the business. This can be analysed against users facebook profile information to give even deeper insights.





ABOUT

For more than 28 years, Dell has empowered countries, communities, customers and people everywhere to use technology to realise their dreams.

Customers trust Dell to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world.

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.

UK

+44 117 344 5008

Singapore

+65 6407 1390

Australia

+61 289 737 506

w: www.3radical.com

e: info@3radical.com

t: [@3radicaltweets](https://twitter.com/3radicaltweets)

l: linkedin.com/company/3radical