



Zizzi's first restaurant opened in 1999 in Chiswick. Since then they've opened more than 140 restaurants across the UK & Ireland.

Zizzi are always looking for innovative ways to engage with their consumers who now regularly engage with gamified marketing campaigns powered by 3radical's Voco technology...

### GOAL

Zizzi wanted to continue to drive fun **repeat engagement** with their consumers.

### SOLUTION

A '**pairs matching**' game was created which allowed consumers to play on a daily basis to match cards and earn 'Zizzi Coins' as a reward.



### GOAL

Zizzi wanted to test the use of **loyalty points** and enable consumers to self-select **discount vouchers**.

### SOLUTION

3radical created '**Zizzi Coins**', a currency which consumers could earn for completing tasks and then spend to purchase rewards.



### GOAL

Zizzi wanted to reward consumers for more than just purchase by incentivising consumers to follow their brand on social and complete surveys etc.



### SOLUTION

Consumers completed 10's of 1,000s of these additional tasks, **earning** a total of 42m 'Zizzi Coins'.



### GOAL

Zizzi wanted to prove that self-selection of rewards by consumers would result in an uplift in voucher redemption rates.

### SOLUTION

Redemption rates for vouchers purchased with 'Zizzi Coins' were up to **23% higher** than when the same voucher is won as a prize.



### GOAL

Zizzi wanted to drive more footfall into stores during a quiet time of the year.

### SOLUTION

3radical created a '**Rewards Shop**' where the virtual currency could be converted into discount vouchers. This resulted in **100s of extra voucher** redemptions during the campaign.



### GOAL

Zizzi wanted to prove that consumers would value and use the 'Zizzi Coins' currency.

### SOLUTION

Consumers spent an amazing **75%** of all 'Zizzi Coins' awarded, with 1 million coins being spent in the last few days of the campaign.



### GOAL

Zizzi wanted to build their Instagram following.



### SOLUTION

Consumers were awarded 'Zizzi Coins' for **following** @WeAreZizzi and **sharing** content with a #ZizziSmiles hashtag, with bonus rewards for 10 'Likes' of their shared content.

### GOAL

Zizzi wanted to increase repeat traffic to their website to ensure the brand remained front of mind.

### SOLUTION

'Smile, Match & Win' was embedded into the Zizzi website and accessible on desktop and mobile. Of **31,000 total players**, over **40% returned** to play on at least two days and **15%** on at least five days.

### GOAL

Zizzi wanted to capture more opted-in addressable email marketing prospects.

### SOLUTION

A '**Registration Validation**' process was introduced to ensure that all players opting-in to play had a valid email address.



## ABOUT 3radical

Organisations today are increasingly competing on the experience they deliver to their customers.

To win, they must find new ways of engaging:

- their employees - giving them the information, tools and networks they need to be engaged and effective
- their consumers - getting and keeping their attention over time

3radical has developed a software platform, Voco, which comes with a set of built-in best practices to promote relevant behaviours and achieve exceptional engagement with these audiences.

Voco enables business users to create personalised and interactive experiences in a real-time environment by delivering informative, relevant, and interesting content using a cross-channel approach via existing digital channels such as web, email, mobile app, social and chat.

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