



SCRATCH & WIN

OFFLINE CAMPAIGN

MenKind

MenKind is a one stop shop for all of your gadget and gifting needs, with thousands of products handpicked by their team. They test the products on real men and women to ensure they are building the best collection of gadgets, men’s accessories and seriously fun novelty gifts on the market. MenKind has 75+ shops around the UK, with a team of staff who love to chat and play with their merchandise almost as much as the customers.

CHALLENGE

MenKind came to Odicci with the desire to boost sales in physical locations and drive customers to the online store, all while increasing their CRM data.

KEY OBJECTIVES

MenKind wanted to incentivise customers in a fun and engaging way so turned to Odicci’s ‘scratch to reveal’ marketing tactic. The gift store also wanted to capture customer demographics and buying preferences that could be used to personalize future marketing campaigns in an effective manor. To reach the largest number of customers, MenKind wanted to offer a guaranteed win every time.



SOLUTION

Physical scratch card distributed at point of sale

- Physical scratch card with unique codes
- Activated across 77 stores in the UK
- Random prize attribution

Prizes

- Unique promotion codes with values ranging from £1-£10
- Monthly prize rule for a £250 voucher

Details to be captured:

- Email address
- Nearest MenKind location
- Communication preferences
- Purchase preferences

Key Developments

- Integration with Exponea

Customer Journey



About odicci

Odicci's content platform enables users to build interactive experiences to drive customer engagement. Users can create, test, and measure programs with zero development skills required. The insight generated from campaigns can then be used to better target customers. For more information, please visit www.odicci.com or email marketing@odicci.com.

