

PINBALL PARADISE

OMNI-CHANNEL GAMIFICATION

Virgin Holidays

Virgin Holidays, part of the Virgin Group, is a tour operator that runs all over the world and is the market leader for travel to the USA and the Caribbean. The brand is particularly known for the “magic touches” its customers have come to expect, whatever destination they choose – whoever they are. Virgin Holidays has over 70 store locations across the United Kingdom.

CHALLENGE

Virgin Holidays continuously works with Odicci to boost engagement in retail locations and via email, all while increasing their CRM database. In order to stand out in the highly competitive travel industry, Virgin Holidays needed to launch a campaign that was different than anything they’ve done before.

KEY OBJECTIVES

The objective of the Pinball Paradise campaign was customer acquisition and retention from retail stores, the Virgin Holidays website, and social media. Also, the tour operator wanted to increase brand engagement and promote their top five holiday destinations while giving back to customers with a chance to win big!



SOLUTION

Pinball game

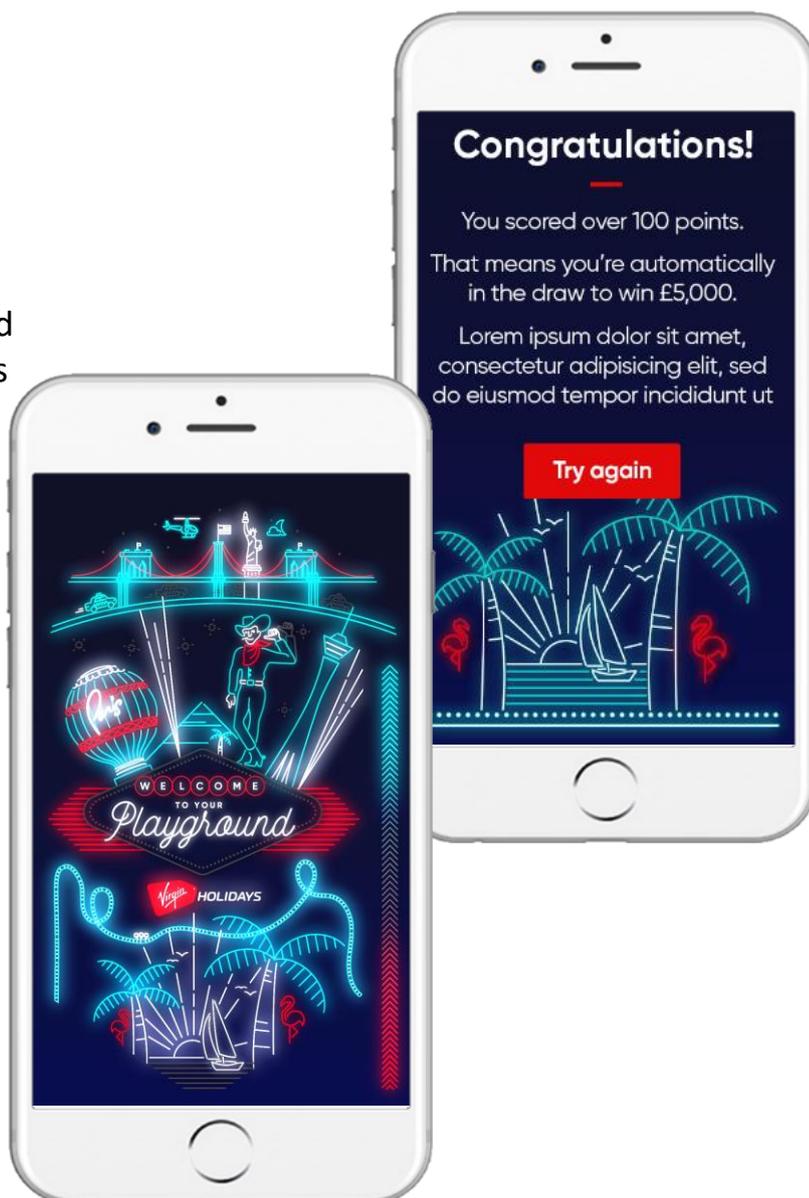
- 3 balls, 3 chances
- Omni-channel solution using email & social media
- User journeys for current (pre-filled frames) and prospective customers (new data capture)
- Leaderboard and social sharing
- Custom SCV integration
- Accessible on mobile, tablet and desktop

Prizes

- Score 100+ points to be entered to win a £5,000 holiday prize
- Top 10 scorers entered to win a mystery prize

Data captured:

- Contact details
- Name for leaderboard
- Communication preferences



RESULTS

3-4x

engagement
per player

67%

opt-in rate

198k

Total
impressions

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.