

ADVENT CALENDAR

GAMIFICATION DATA COLLECTION

MR. WONDERFUL

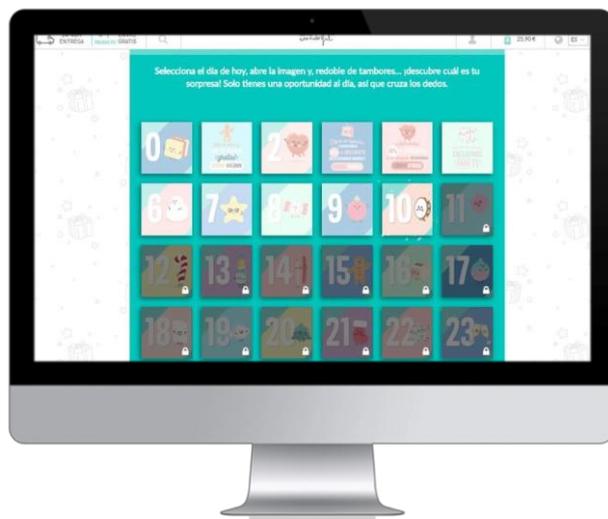
Mr. Wonderful was created by a husband and wife duo to be a non-boring graphic design studio sending out positive and cheerful messages through their growing social media networks. The success of these messages evolved into an online stationary and gift shop. Now, Mr. Wonderful has a large network of points of sale from small gift shops and stationers to major chains in Spain and across Europe and Latin America.

CHALLENGE

Mr. Wonderful sought to engage and connect with their customers during the busy holiday shopping season, while making the countdown to Christmas more fun. They wanted to launch a campaign that would boost their CRM database throughout their key markets of Spain, Italy, France, Portugal and the UK.

KEY OBJECTIVES

The objective of the Advent Calendar campaign was customer acquisition and retention from retail stores, the Mr Wonderful online shop, email and social media. Also, they wanted to increase brand engagement and encourage customers to make timely purchases in their online shop during the 24 hours after playing.



SOLUTION

Odicci worked with Mr. Wonderful to develop a gamification data capture strategy using the **24-day interactive advent calendar module** where customers **participated daily** from 31 November until 24 December to win daily prizes. After playing, a personalized email was then sent to customers who participated in the promotion with the prize they obtained and how to redeem it within the next 24 hours. The **omni-channel** experience was accessible via their website, email, blog, Twitter, Facebook and Instagram. Odicci’s **multi-lingual campaigns** allowed users to participate in Spain, France, Italy, Portugal and the United Kingdom.

Through the Odicci platform, Mr. Wonderful could:

- Track real-time campaign performance
- Set prize rules
- Send players email notifications
- Integrate with Magento

Prizes

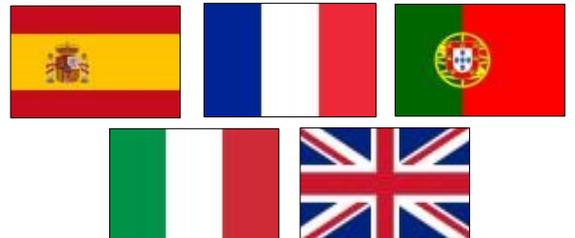
- 25 different prizes – big and small
- Discounts, free delivery, wallpapers and more

Data captured:

- Contact details
- Communication preferences



Countries Launched In:



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.