



DRUMUL TABERELOR

FOR 2018

IAB MIXX AWARDS



Category: Best Native Advertising Campaign/Project
Client: Drumul Taberelor Shopping Center (CEETRUS)
Technological Workshop: Mind Treat Studios
Communication Agency: GMP PR
Year: 2018
Online platform: <http://url.m75.ro/DrumulTaberelorGame>

 drumultaberelor.ro
 <https://www.facebook.com/DrumulTaberelor/>
 <https://www.linkedin.com/company/ceetrus/>



THE CHALLENGE

Promote the rebranded commercial center “Drumul Taberelor and the updated experiences that customers can enjoy within center.

The rebranding proposed a new way to look at this commercial center. Going by the tag line “**Here for Drumul Taberei**” and illustrated with the image of a young boy with a flag announcing the new face of the venue, the communication concept tapped in the emotional side of the place, not one just for shopping experiences but for all types of experiences - from community gatherings, events for families, teens or seniors, to a place to start new initiatives to change the neighborhood for better.





OBJECTIVES

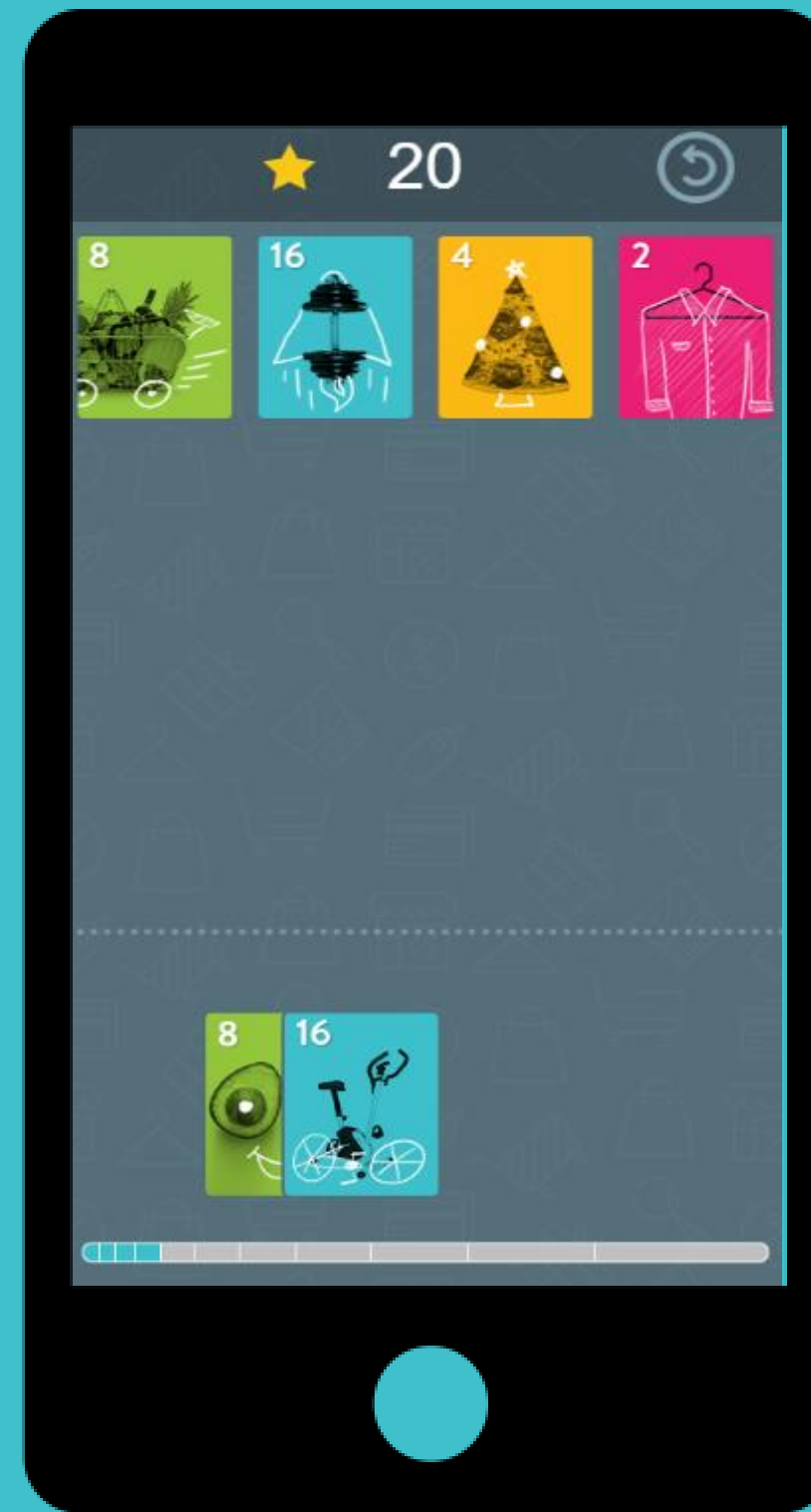


**PROMOTING
THE NEW
COMMERCIAL
CENTER
AND THE
IN-STORE
FACILITIES**

**DATA
COLLECTION
FROM CITIZENS
LIVING IN THE
PROXIMITY OF
THE SHOPPING
CENTER**

**ATTRACTING
PEOPLE
IN THE CENTER
FOR THE EVENTS
THAT MARK THE
NEW POSITIONING
OF THE CENTER**

THE SOLUTION



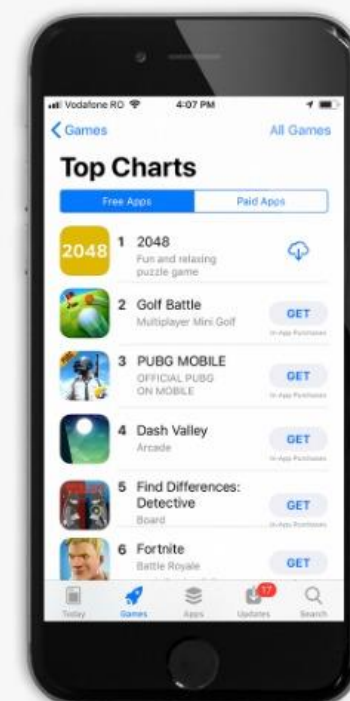
Let customers discover the new commercial experience through an online game close related to the concept.

We developed a unique gaming experience that aimed to recreate the exact experience offered by the rebranded commercial center.



(1990)
Microsoft Solitaire

+



(2014)
2048 Game

+



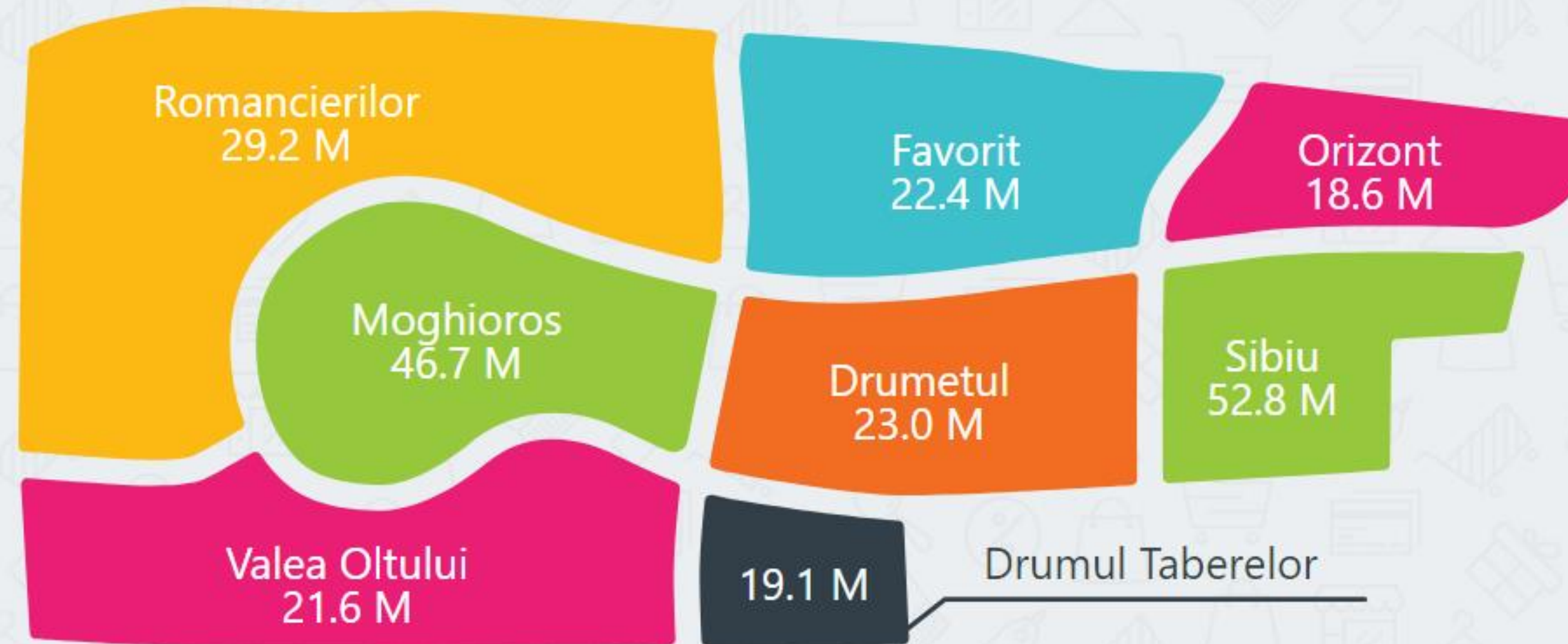
(2018)
Experiences

HOW?

Using an established game mechanic from Solitaire and combining it with the game principles from 2048, we created a personalized game that reflected the core values and changes of the rebranded center “Drumul Taberelor”.

PUNCTAJELE ZONELOR

Ne bucurăm că ai intrat în joacă și ai descoperit experiențele din Centrul Comercial Drumul Taberelor.



EXECUTION

The main purpose was to engage with residents from the neighborhood and make them compete for the area they live in (inside the neighborhood) and in order to that, we gave a creative spin to the Drumul Taberei map (that is also the logo of the new commercial center “Drumul Taberelor”).

Before entering the game, each user had to pick one region for which he wanted to play the game. Each game session contributed with points to the previously selected region. The players had to reach the highest card in the game - 2048, using different tactics and making the most out of our special card that doubled the number of one card.

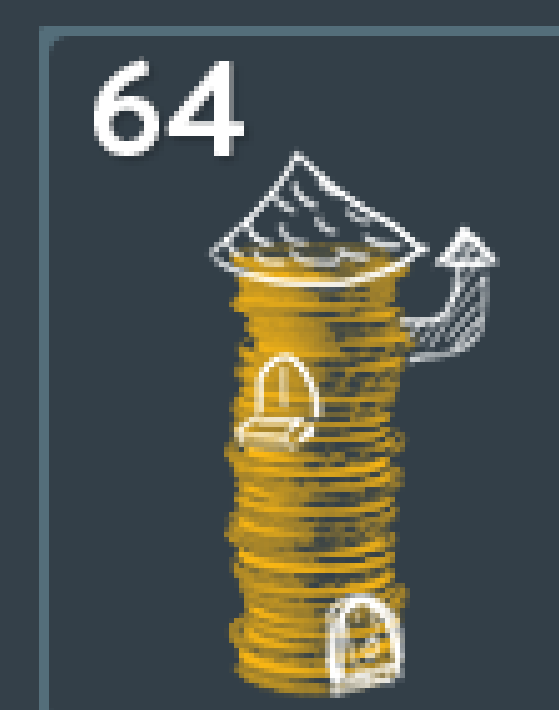
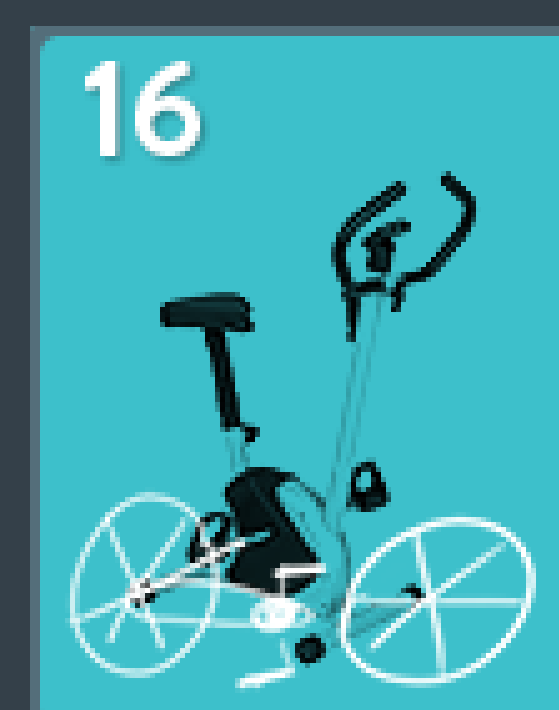
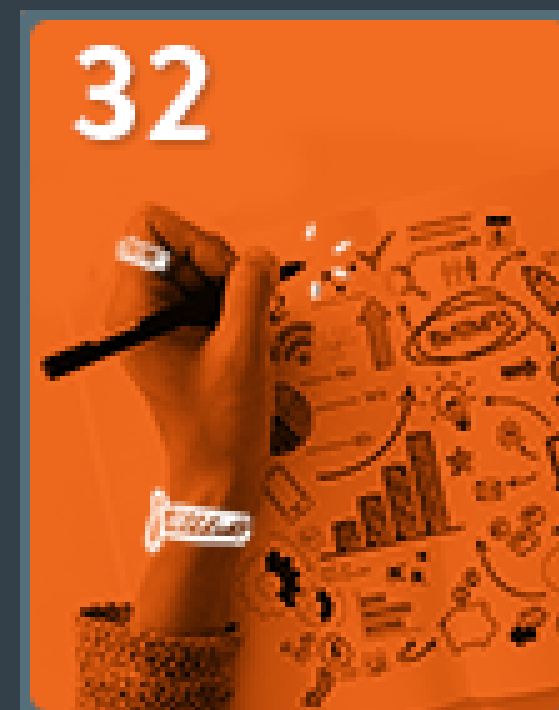
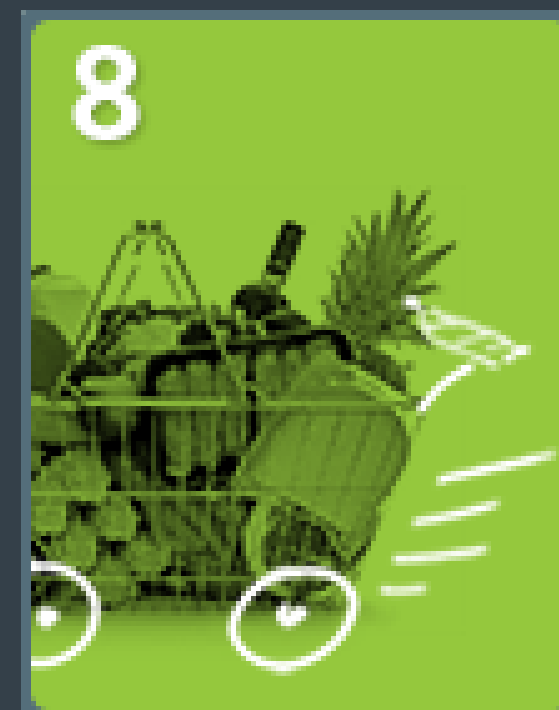
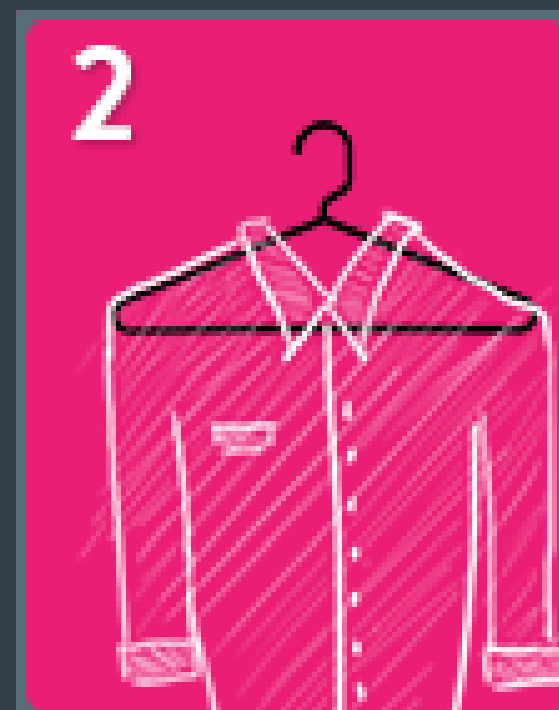
EXECUTION

We wanted clients to discover the new experiences in the center in a memorable way.

The 6 main commercial areas were represented within the game through eye catching designs displayed right on the cards. Each card represented one of the commercial area and with every card matched the result was a new card design along with the short display of the area name (ex: Food court/ Sport/ Shopping).

These in-game details helped us shape the way customers perceive the new concept.






FOOD COURT | SHOPPING | AUCHAN | COMMUNITY HUB | SPORTS | SERVICES | FINAL CARD



Felicitări!

Ai contribuit cu **7804** pentru zona ta.

Completează formularul pentru a primi prin SMS codul unic în baza căruia îți poți revendica premiul.

| | |
|-------------------------------------------------------------------------------------|---------------------------------------------------|
|  | <input type="text" value="Nume"/> |
|  | <input type="text" value="Prenume"/> |
|  | <input type="text" value="Email"/> |
|  | <input type="text" value="Telefon"/> |
|  | <input type="text" value="Experiența preferată"/> |

Prin completarea formularului de înregistrare vă exprimați acordul de a primi informații cu privire la campania actuală.

☐ Sunt de acord să primesc informații cu privire la campanii viitoare de marketing (newsletter, noutăți despre evenimente și promoții).

☐ Informare prin E-mail.

☐ Informare prin SMS.

☐ Am citit **regulamentul** și sunt de acord cu termenii și condițiile campaniei.

Consultă angajamentul nostru privind prelucrarea datelor cu caracter personal **aici**.

☐ Sunt locuitor al cartierului Drumul Taberei. (Folosim această informație în scopuri statistice)

Finalizează înregistrarea

EXECUTION

We wanted to **reward** our users, to know from where our **audience** is from and how to get in touch with them for further announcements.

The **rewarding component** and the **collection of personal** data was an important aspect of the campaign.

In order to check these two aspects we designed a data collection form that helped us assign prizes and identify our audience.

The **prizes were instantly assigned**, but one could pick up the reward only by **visiting the commercial center** within two specific days.

This contributed to the **overall objective of the shopping center to drive in-store traffic from online** channels.

EXECUTION



Our creative concept revolved around the community and how can we promote the rebranded center, provide instant fun and in the same time find the right means to nurture that feeling of belonging.

In order to get even closer to the target group, to be relevant and to engage in the conversation, we created a **word cloud** that was displayed for the first time during the launching event.

The names of the players, the most common ones, were distributed on the neighborhood map, reflecting the region they played for.

USE OF MEDIA

We used the image of Vlad Munteanu (famous young vlogger) within game.

We created a special card that doubled the value of cards.

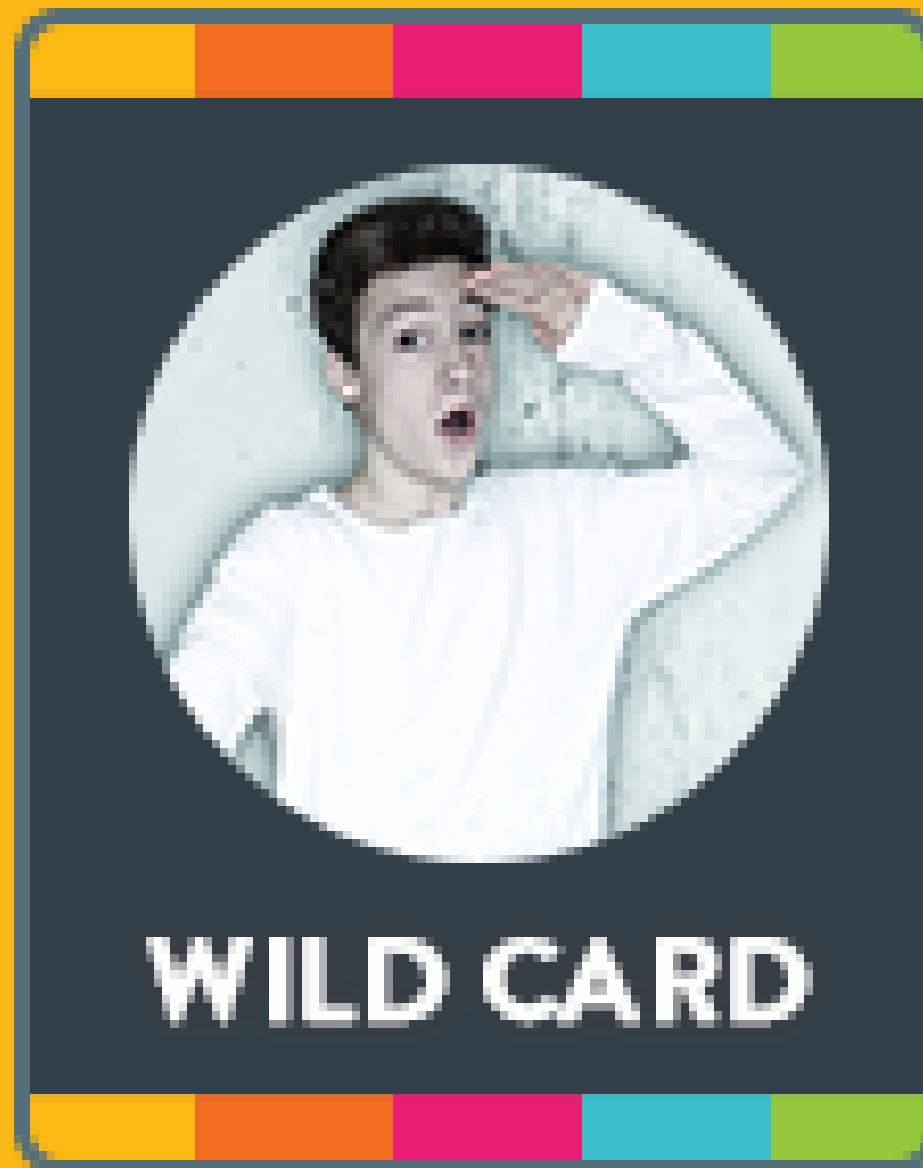
On 20-21 October, a two days event was held at Drumul Taberelor to celebrate the rebranded center. In this weekend, customers that played and won an instant prize could come and pick up their well deserved personalized bracelet. Special guest: **Vlad Munteanu**.

The vlogger presented to his audience the online platform. Through an authentic approach, Vlad Munteanu invited users to join the movement and play the game, showing them a short how to game play.

4080 website visits from Vlad Munteanu's vlog.

400 visits to the Facebook event of prize offering from Vlad Munteanu's vlog.

The campaign gained national coverage through this partnership.



DEMONSTRATED RESULTS (3 WEEKS OF CAMPAIGN)



TRAFFIC

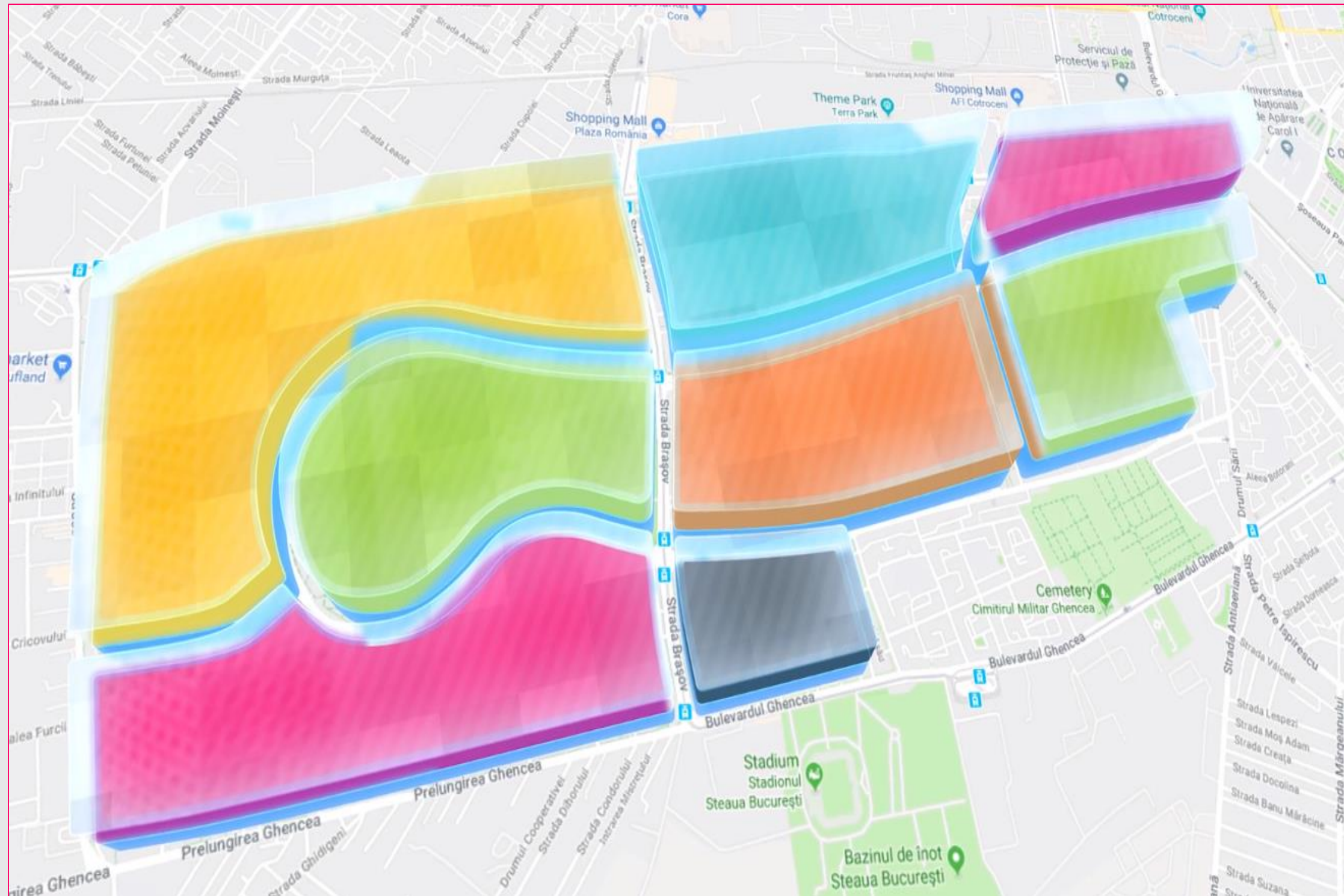
3.678 unique users on the campaign landing page from which

2.732 unique players

85% were mobile users



DEMONSTRATED RESULTS (3 WEEKS OF CAMPAIGN)



DEMOGRAPHICS

2.400 users from Bucharest

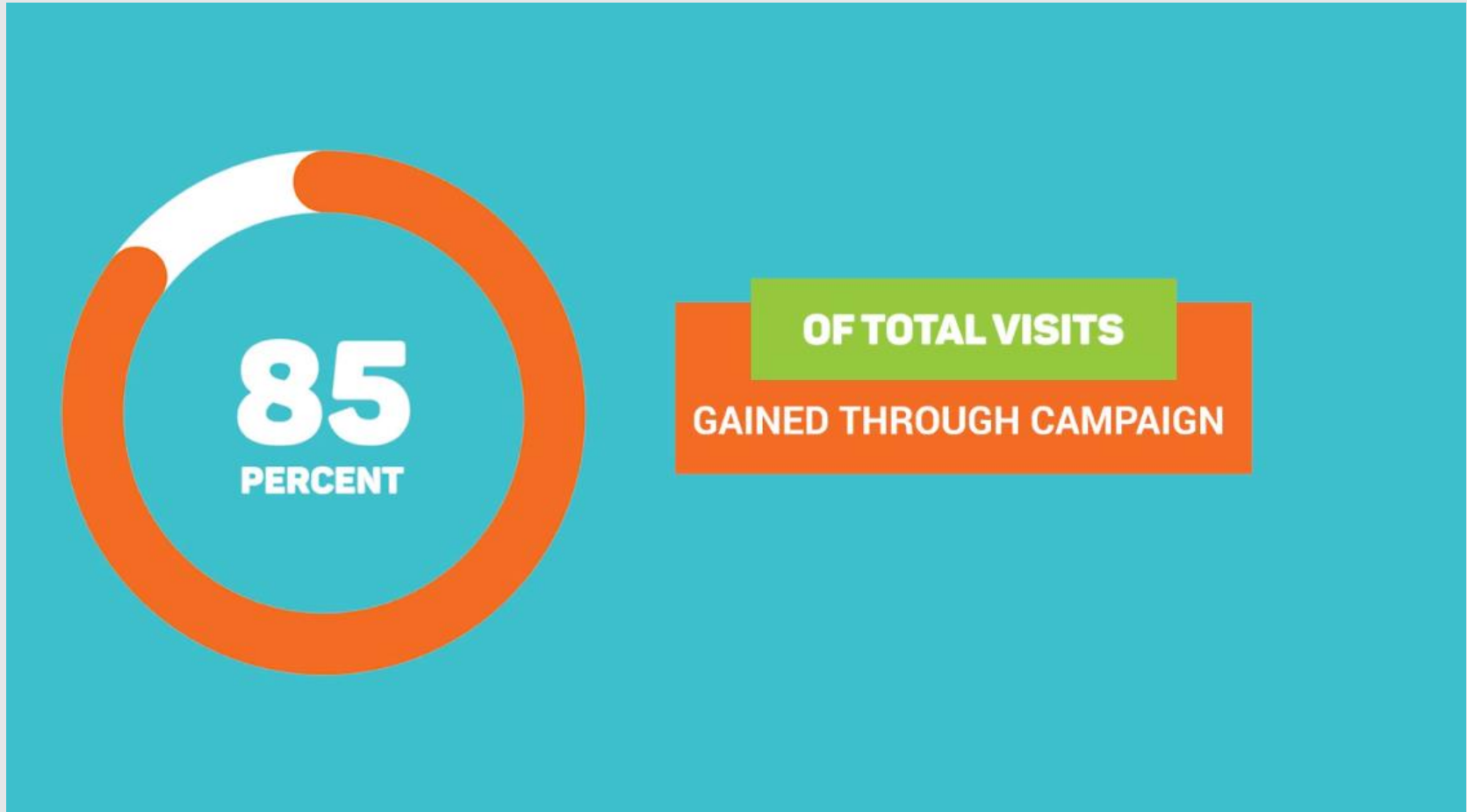
1.300 were from Drumul Taberei

71% were women

The campaign was most popular among the age group **25-34**, followed by the age group **35-44**

DEMONSTRATED RESULTS

(3 WEEKS OF CAMPAIGN)

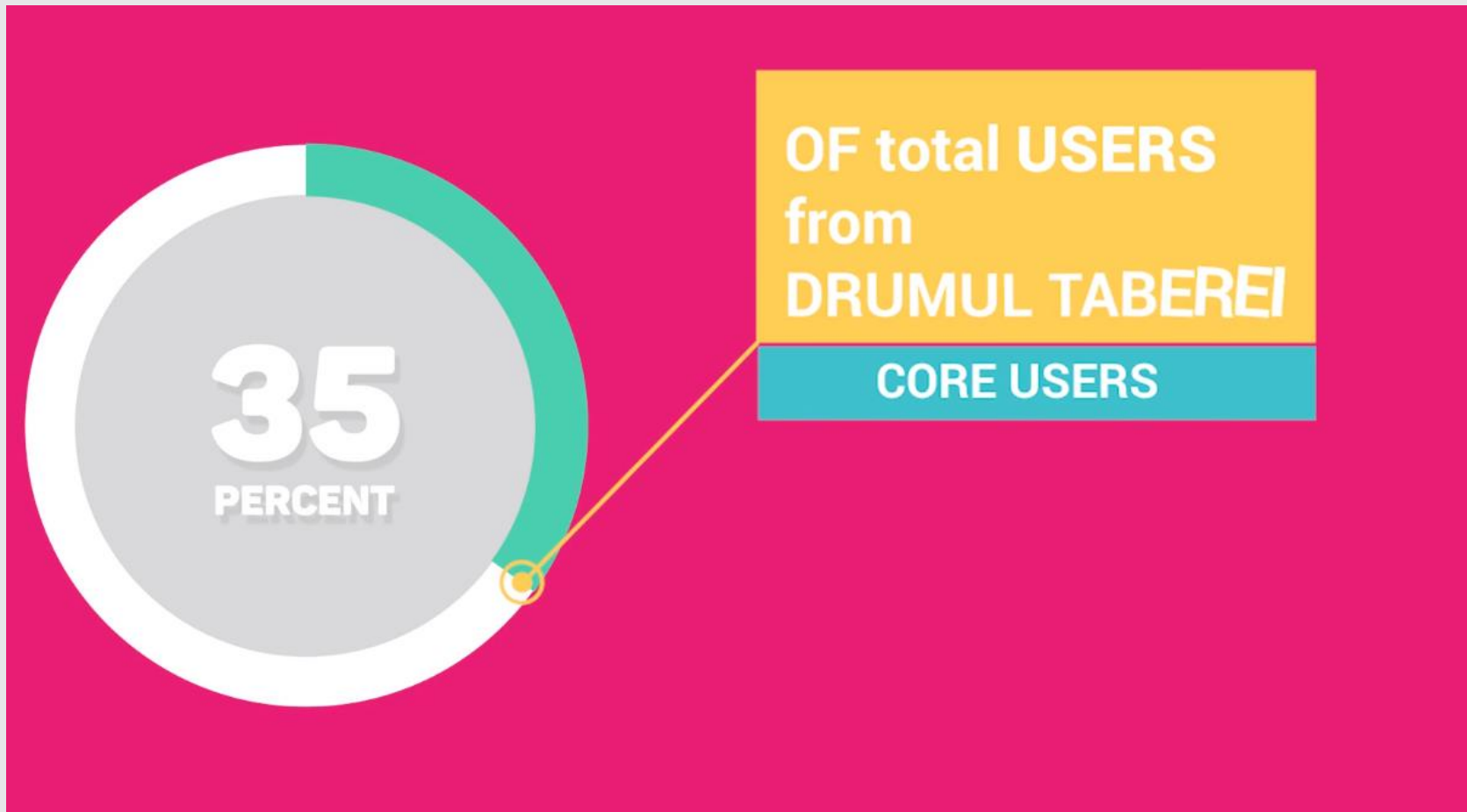


CONVERSION RATE

85% from those who claimed their instant prizes are from Drumul Taberei - the campaign achieved its purpose to speak the language of their core target

35% from total users from Drumul Taberei (core users) took home their prizes

45% from total online visits ended with the users playing the game



RETENTION RATE

19% retention rate - even after a week, users came back to play the game



THANK YOU FOR YOUR TIME!

We look forward to discovering all the other tailor-made digital ideas
and...never-made ones on November 15th @

