

Experiencing the Soccer World Cup 2018 with the World Cup Game by Denner

Kick off

Denner is the leading discounter in Switzerland with more than 800 shops. New target groups, especially young and digitally skillful Swiss, shall be addressed and led into local shops through the World Cup Game by Denner.

For this purpose, Denner hired the consultancy firm FehrAdvice & Partners to develop a digital concept according to the principals of behavioral economics. Russmedia was responsible for programming and implementation while Styria Content Creation was responsible for content and performance marketing.

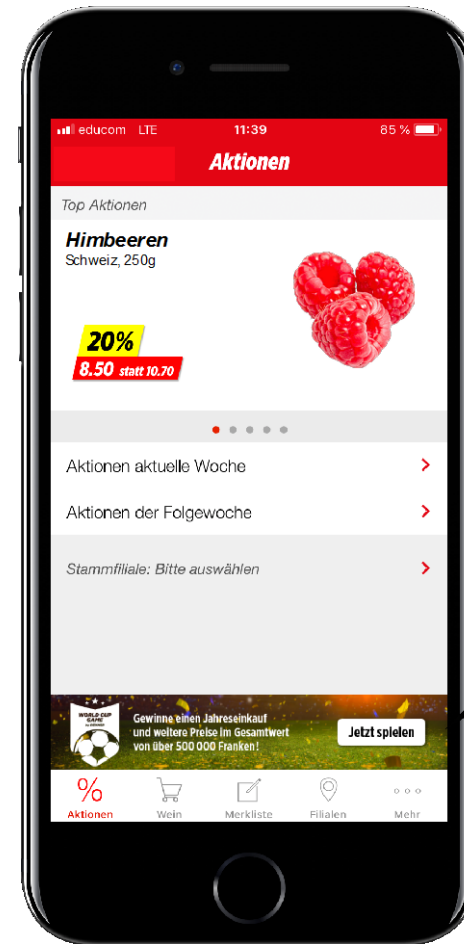
Getting the ball rolling

Step after step, the idea for the game was polished in workshops. The web & mobile project team of Styria Content Creation realised the first prototype and its visualisation.

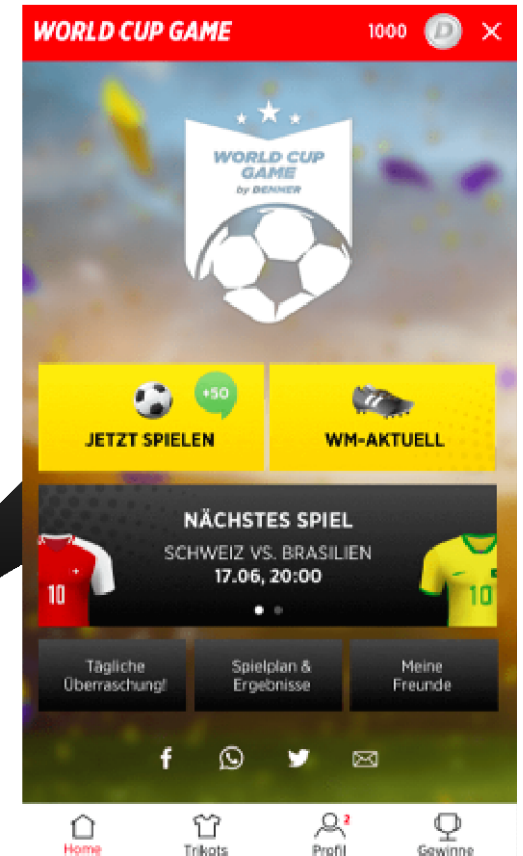
“Daily interaction between the company and players of the game has been created with a gamified prediction market where World Cup teams could be traded. Like this, the brand could be strengthened and a digital relationship with Denner could be built. It was our overarching goal to lead non-customers and customers into Denner shops in a playful way and to sustainably strengthen their purchasing behaviour”, explains Jens Noll, project manager and Senior Behavioral Designer at FehrAdvice & Partners.

Link to the App:

<https://denner-test-solutions-denner-pm.angry-swirles.lb.russmedia.com/>



Denner App



World Cup Game
by Denner

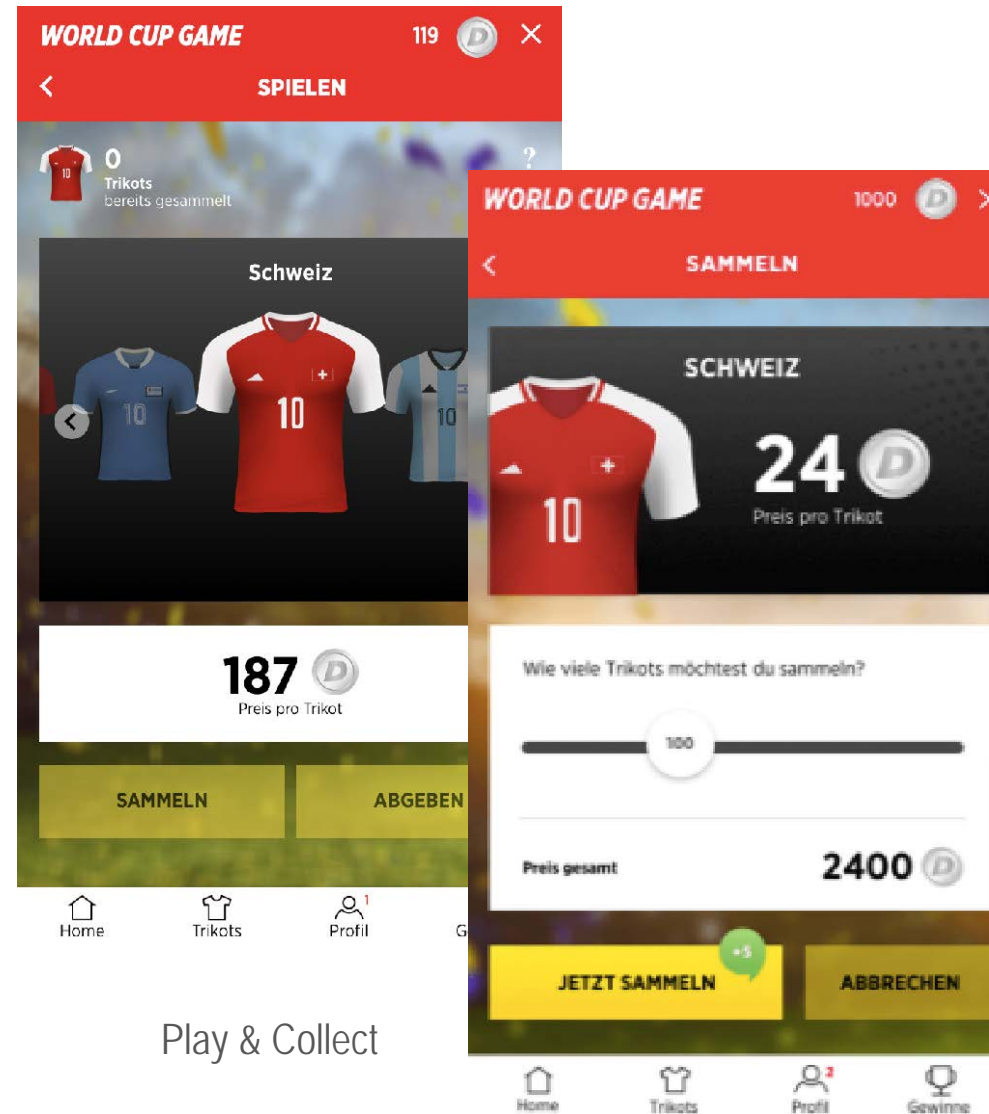
Top Level Layer Technologie (TLLT) was used to implement the World Cup Game into the Denner existing app. The user is led to the World Cup platform by clicking on a banner on the start screen in the Denner app.

Jerseys for Cup coins

The possibility to collect the jerseys of the championship teams lay at the core of the World Cup Game by Denner.

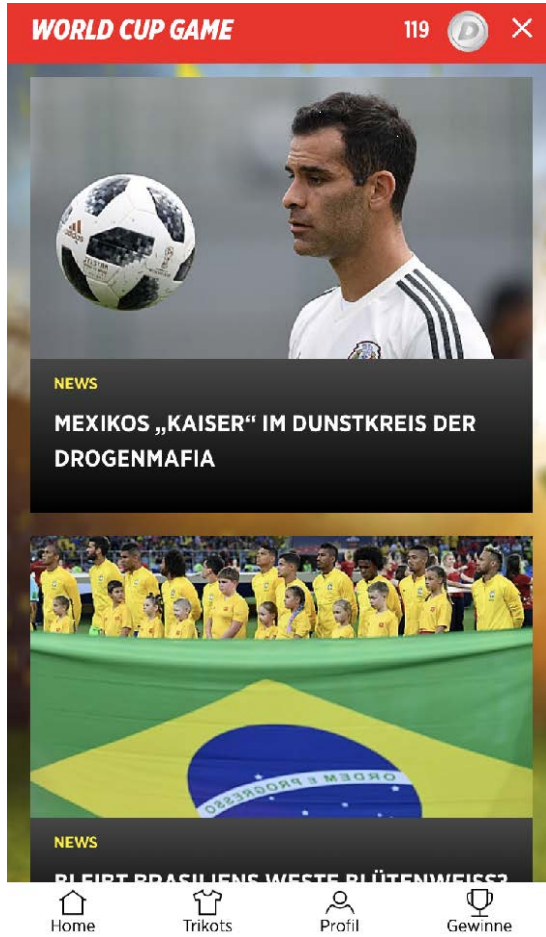
If the chances of the team decreased, so did the value of the jersey and the jersey could be returned. Cup coins formed the virtual currency. The more cup coins a user possessed, the bigger were the chances to win the main prize: a Denner gift card of CHF 10,000 for an annual shopping.

Furthermore, prizes in form of Denner products, of a total value of more than CHF 500,000, were digitally drawn. These could be redeemed in the shops to bring customers and non-customers to the point of sale.



Play & Collect

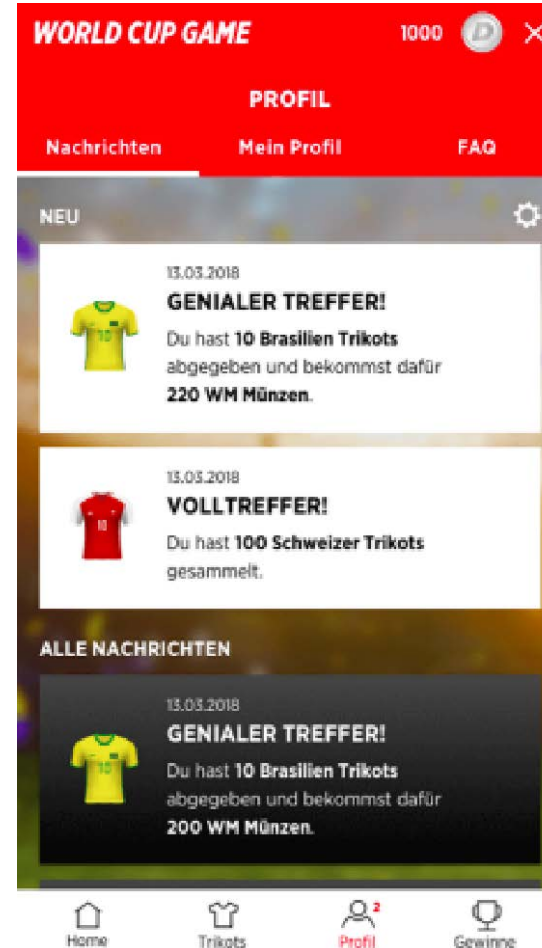
Win



News



Timetable &
Results



My Profile

Keep it rolling

Additionally, the World Cup Game by Denner provided users with the latest news regarding the World Cup 2018. In addition to 150 articles in German and French as well as quiz games and votings, a live ticker with tables and game previews was set up to inform the users about the World Cup and the best possible way of collecting jerseys.

“Our content team analysed games and provided entertaining and informative articles as well as background information regarding the teams. Language and style were tailored to the target group”, explains Maximilian Ratzenböck, Head of JoomBoosTV at Styria Content Creation.

The grand final

A performance campaign was put into place in order to address the target group effectively: Facebook, Instagram and the programmatic network Ad Unit were notably used. Further measures included a specific landing page and a blog, aligned with Denner's own media channels.

The World Cup Game by Denner got excellent results:

- The app was **downloaded about 72,000 times** within seven weeks.
- An average app session lasted **8 minutes**.
- **29'000** people were frequent gamers (=user opened the App 5 times or more).
- The android app was constantly ranked in the **top 25** during the World Cup and ranked in the **top 5 in the category of shopping** apps within Switzerland.
- Almost **six million** trades with Cup coins were made during a game.
- **450'762** prizes were played out to the World Cup Game participants and **109'000** prizes redeemed in the Denner shop.

"In cooperation with FehrAdvice & Partners, Russmedia and Styria Content Creation, we accompanied Switzerland through the World Cup with games, fun and information. We are very proud of the results and are looking forward to the next World Cup", states Andreas Honegger, corporate development at Denner.

