



**Anniversary campaign
18 years of Carrefour in Romania**

Reason to believe

When a friend is organising a party, the choice to join it is considered a “proof of love”.

Everyone can organise their own virtual party.

Idea

A first “Proof of love” would be if they come to your party. The more they come to your party, the more you feel loved.

WE ARE PARTY RACING



Game

- Each game session is a small party that you are hosting. The more prepared you are, the more friends will join your party.
- We will have Carrefour products that will be passing in front of you and which you can take if you push the button on the screen as fast as you can.
- The products are of different categories, food, drinks, accessories, clothing and technical.
- The score for each session would depend on how many friends joined your party.
- The Multiplayer game: a mega-party where each player joins with his own friends, the competition depending on which brought the most friends.
- We consider that your campaign communication should refer to players as “friends participating at the 19th birthday party” (For example, Carrefour had over 1,000,000 friends that partied virtually - together with Carrefour call your friends too at the party and see if Andra will join in too).



Promo

- Andra, dressed casually, answers her phone: “Hey, how’s it going Mihaita I have seen you since highschool!”
- At the other end, there is a regular person that responds: “I am having a party and I want you to join!”
- Mihaita, as he speaks over the phone, opens his tablet that was sitting on the table and visits www.carrefour.ro and adds different products to his basket while saying: “Of course, you still like cola, and I also have a sound system if you will want to sing for us (karaoke system/2B.99RON)”
- Andra: “Sure thing I can’t wait to have a cold drink!”
- Mihaita then adds a freezer to his basket and checks out.
- Final screen: Andra is singing, dressed casually, in Mihaita’s apartment and everyone has fun.
- Prepare your party too at www.carrefour.ro/petraccere

Bottom Line

Join in the greatest party!

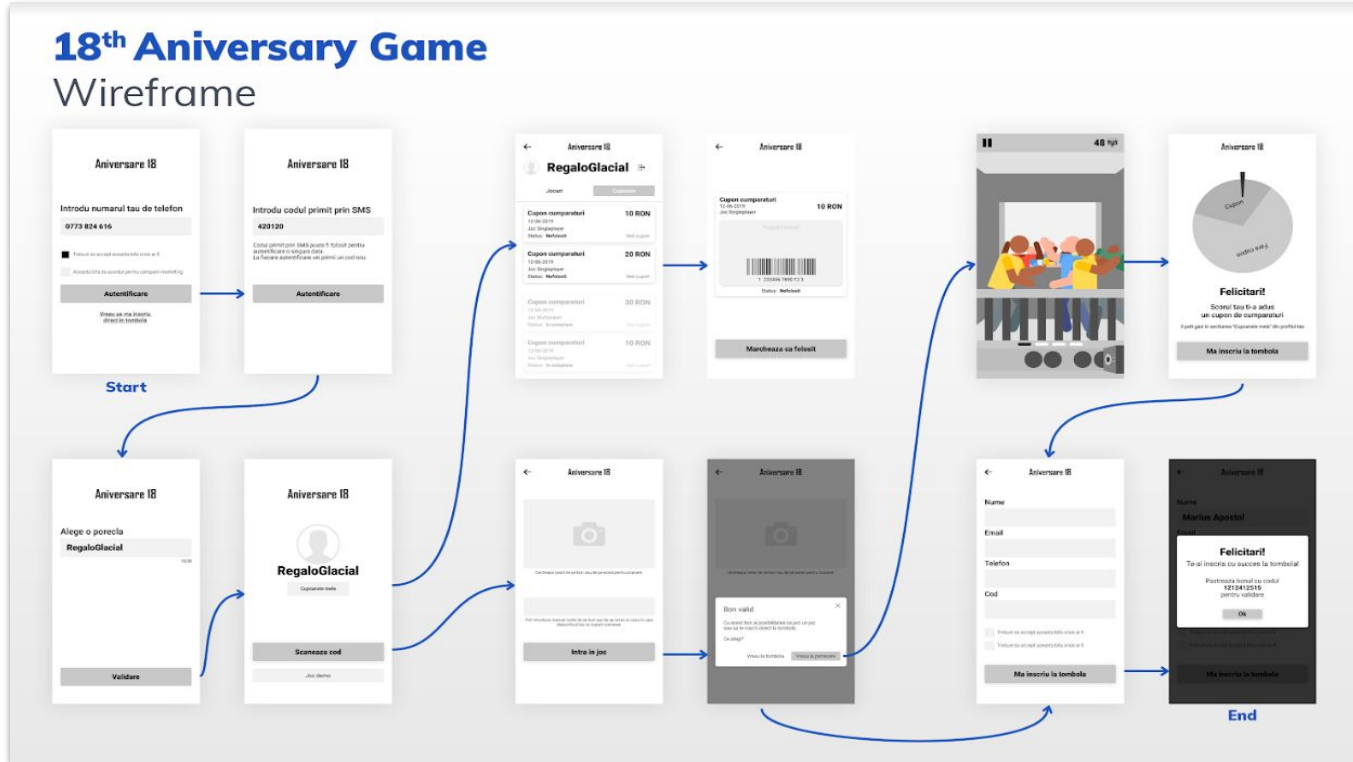
by



How it worked

1st mechanics of the campaign: Single player sessions

1. Enter on campaign's website and create an account.
2. Scan the barcode of a receipt from one of the Carrefour stores.
3. Play and get as many people as you can at your party by scanning the products.
4. More games means more chances to win prizes in the campaign's raffle.



Landing page

The campaign's landing page was about reasons to party with Carrefour - prizes, special offers and a lot of unique experiences



The landing page features a vibrant blue background with a woman in a silver jacket holding a microphone, surrounded by musical instruments and confetti. The main headline reads "Iubirea merită sărbătorită cu sute de mii de premii". Below this, a red button says "INTRĂ ÎN JOC". The page highlights three prizes: a red MINI COOPER (3x), 504x electronic and small household appliances, and 100,000x 5 and 10 lei vouchers. The Carrefour logo and navigation links are at the top, and the "Aniversare 18 ani" logo is in the top right corner.

Carrefour

JOC ANIVERSAR PREMII ANIVERSARE CARAVANA PARTENERI REGULAMENT

Aniversare 18 ani

Iubirea merită sărbătorită cu sute de mii de premii

Sărbătorim 18 ani de Carrefour în România cu super premii aniversare și experiențe inedite pentru clienții noștri! Fii și tu parte la petrecerea noastră!

INTRĂ ÎN JOC

3x MINI COOPER

504x electronice și electrocasnice mici și mari

100.000x cupoane de 5 și 10 lei

Web app

Aniversare 18 ani

- 1** Intră pe aniversare.carrefour.ro și creează-ți cont.
- 2** Introdu codul de 13 cifre de pe bonul de cumpărături din magazin sau din mail-ul de confirmare comandă de pe carrefour.ro.
- 3** Prinde cât mai multe produse de pe banda de cumpărături, pentru cât mai mulți prieteni la petrecerea ta!
- 4** Mai multe jocuri, mai multe șanse la sute de mii de premii surpriză.*

aniversare.carrefour.ro

*Cuponete de cumpărături sunt valabile în rețeaua de magazine Carrefour, cu excepția Express Verde. Fotografiiile premiilor sunt cu titlu ilustrativ. Valoarea premiilor oferite este de aproximativ 1.723.982 lei TVA inclus și câștigabile în perioada 13.06-10.07.2019. Pentru detalii consultă gratuit regulamentul Campaniei la Birourile Recepție clienți din magazine și pe www.carrefour.ro

Carrefour

lubește și sărbătorește

Player123

CUPOANELE MELE

SCANEAZA COD

JOC DEMO (INDISPONIBIL MOMENTAN)

Aniversare 18 ani

Player123

CUPOANE JOCURI

Cupon de cumpărături VALID	30 RON
18.06 13:30	Joc Singleplayer
VEZI CUPON	
Cupon de cumpărături IN AȘTEPTARE	30 RON
18.06 13:30	Joc Singleplayer
VEZI CUPON	
Cupon de cumpărături IN AȘTEPTARE	30 RON

lubește și sărbătorește

Player123

IN CURS DE VALIDARE 12.06
Joc Singleplayer

Premii speciale

Ai câștigat un smartwatch

Player123

MARCHEAZA CA FOLOSIT

lubește și sărbătorește

Player123

NEFOLOSIT 12.06
Joc Singleplayer

Cupon de cumparaturi

10 RON

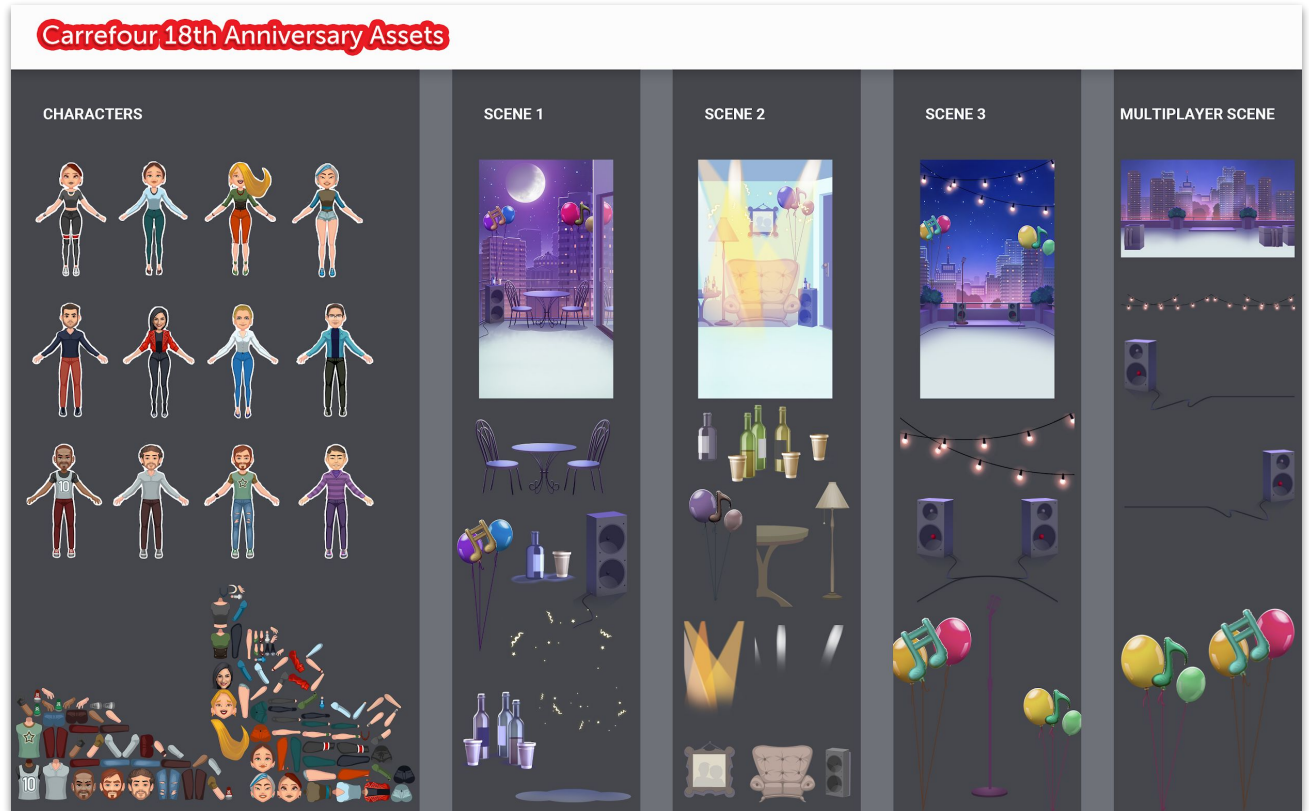
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MARCHEAZA CA FOLOSIT

Game assets

Characters, scenes and objects that made every game an epic party.



The game graphics



Activations in store

2nd mechanics of the campaign: Multiplayer sessions

1. All the players had to be in the same place.
2. They were able to enter the lobby by scanning a unique lobby room code displayed on the screen.
3. The smartphone became a small remote controller, used to catch the products shown on the big screen.
4. Top players were getting coupons.



Campaign results

A national record!

1.488.738 receipt scanned

1.547 people played the game at the same time
Also national record in terms of multiplayer games.

82.965 engaged players of
whom **14.837** won prizes

521 live multiplayer sessions in
12 locations in mall and

ONE big concert

11.545.030 views
translated into more than

15 years on the
campaign's landing page

Incredible bounce rate of just
14.86%

Banners

Carrefour 



Aniversare 18 ani

INTRĂ ÎN JOC

Carrefour 

Intră în joc și poți câștiga:



START

Carrefour 

**100.000x
cupoane de 5
și 10 lei**



Carrefour 

**504x
electronice și
electrocasnice
mici și mari**



Carrefour 

**Înscrie-te
la tombolă
și poți câștiga:**



**3x
MINI COOPER**

Happy Hour @Facebook

“Happy Hour”, a live event that was promoted on Facebook, was meant to increase the engagement of the web app. Players had much better chances of winning vouchers through it.

-> Best engagement on a Facebook piece of content so far in the brand's history.



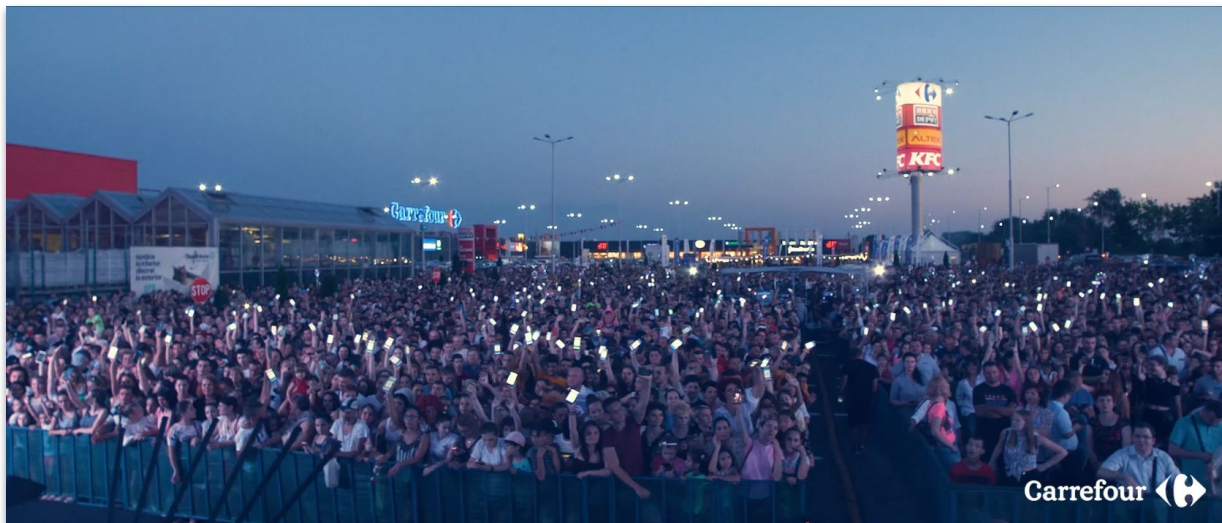
One big concert

We integrated the multiplayer session mechanics in Andra's Carrefour sponsored concert.

A new record was set before Andra's concert at the Live & Crunchy Festival in Braila:

1547 people played the game at the same time, a national record in terms of multiplayer games.

100 best players won ready-to-use vouchers in all of our shops, including our eCommerce site.



Andra live

The series of Carrefour memorable moments **continued** with a virtual concert held by Andra, for the first 180 best players of the anniversary game.



Thank you!