



Background

Takeaway (Lieferando.de) is a company specialised in online food ordering and home delivery. Targeting at Germany and Poland, they would like to launch a game competition to establish new customers while maintaining the current customers during Christmas holiday period.

Goals

- To acquire new customers
- To retain and maintain satisfaction of current customers
- To increase brand awareness
- To differentiate themselves from their competitors



1 M+

Game plays

The Campaign

Takeaway launches an online game competition featuring the “slide and tap” game with Christmas theme. Users have to slide the food items to make lines of similar food and tap them to clear. Top 50 players of the week will win Takeaway delivery vouchers.

- Campaign duration: 4 weeks
- Channel: Landing page, promotion via e-mail and social channels
- Mini-Game: Slide and Tap
- Rewards: Visit website

The Results

The game reaches over 1 million plays with 79% of users replay the game with an average of 30 plays per user. It also achieved the following:

- 81% of users complete the game play
- 79% of users repeat the game play
- 48% of users log in with their email or social media
- 8% of users click through to visit the company's website

79%

Users replay

48%

Sign up

