

CENTER PARCS GET BACK TOGETHER JIGSAW

Challenge

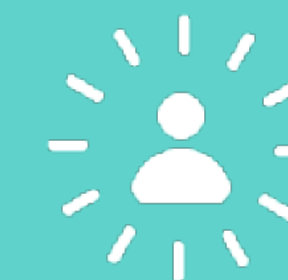
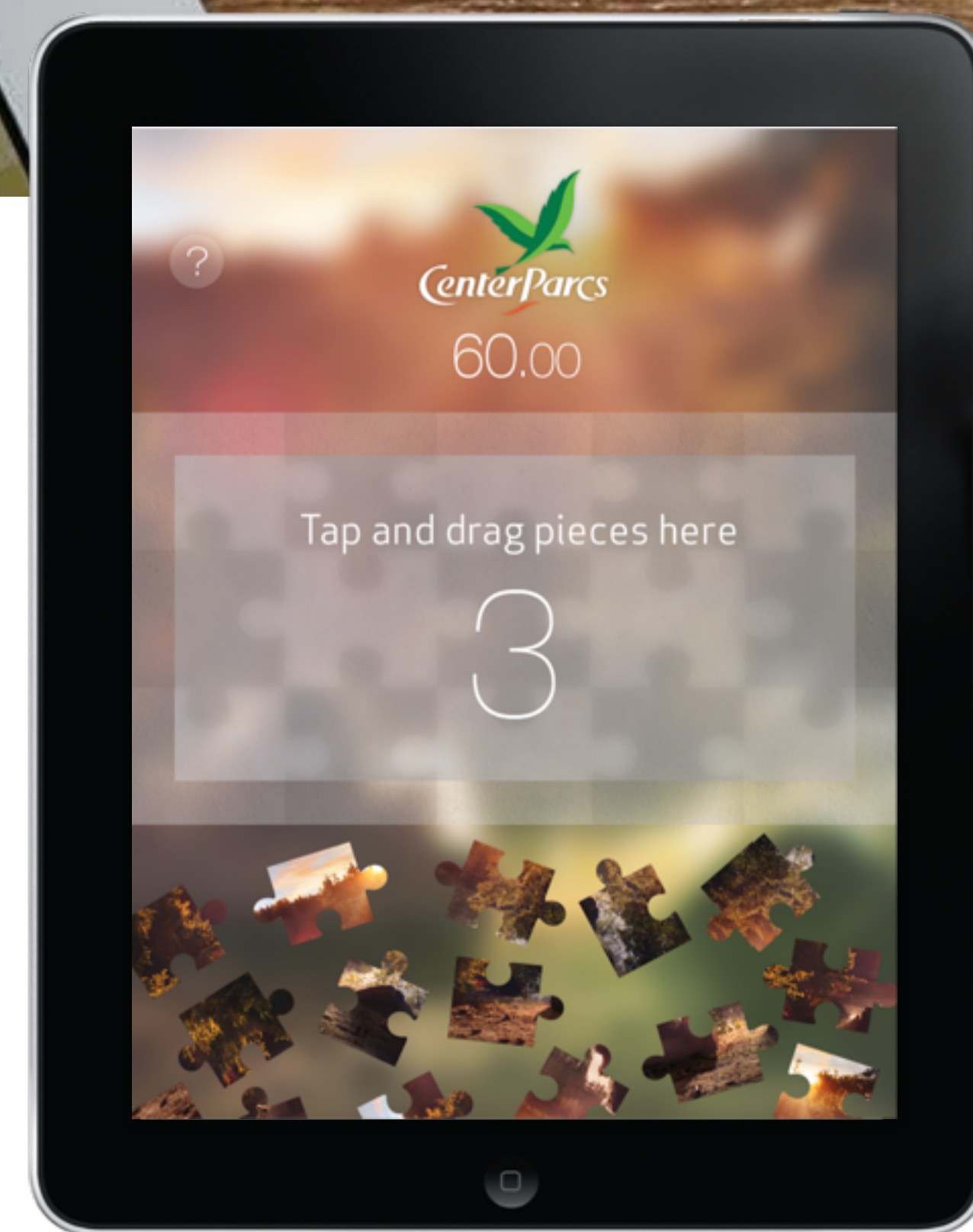
Maximise content exposure online

Encourage audience engagement with the brand

Email capture

Solution

The Center Parcs Jigsaw campaign encouraged the audience to interact weekly with Center Parcs Ad themed digital jigsaws against the clock. The campaign was promoted through DM and social channels. The use of gamification successfully generated intrigue and every interaction was monitored and tracked by the platform to provide knowledge and insights about the audience.



102.993
Entries



87.598
Unique Users



7.8X
New emails



94.6%
Reduction in cost
per email