VISUALVOICE®

VIRGIN MONEY #ONEINAMILLION
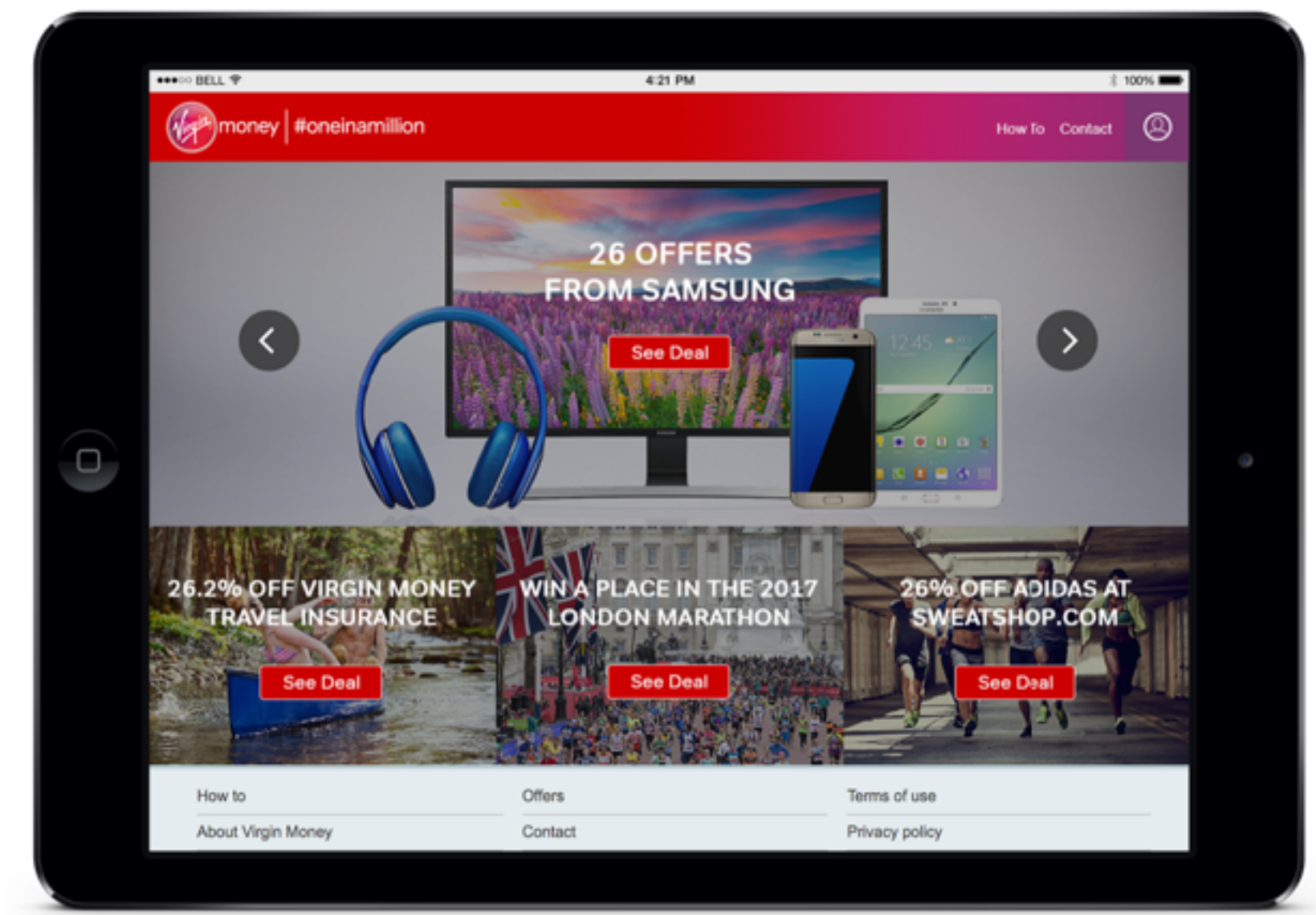
Challenge

Deliver engaging exclusive content

Forge a closer relationship with the audience

Data capture

Solution

The #OneInAMillion hub was built and maintained to grant runners access to money cant buy opportunities themed around the marathon. However, only the runners matching specific criteria were allowed in. Runners were hence cross checked against marathon data and later on allowed in if there was a hard match.

SURPASSED INTERNAL UNIQUE USER KPI

40%
of all runners signed up

43 600
Unique users