Iconic Mall Owner in Asia Strikes Gold

Placewise Asia Pacific

Solutions that re-invent shopping.
ONE OF THE LARGEST SHOPPING MALL GROUPS IN ASIA

Objectives
1. After the wildly successful mall-wide treasure hunt, the mall wants to launch a campaign with a similar concept during the 2020 Lunar New Year, where members could explore and discover different districts to unlock over $200,000 worth of rewards in the App.
2. The client aimed to credit instant points directly to their members’ e-Wallet within the App. (Members could accumulate points to redeem Digital Gift Cards or retailer e-Vouchers from the Rewards Catalogue).
3. In addition to e-Vouchers or physical prizes, another requirement was to allow participants to win instant Digital Gift Cards with the option to offset payments at participating stores.

MALL CRM & LOYALTY | MOBILE APP

Mechanics
In-mall
Visit any of the participating mall locations. Turn on Bluetooth, tap “In-mall” to unlock the treasure hunt.

In-store
Spend $50 in a single transaction and flash the member QR Code at any participating store.

On Social
Follow the mall on Facebook or Instagram to answer a daily social question.

Creating the Solution
Using the Placewise CRM modules, points, e-Vouchers, Digital Gift Cards were credited directly to members’ e-Wallet once the treasure hunt was unlocked, providing an instant gratification through gamification. The active tracking of e-Voucher usage, coupled with expiration reminders drove increased consumption at the tenants’ outlet.

The Results

- 315K Transactions Generated
- 25% Increase in App Downloads
- $2.4M Increase in Sales