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creating a seamless customer journey

from the shopper's perspective, the process was simple:

- make a qualifying purchase
- scan the till slip at the kiosk
- complete a short registration process
- spin the wheel
- receive prize confirmation via SMS
- redeem the prize in-store

by keeping the entry journey frictionless and straightforward, the activation encouraged high levels of participation while remaining accessible to shoppers of all ages.

the technology behind the experience

while the customer experience appeared simple, the platform was supported by a secure digital infrastructure that managed participant validation, prize allocation, SMS communication, and prize redemption.

the system ensured that entries were legitimate, prizes were distributed accurately, and winners could redeem rewards quickly and efficiently. robust controls helped maintain the integrity of the campaign while allowing the activation to operate reliably in a busy retail environment.

the impact

Spinna Winna demonstrated how gamification can be used to drive customer engagement within a retail environment. by combining interactive technology with an exciting rewards mechanic, the campaign encouraged participation, enhanced the in-store experience, and created memorable moments for shoppers.

more importantly, it showed how a well-designed gamified promotion can support broader business objectives by increasing purchase motivation, driving customer engagement, and strengthening brand affinity at the point of sale.

key outcomes

- increased shopper engagement within participating stores
- incentivised qualifying purchases
- created memorable customer experiences through gamification
- enabled real-time prize distribution and redemption
- captured valuable customer data for future marketing opportunities
- strengthened brand interaction at the point of purchase

Spinna Winna is an example of how digital gamification can be successfully integrated into traditional retail environments, turning everyday transactions into engaging experiences that deliver value for both shoppers and brands.

the spinning wheel created excitement and anticipation, while the opportunity to win prizes provided a strong incentive for shoppers to participate. immediate reward feedback kept the experience engaging, and the inclusion of a grand prize draw extended excitement beyond the initial interaction.

this combination of instant rewards and longer-term prize opportunities helped maximise participation while creating a positive association with the Pick n Pay shopping experience.



Spinna Winner Winner - Lindt Chocolate



Spinna Winner Winner - Air Fryer