





Carrefour Kid's Club

Just for Kids

About

Carrefour proposes members of its loyalty program who have children between 3 and 12 years of age to join the Carrefour Kid's Club. The Club uses each month a different interactive game mechanics, and offers animations and exclusive benefits to its young members.

Marketing objectives

-  **Recruitment:** Participants must enter their Carrefour loyalty card number and/or their Carrefour Kid's Club card number in order to increase their chances of winning. This encourages users to join the loyalty program.
-  **Loyalty:** Contests are a sort of monthly meeting proposed to the members of Carrefour Kid's Club and represent the biggest part of the digital animation.
-  **Newsletter:** The contests invite participants to subscribe to the newsletter.
-  **Engagement:** Game mechanics vary every month: quiz, guess the word, Advent calendar, etc.


Overall results



Example

Personality test: What kind of Haribo candy are you?

The principle of the game: to participate in the contest and try to win bags of Haribo candies, the participant must answer a series of questions to discover the kind of Haribo candy that corresponds most to their personality. An important detail: to validate their participation, they must indicate their contact details and provide their membership card number, which is automatically checked by the system.



Geeky tip : Real-time verification of the membership card number.

