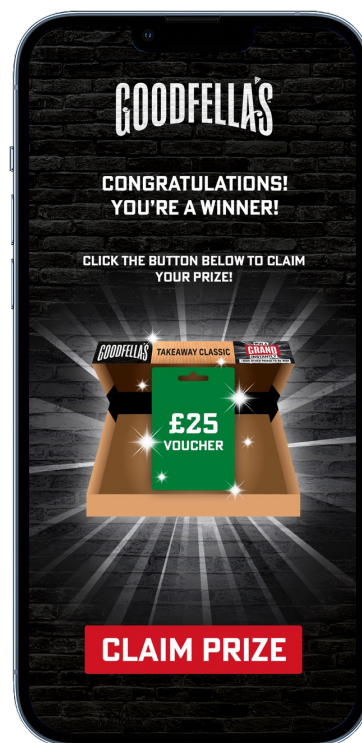
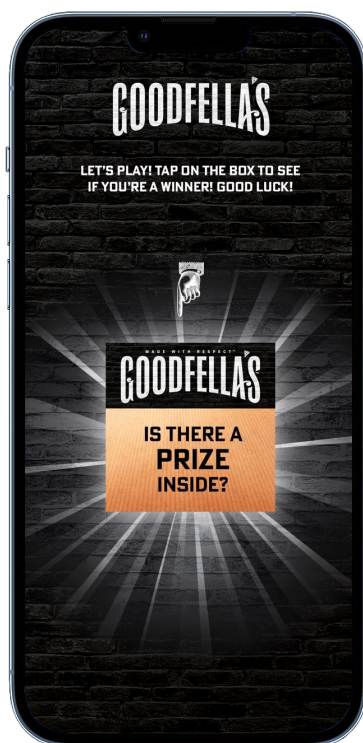
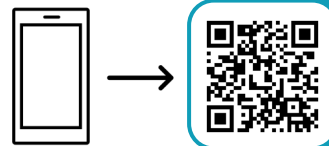


Client: Goodfella's.

Goodfella's came to EMC3 wanting to incentivise family nights-in during the winter period. Unbox pizza night with Goodfella's pizza and get a chance to win a tasty £1,000 to spend in every box as well as 1 of 10,000 vouchers for iTunes, Netflix, Amazon and Goodfella's pizzas. This campaign was live for 3 months in the UK and the ROI. The campaign was printed on 7 million boxes in the UK and ROI that were available to purchase in all major supermarkets.



900k

Total Engagement.

73,364

Total Winners.

6805

Average plays per day.

MADE WITH RESPECT
GOODFELLA'S

“

Working with the EMC3 team has been an absolute pleasure. This activation has been a huge success and surpassed our expectations! Collaborating with the team was an all-around positive experience to produce such an amazing campaign. Thank you too everyone involved!

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