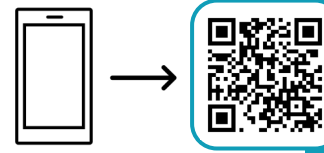


Client: Lipton.

Lipton wanted to incentivise the summer season by giving back to their customers. The players accessed the activation by scanning a QR code on a card, which also had a 6-digit unique code printed on it that took them to the activation microsite. The card was handed to the user only after purchasing a Lipton drink.



- 131 Total venues.
- 317 Total Winners.
- 1768 Total plays.



“

I can't say enough good things about my experience with EMC3. The team were knowledgeable and responsive, always ready to assist with any questions or changes needed for the campaign. They honestly went above and beyond and the quality of work they provide truly speaks for itself.

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