



CUSTOMER ENGAGEMENT RETAIL CASE STUDY

Miniso Mexico



PUG
INTERACTIVE



MINISO LOVE

How Miniso Mexico 'Turned Up the Love' and Drove Engagement Through the Roof

SOLUTION

PUG Interactive's Picnic Engagement Platform

VERTICAL

Retail

Core Theme

Amplifying Miniso-Customer Relationship

KPIs

- Downloads
- Social Engagement
- In-app Engagement
- In-store Sales

In December 2021, Miniso Mexico launched a fun customer loyalty experience with PUG Interactive designed to strengthen the Miniso-Customer relationship hampered by pandemic lockdowns. In 2023, the program relaunched as the MinisoLove Virtual Club, designed to bring next-level motivation, engagement and enhance their customer community while providing status & loyalty incentives through an enjoyable, immersive gamified experience.

2023 MinisoLove Virtual Club dramatically breaks the traditional model of loyalty and engagement. It includes features found in most basic loyalty programs, such as the ability for customers to accumulate points on all their purchases. But that's where the similarities end. Instead of just spending their points on merchandise, MinisoLovers can also exchange their loyalty points for play opportunities within a fun, exciting and vibrant engagement platform consisting of mini games, wishlists, challenges and missions that lets customers earn "Hearts" (MinisoLove's currency) they can exchange for physical prizes, discounts, unique product collections and even "money can't buy" experiences.

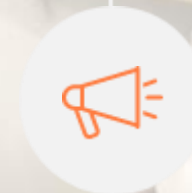
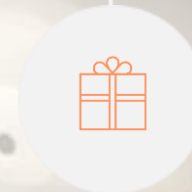


Program Goals

Goal #1

Reduce the growing cost of their legacy loyalty program by exchanging earned points for play opportunities within a fun, exciting and vibrant engagement platform where customers can separately win and earn physical prizes, discounts, unique product collections and even “money can’t buy” experiences.

- ✓ Currency Exchange
- ✓ Digital Goods
- ✓ Can't Buy Marketplace Items



Goal #2

Provide an enhanced online loyalty program to support their new ecommerce initiatives (web and app)

- ✓ Catalog Integration
- ✓ Quests / Challenges Requiring Purchase

Goal #3

Identify/capture patterns of engagement metrics that uncover user trends, behaviors, preferences, and social interactions, especially for in-store shoppers.

- ✓ Integration w/In-store Loyalty Program
- ✓ Challenges Requiring Traffic

Goal #4

Give something back to their customers in the form of "love" - fun activities, chances to win, money can't buy and premium goods

- ✓ Instant Win
- ✓ Rich/Premium Collectables
- ✓ Can't Buy Marketplace Items
- ✓ Fun, Free-to-Play Games
- ✓ Referrals Bonuses

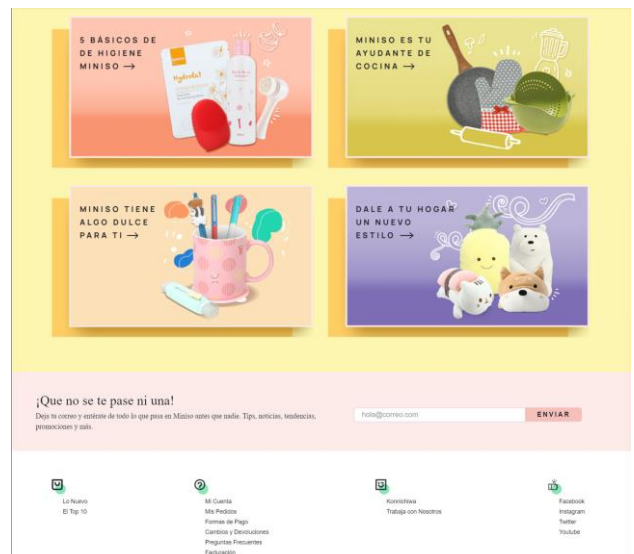
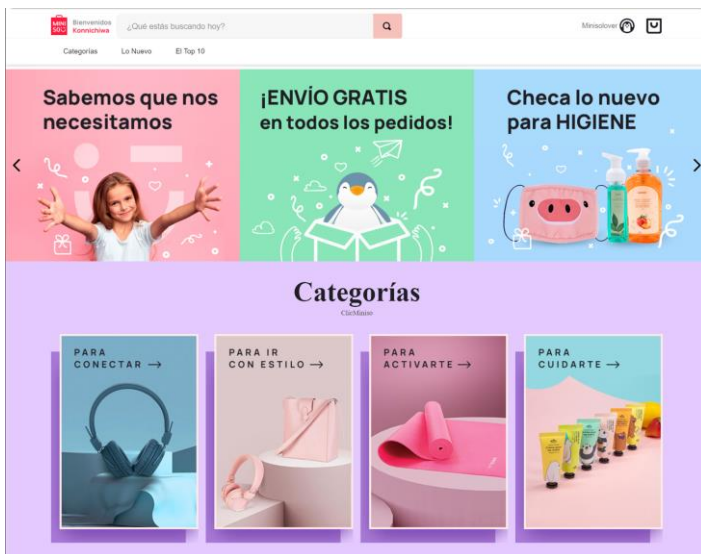
Goal #5

Reinforce and amplify marketing campaign messaging integrated across marketing channels (social, bought media, earned media) and supported new ecommerce initiatives (web and app)

- ✓ Quest & Channel Call to Action
- ✓ Narrative-Driven Missions
- ✓ Program Content/Collectibles Integration w/Marketing Campaigns

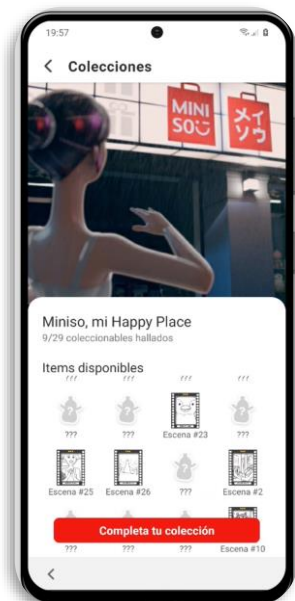
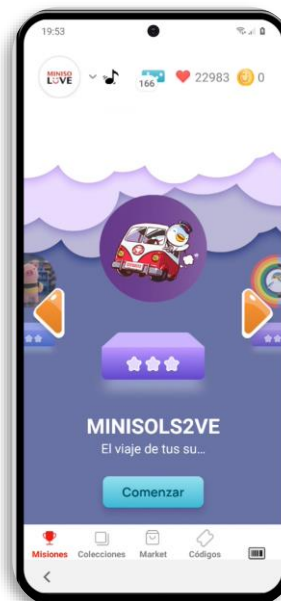
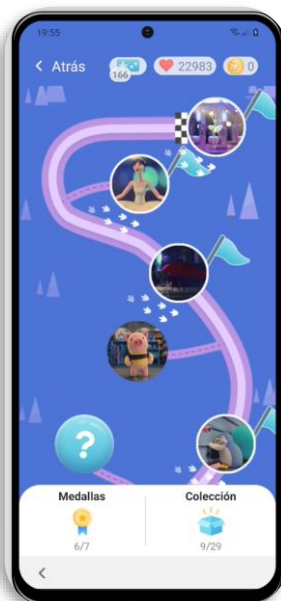
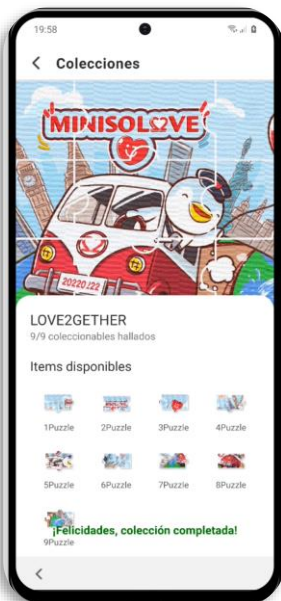
Results Matter

The Before



- **Challenge:** No opportunities for a highly engageable community, competitors had superior offerings, heavy emphasis on in-store experience, little digital differentiation

The After



- **Result:** Dynamic motivators that drive KP-based calls-to-action. Interesting choices & consequences that inspire deep engagement. Seamless cross-platform experience that retains players. And a solution that converts points to plays (and vice versa) for greater traction in a highly interactive, “fun-first” environment that delivers on key business outcomes.

Results Matter

Engagement and Preferences

1

MinisoLove program **increased sales by \$1.47 (+13.3%) for every 10 customer engagement actions in the program**

2

A **39% increase** over baseline customer loyalty was achieved

3

An average of **8.9 interactions per week (up 160%)** occurred between each community member and the Miniso brand

4

There was an **increase in brand sentiment of 28%**

5

Over 62% of the **total community** participated **repeatedly** during the campaign

6

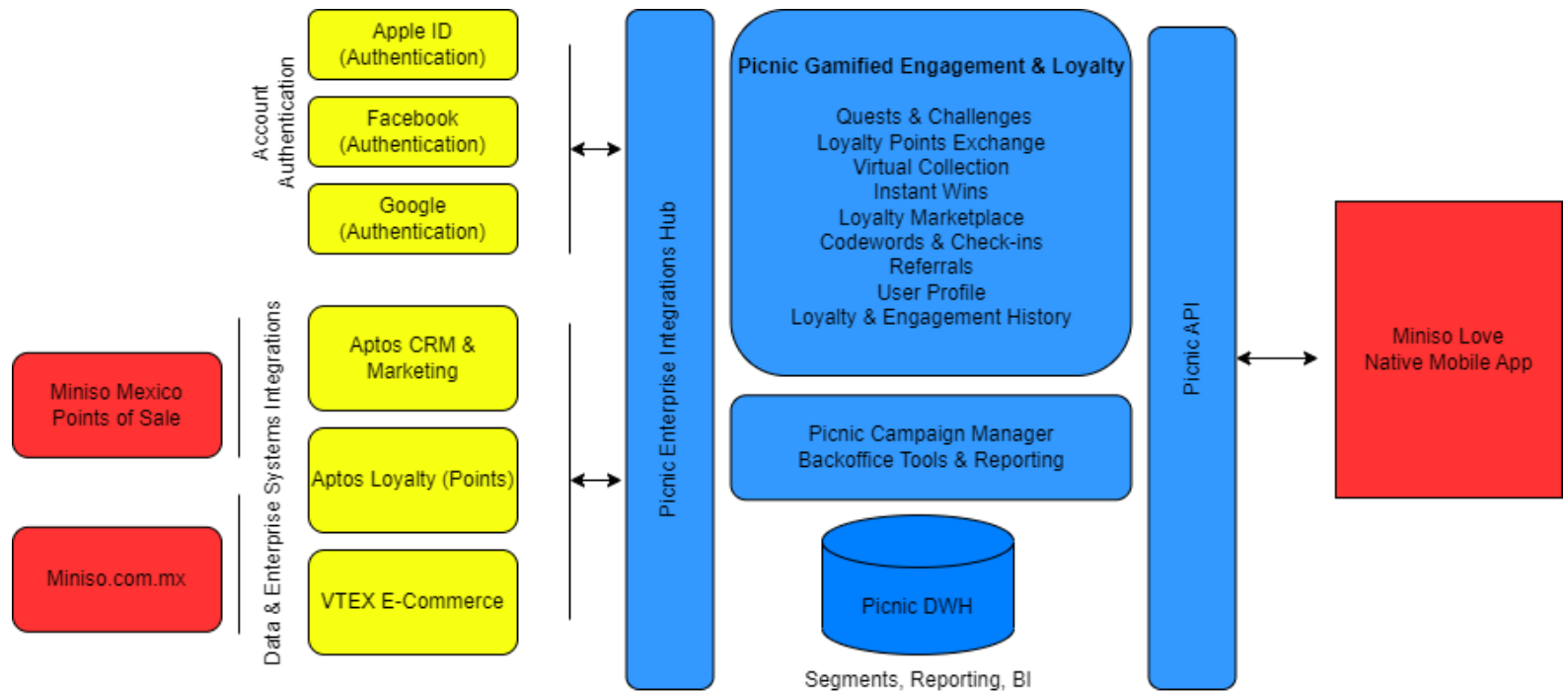
5.13% increase in basket size among customer community that performed engagement action.

7

The MinisoLove campaign has established **a new industry standard** in best-practices for digital customer engagement, brand/theme amplification, and community profiling data

The Technology

Core Technology and Integrations



- Enterprise Integrations Hub provides “connector” access to **VTEX** (for eCommerce) and **Aptos** (for CRM, Marketing Communications, Legacy Loyalty Points System), Authentication Services
- Supports the definition of user segments and creation and processing of data rules.
- Login and authentication using Social Media accounts
- Data exchange with Picnic DWH via batch and API

SUMMARY



“It’s not just a traditional loyalty program... the broader platform provides opportunities to interact, play with us, and complete powerful interactive challenges, games, activities, and more – both online and in the real world.”

Arturo Tishman, Commercial Vice President, Mexico & LATAM at Miniso

MinisoLove is an exceptional case-study in the power of **choice-based campaign design, cumulative participation, and empowering individual voices**—all towards driving **stronger brand engagement, recognition & increased sales.**

According to Arturo Tishman, the company’s commercial vice president for Mexico and Latin America, “MinisoLove is not just a traditional loyalty program. There are many benefits that drive interaction with all our MinisoLovers. Anyone who wants to use it in a traditional “points program” way can do so by buying and generating points that turn into discounts. But the broader platform provides opportunities to interact, play with us, and complete challenges like go to stores and find codes.”

PUG Interactive Inc. is a leader in gamified engagement solutions for enterprise, delivering playful, purposeful community engagement to the world’s top brands. By combining proven video gameplay design experience and its proven Picnic™ platform technology, PUG Interactive delivers high-performance retention, loyalty, and motivation solutions for large audiences and enterprise applications.



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