**3D Guest Portals in Pyaterochka**

**The client**

Pyaterochka is a Russian “around the corner” store chain managed by X5 Retail Group. The chain opened its 17,000th store in June, 2021. Pyaterochka retail chain is made up of 17,600 stores as at December 31, 2021. In 2019 the second renovation programme was launched: fresh categories grew nearly two times bigger and took up about a half of the trading floor; each store now offers a wide selection of ready-made products (food-to-go and ready-to-eat). In the middle of the trading floor the store’s bakery and baking goods section are located; aside from that, the store is equipped with a separate area which has a coffee machine, fresh orange juice and a charging point available for the customers.

**The objective**

To develop combined mechanics of the loyalty programme with a unique interactive solution in addition to the gamified collection-based model of the federal marketing promotional campaign “World Tour”, commemorating the release of “Trolls World Tour” animated feature film.

**The idea**

The updated Pyaterochka surrounds its customers with hospitality and creates a pleasant atmosphere. We can give people a chance to feel these qualities even outside Pyaterochka’s walls, so that future customers would get a desire to visit the store and experience those things for themselves.

**The mechanics**

User’s navigation in real time - 80%

Awarding users with gifts for interactivity - 85%

Being in contact with the real-life store - 70%

**Integrated promo activation consisting of key units.**

1. A virtual digital 3D model of Pyaterochka store with key interactive areas.
2. Animated 360 degree videos with ASMR elements for each new area of the store.
3. A promotional website that possesses an integrated interactive 3D model of the store and gives an ability to move around the store and choose products. The user can also find coupons at active hotspots.
4. WebAR 3D portals that can be launched by scanning promotional posters placed around urban areas (such as underground billboards, posters at bus stops).

In the first phase of the project realization we created a virtual 360 degree model of the store which was based on a planogram of the real-life store.

Furthermore, as part of realization of the concept we created a promotional website with a 3D tour around the virtual model of the store and mobile 3D portals with augmented reality (WebAR) elements. On this website users can clear special missions that will help them to level up. Opening each 3D portal grants users with coupons they can use in the real store.

**Promotional website**

In support of promo activation we developed a promotional website for the campaign, in which users could examine the virtual map of Pyaterochka store in detail and visit all the updated interactive zones.

**The main sections of the promotional website were:**

* A virtual 3D tour around the store based on a realistic digital model.
* An interactive 2D map of Pyaterochka that included the key interactive zones of the store.
* Animated 360 degree pop-up videos in each interactive zone. The videos can almost make you feel the taste and aroma of the products, they surround users with the atmosphere of comfort and relaxation.

**The result**

The promo activation “We welcome our guests every day” was launched on January 12, 2021 and lasted for 2 months.

A large-scale promotional campaign was also launched in support of the promo activation, which included external advertising, AR elements in stores, digital communications.

Our goal was to save positive trend TOP and to build up spontaneous brand knowledge by 5 percentage points. According to the results of the campaign TOP showed a growth of 3% p.p. Digital, being a part of the toolkit, also contributed to the growth: expertly +0,5 p.p. (according to the OMI report online communication was observed to be 14% minimum). The fact of spontaneous brand knowledge showed an increase of +6%.

The coupon redemption rate amounted to 10% (the percentage of redeemed coupons in relation to the total amount of generated coupons).

The total engagement of the advertising campaign in Digital amounted up to 42.7 millions.

«Thanks to this project we give everyone an opportunity to visit the upgraded Pyaterochka and exclusively for this purpose we developed an engaging advertising, which had interactive elements and an opportunity of getting a gift coupon, that is generally aimed at traffic stimulation of loyal guests in our stores. A hybrid communication approach, which combines offline guest immersion into an online experience and then takes the customer back offline, was an experiment for us. We are glad to try something new and offer out-of-the-box mechanics, which I am sure will find a public response and make much of an impression to our guests, who are always welcomed in Pyaterochka every day».

Oksana Trofimova comments, Director of the Marketing Communications Department of the retailer chain Pyaterochka

**Pyaterochka creative team**

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