**MOBILE LOYALTY PROGRAM «GROW WITH LENTA»**

**The client**

Lenta is a leading multiform grocery and FMCG-retailer in Russia.

The company is developing forms of hypermarkets, supermarkets, as well as recently launched a new kind of «around the corner» stores under the brand Mini Lenta. Lenta is the largest hypermarkets chain in Russia and the fourth biggest retailer chain by revenues in the country. Lenta also gives the consumers an opportunity to do the shopping online, using the click-and-collect and express-delivery services.

Grow with Lenta

Mobile loyalty program

**The objective**

To motivate the interest to the spring loyalty campaign in the retail chain «Lenta». When buying goods for a certain amount of money in a cheque, the purchaser of the retail chain «Lenta» was given a grow kit including one of 16 types of seeds.

**The idea**

To develop a mobile application (iOS, android) in support of the main campaign in the stores, complementing it by the digital component. The main functions of the mobile application are:

* Growing a virtual sunflower (Tamagotchi mechanics). An opportunity of its customisation and metamorphosis, as well as its viewing in augmented reality.
* Gathering a virtual seeds collection.
* Mini-game.
* Scanning of special labels in stores.
* A leaderboard with a challenge and real awards for the first 100 places in the ranking.

**The result**

Within three months the application with gamification and augmented reality AR elements was developed. There were about a hundred variants of the sunflower customisation integrated, including backgrounds, accessories and colourings, pots shapes for various levels of development.

Over the 6 weeks of the campaign:

* More than 50 thousand downloads.
* More than 250 thousand scanned seeds packs.
* 150 thousand mini-games played. The sunflower was customised more than 120 thousand times.
* 150 real awards handed in.

**Promo-video**

Promo-video «Grow with «Lenta»

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