

**[Case Study]**  
**« HISTOIRE D'OR » COMMITS 82% OF ITS CORE TARGET**  
**THANKS TO ITS QUIZ!**

**To mark the launch of the new collection "Diamond", the first jeweller in France "Histoire d'Or", entrusted Actiplay with the creation of a quiz which aimed to animate, retain customers and increase its visibility on Belgian and French markets.**

**> A VERY HIGH COMMITMENT RATE:**

**96% des of players answered the quiz & 82% of opt'in players**

By using an attractive prize (a diamond valued 1690€) and a mechanic which combines entertainment, thinking and information, "Histoire d'Or" managed to reach its core target while introducing its new collection "Diamond". This engaging mechanic appealed players for 96% of the participants answered the quiz (very low loss rate) and 82% of them wished to receive the brand's offers (vs 50% on average).

**> A STRONG PARTICIPATION ON MOBILE:**

**40% of participants on tablets and smartphone**

The "Diamond Game" was broadcast for 3 weeks in France and Belgium and registered a high rate of participation on mobile. 40% of people played on a tablet or a smartphone. By developing the game in responsive, "Histoire d'Or" was attentive to the market trends on mobile device usage and met its targets on all devices. A relevant means of increasing the participation rate of its game!



*"Working with Histoire d'Or for several years now allows us to follow the performances of each of their campaigns and to optimize future projects relating to collection, vitality or deployment" notes Laëtitia Doens, Account Manager at Actiplay*

**About Actiplay**

With Actiplay, brands can leverage marketing games to reach their target audience by implementing two strategies: broadcasting their digital campaigns on its international network (millions of players each day) or getting tailor made promotional games on multiple platforms. Actiplay broadcasts campaigns on its technological platforms to collect qualified profiles and generate a solid return on investment for more than 500 brands – such as Sephora, Lufthansa, Roquefort Société, NRJ, Toyota, Carrefour, HomeAway, Toys'R'Us, Publicis Group and France Télévisions.

**Press contact**

**Aurore Vinzerich (Head of Communication)**

aurore.vinzerich@concoursmania.com – +33 (0)5 24 07 82 58 / +33 (0)6 61 45 51 83