

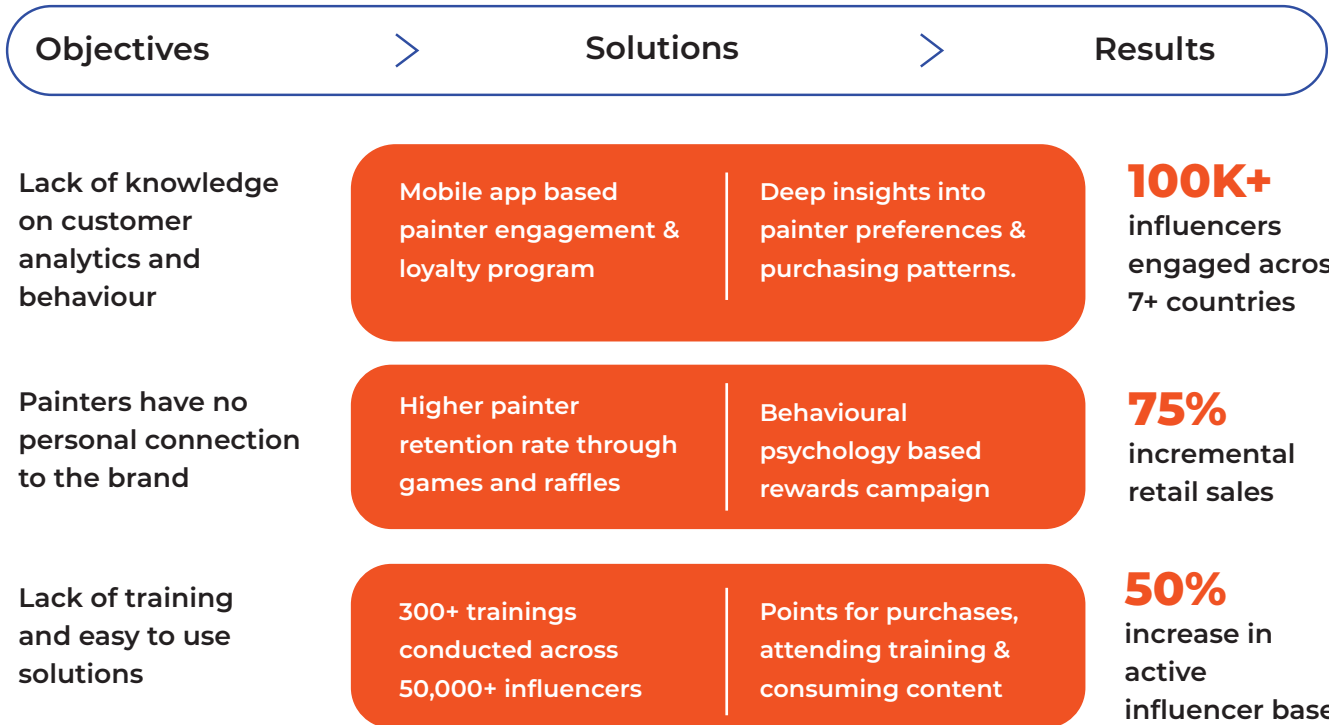
Gamification-Powered Loyalty Program Achieves Record-Breaking **1450%** **Sales Growth**

A Global Paint Company Boosted Sales by
Leveraging Gamification Through an
Engaging Scratch-and-Win Strategy



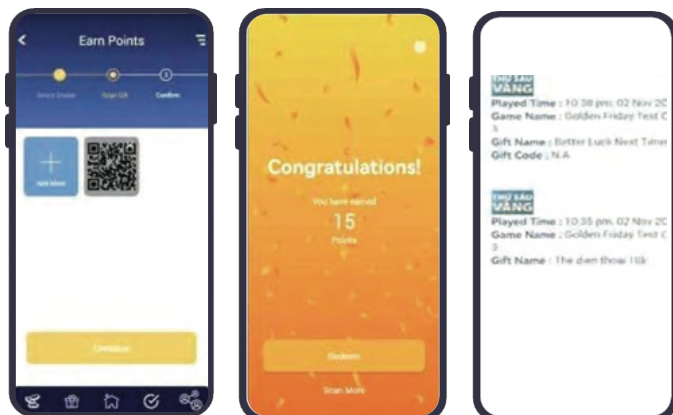
Overview

As one of the world's largest manufacturers of paints and coating products, this leading paint company, in partnership with Capillary, aimed to deepen its engagement with a crucial group of influencers - painters in Vietnam.



Capillary's gamification-driven loyalty approach

Leveraging Capillary's AI models, the paint manufacturer identified a pattern of low weekly sales on Fridays. To address this, the brand launched a "Scan and Win" campaign, strategically timed to coincide with the year-end refurbishment boom. Painters were encouraged to participate every Friday, with high-value, culturally resonant prizes—such as gold, which is considered highly auspicious during the Vietnamese New Year. This thoughtful approach, rooted in behavioral psychology, led to remarkable results: a 1250% surge in sales, a 12X increase in paint purchases, and a 30% rise in registrations—all on Fridays.



Social Media Promotions

