



ARGOS & REPL

The Argos Christmas Wishlist:
Gamification in Action



When UK retailer Argos hosted a hackathon to explore how digital innovation could boost customer engagement, REPL rose to the challenge.

The result was REPL's Argos Christmas Wishlist – an app chosen from 22 ideas devised by 50 attendees made up of employees and tech partners.

THE CLIENT

Argos has been at the forefront of UK retail for over 40 years: its inches-thick catalogue has been a fixture on many a coffee table around the country since the early 1970s.

With over 800 stores and 30,000 employees, it remains a strong physical presence on the high street and in out-of-town retail parks.

But while 96% of the population lives within 10 miles of an Argos store and 90% of transactions still involve one of these stores, the company's digital journey is advancing rapidly.

Its website enjoys one billion visits a year, making a vital and growing contribution towards the annual 123m customer transactions and £4 billion sales.



OBJECTIVE

The Argos hackathon was held to generate fresh ideas from a range of disciplines, both in-house and from external partners.

With the digital revolution demanding rapid evolution from the company, they welcomed any creative input that would drive sales through customer engagement.

Neil Tinegate, Head of Digital Innovation at Argos, said: **“The world is moving fast and Argos need to become much more reactive to customers’ needs and wants.**

“Going forward, having that kind of innovative speedy culture will be part of our DNA.”





THE SOLUTION

REPL's winning idea was based on gamification, an increasingly popular tactic in the retail industry to help drive engagement and action among shoppers.

Designed for three to seven-year-olds, the Christmas Wishlist app brought the Argos catalogue right into the digital age.

The idea was based on how children of previous generations would circle favourite toys or tear out pages from the catalogue to make a collage to send to Santa.

The app is the 21st century version of this: adapting a Christmas tradition for a digital audience.

Young users are welcomed into a colourful digital world where they're invited to select one of the animated helpers – Mo, Stik, Gil, Squidge or Fly - to help them navigate around the app.

After picking their favourite character, kids can take a photo of themselves within the app and add their name. They can then browse over 3,000 of Argos' most popular toys from brands such as Chad Valley, Lego and Barbie before adding them to a mood board. This can be personalised by drawing and circling toys with different coloured pens and placing stickers on their must-have items.

Developed for iOS and Android smartphones and tablets, it also offers helpful tools for parents including setting a maximum list value and present limits.

This combination of fun and functionality resulted in a bright, visually quirky experience for both children and adults.

RESULTS

The Christmas Wishlist app was an instant hit.

It earned a 4.5 out of 5 rating from users via Apple's app store which was backed up by great user journeys and strong retail KPIs:

- ▶ 11 minutes average dwell time
- ▶ 36% click-through rate

This engagement translated into action with two out of every three users sending an email to Santa and their parents. A quarter of these email addresses were new to Argos.

Neil Tinegate added: **"The app is the latest example of Argos bridging the gap between the physical and digital worlds as the business transforms itself into a digital retail leader.**

"The Argos catalogue has been part of Christmas for over 40 years, and as digital technology increasingly becomes a part of everyday life, we wanted to channel the fun and excitement of wish list making with the Argos catalogue into a digital format. The app really brings to life the magic of Christmas for the next generation."



THE REPL DIFFERENCE

Home to expert developers with experience in the gaming industry, REPL were perfectly placed to deliver exceptional results for Argos.

Mike Callendar, executive chairman at REPL, said: “For retailers, digital innovation is often at its most effective when it brings something fresh to an already valued customer experience.

“What makes the Argos Christmas Wishlist app so exciting is that we’ve been able to take one of the most cherished shopping experiences of the year, a child’s “Santa list”, and transform it with an easy-to-use and fun app which will delight a whole generation of children.”

Neil Tinegate added: “The gaming experience of the REPL digital team really helped us to create a highly visual and interactive experience for our app users – kids and parents. The team were also flexible and accommodating in helping us bring this to market quickly.”



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