



Getting Pumped for the Game

Goal: Create engagement and acquire new customers through a fun and exciting Collegiate Sports Trivia contest


The Opportunity

When customers pull into a Cruizers' gas station for a tank of gas and a cup of coffee, there is usually one thought on their mind: "How quickly can I make my purchase?". Convenience gas stations are known for their efficiency and each one of Cruizers twenty-five locations certainly excel at that. But this leaves very little time for building brand engagement and customers loyalty. That is why Cruizers and their ad agency - The Splinter Group - approached iValu8 for a new and compelling approach for connecting with customers.

The Idea

iValu8 powered an eight week Collegiate Sports Trivia contest for Cruizers. Prizes were awarded on a weekly basis, and a grand prize - courtside tickets to the Duke vs. UNC basketball game was given to one lucky winner after the contest ended. Users could participate weekly for a chance to win the grand prize.

The campaign presented numerous challenges that iValu8's platform was able to handle. First, the campaign presented a new trivia question each week. Participants could play weekly for a chance to win an Instant Prize and also increase their chances of winning



"The support and execution we received from iValu8 for the trivia campaign was second to none. It helped us achieve our goal in engaging Cruizer's customers and collecting valuable customer data"

Steve Balcom
Partner, The Splinter Group

the Grand Prize. iValu8's platform ensured that participants could not play more than once a week, which could give some entrants an unfair advantage.

Secondly, the trivia campaign used a variety of authentication methods to capture customer information - which was crucial for awarding prizes. The campaigns ran through Facebook, Twitter and email and required that users log in to play. Facebook was by far the most popular channel with 90% of users authenticating through Facebook.

Finally and most importantly, Cruizers wanted to create awareness of the campaign through as many of its marketing channels as possible. The contest ran through Cruizers' Facebook site as well as its website. Consumers could participate through mobile or desktop. This provided consumers a number of ways to find

and participate in the campaign.

The Results

As a result of the campaign, Cruizers acquired more than five hundred new customers via social media and email. Numerous participants won \$5 and \$10 gas cards, and one lucky UNC fan went to the game of a lifetime.

The bottom line: It is possible for Convenience gas stations to engage with customers in a fun and exciting way - and build some brand loyalty as a result. iValu8 enabled both Cruizers and The Splinter Group to run this campaign with very little resource investment. All that was required from Cruizer's standpoint was some artwork and the Instant and Grand Prizes. iValu8's platform did the rest.