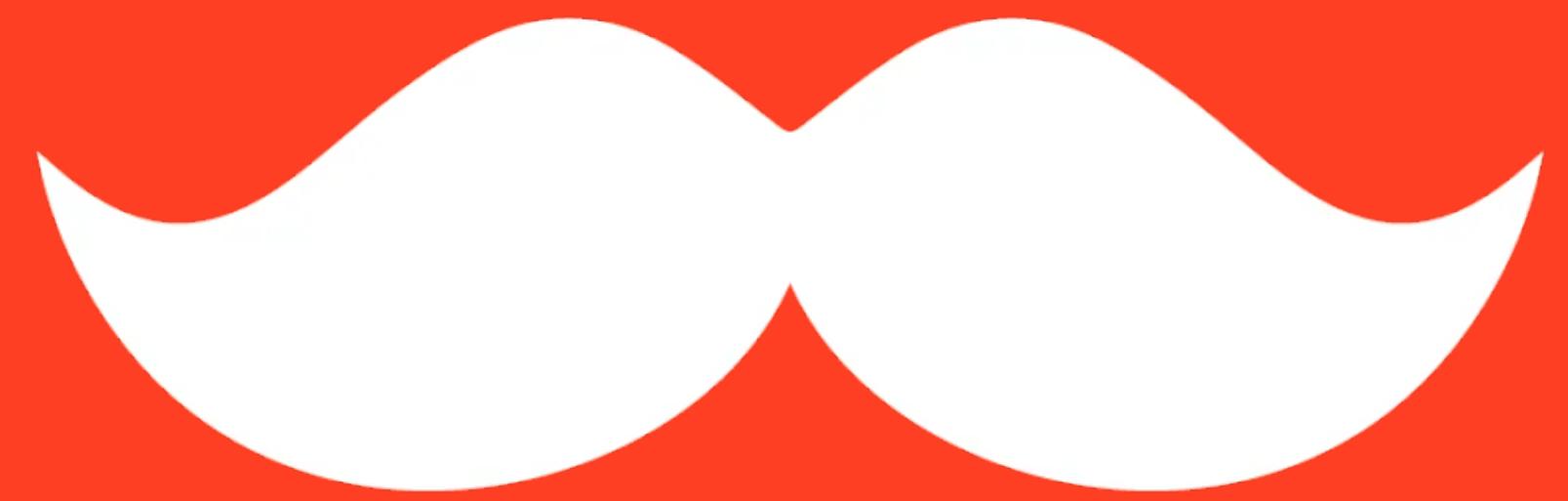


Rappi



MAZE



BRAND

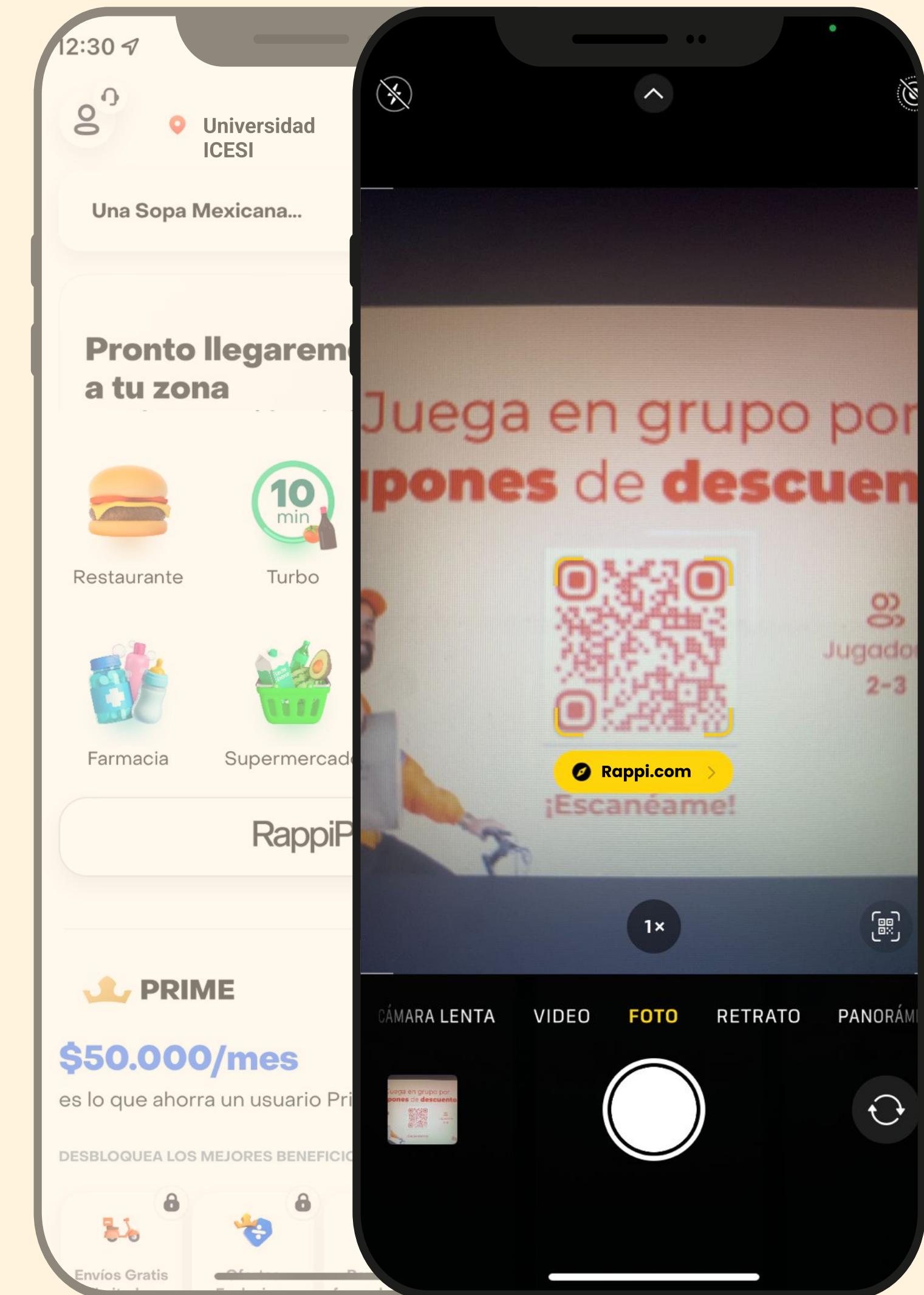
The name makes it clear that it is a **maze game** and an **extension of Rappi**.

familiarity
clarity
trust

SERVICE

With “Rappi Maze” it is possible to **play** for **coupons redeemable** on the next Rappi purchase.

Just scan the QR and play!





CAMPAING TO FOSTER

The tablets present in the restaurants suggest playing to win redeemable coupons on the next purchase, just like the Rappi pop-ups.



AUDIENCE DESCRIPTION

Rappi's current target audience: **centennials** (1997-2010 / **13-26** years) and **millennials** (1981-1997 / **26-42** years).

Those looking for: **discounts, easy and fast.**

LOCATION

The tablet interacts with the devices of the users present in Rappi's main restaurants.

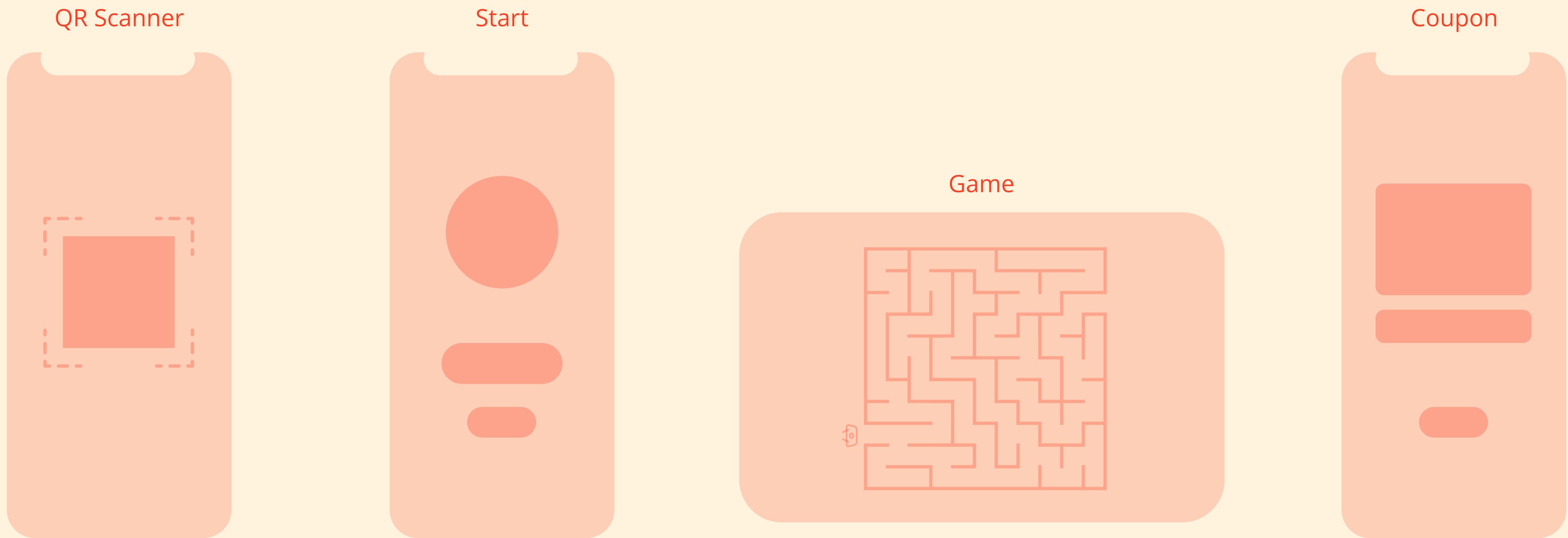




DATA STRATEGY

We want to gather how many people that use rappi go to restaurants, scan the QR and play the maze game for the food discount. Also we want to see if the number of active users increase and what to know how much time does the users take to complete de maze for making him.

IDEAL EXPERIENCE DESCRIPTION



The **QR** is
scanned with
the **cell phone**
camera

Digital touchpoints in
phone

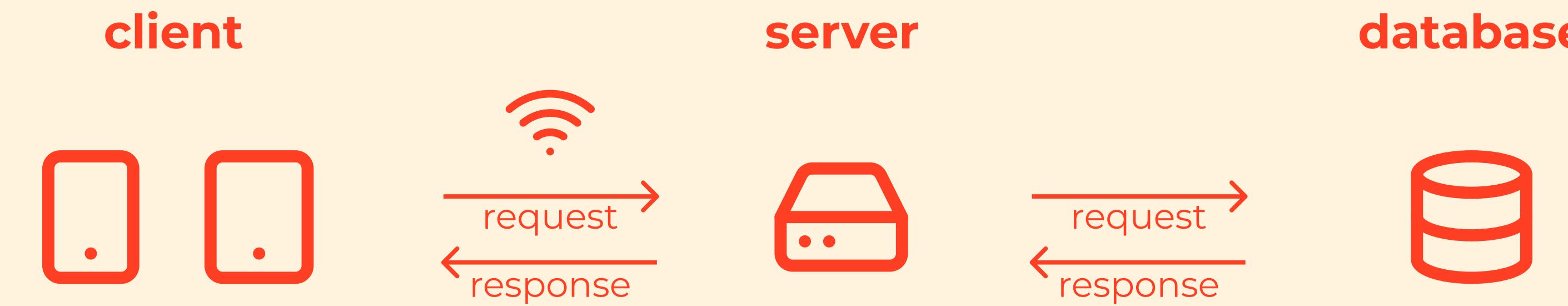
MAZE in the tablet

If the user wins,
win a **coupon**

MAIN FEATURES AND CLIENTS INTERACTIONS

Users engage by scanning QR codes strategically located in partnering restaurants, immersing themselves in captivating maze challenges. This engaging interaction not only transforms waiting time into an enjoyable experience but also allows users to unlock special discounts upon maze completion. With seamless integration into the Rappi app, users can easily access and participate in the game, enhancing their dining adventure and fostering a sense of loyalty to both the restaurants and the Rappi platform.

ECOSYSTEM DIAGRAM



THANKS