



JUMBO

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Innovating.
Shopping.
Experience.

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Inspiration

Aspirations

- Entertaining & convenient
- Captivating & promotional

Competitor analysis

- Recognised awards
- Gamification
- Reward system
- Faster checkouts



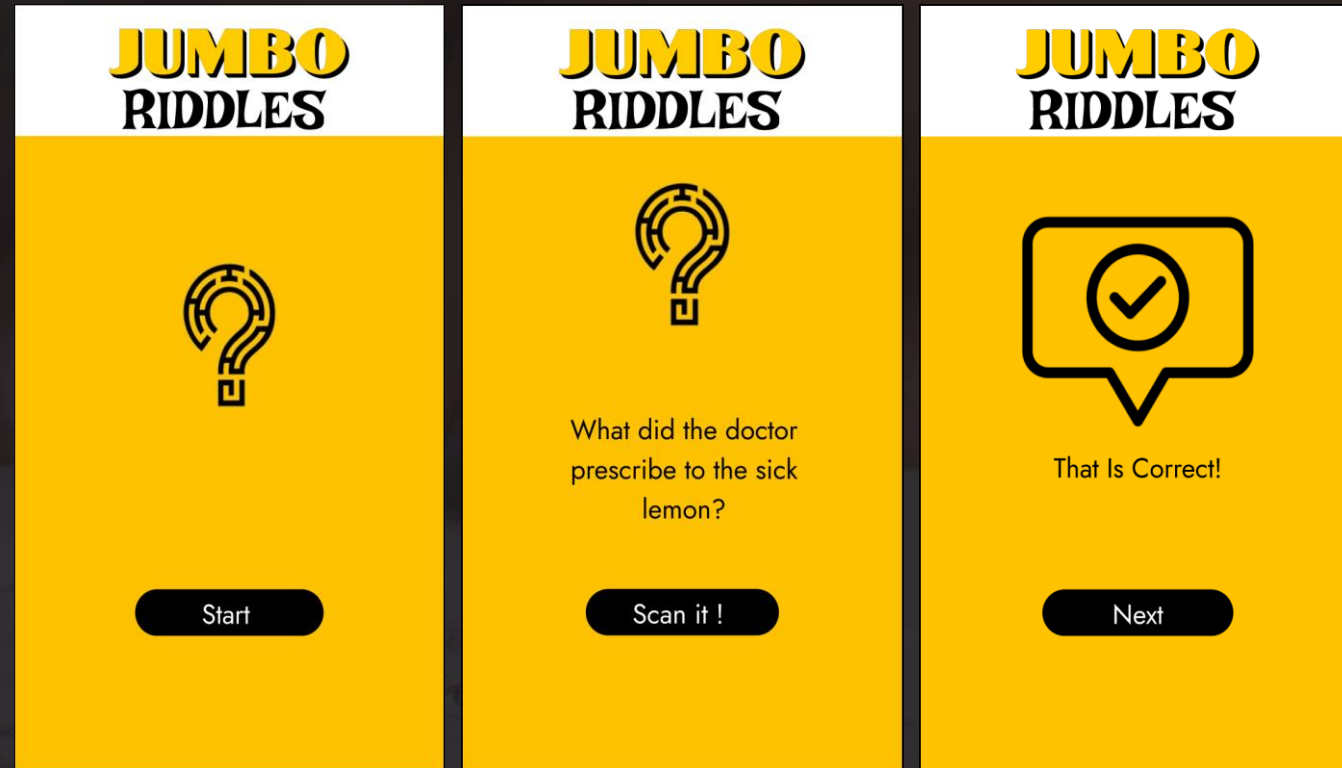
Jumbo Riddles

Problem:

- *How to involve children in grocery shopping?*

Benefits:

- Engaging & family-friendly
- Interaction with products
- Can be part of the main app
- Can be rewarded



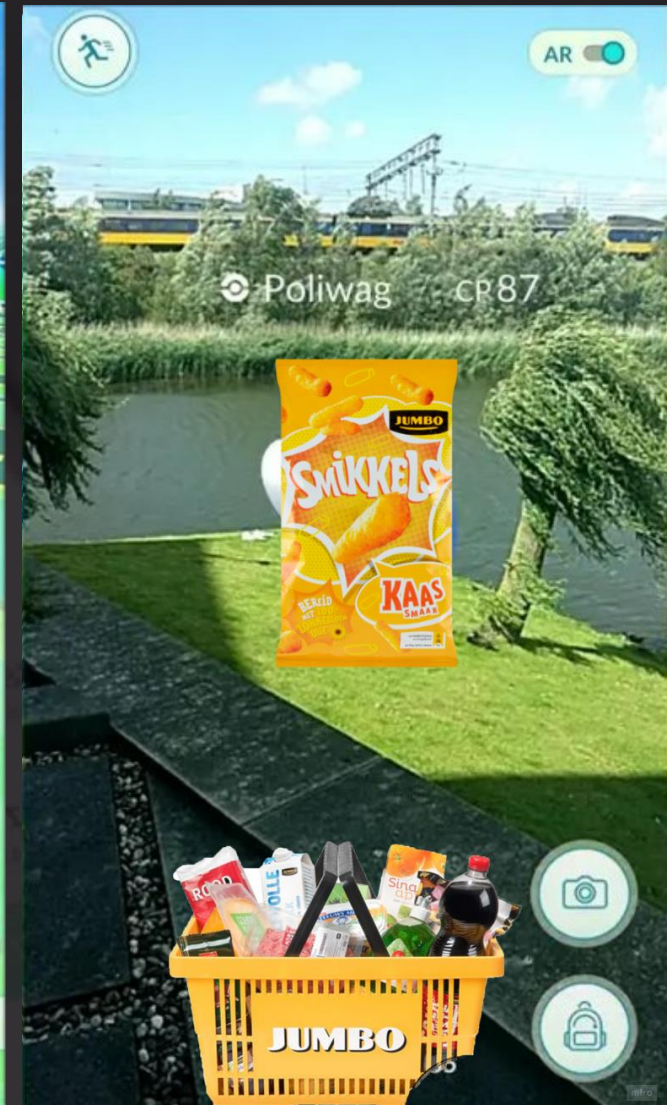
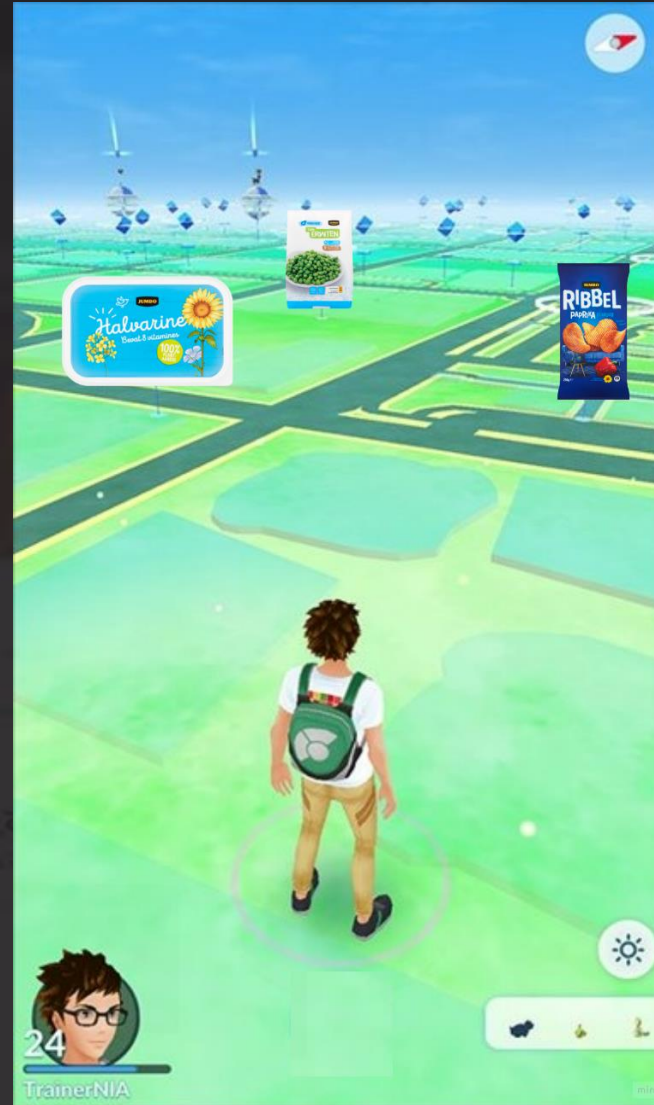
Jumbo Go

Problem:

- *How to keep the customer subtly engaged with the Jumbo brand?*

Benefits:

- Entertaining and interactive
- Promotes exercising
- Customer retention
- Wide target audience
- AR trend



Jumbo Virtuele Speurtocht

Problem:

- *How to promote the Jumbo brand beyond shopping?*

Benefits:

- Entertaining & Creative
- Family-friendly
- Wide target audience
- Long-term engagement
- Can be played anywhere



Jumbo Live Speurtocht

Problem:

- *How to make the in-store experience more entertaining?*

Benefits:

- Interactive & Fun
- Spotlighting products
- Reward system
- Can help save money
- Can be integrated in extra's app

JUMBO SPEURTOCHT	JUMBO SPEURTOCHT	JUMBO SPEURTOCHT
De wekelijkse JUMBO Speurtocht is begonnen! Vind 3 producten in 3 minuten en win EXTRA korting! START	02:51  Venco Kleurendrop Hard Zoet 275g € 2.12 CHECK BARCODE	Gefeliciteerd! Je hebt alle producten gevonden binnen 3 minuten! Scan de barcode bij de kassa en krijg extra korting! 

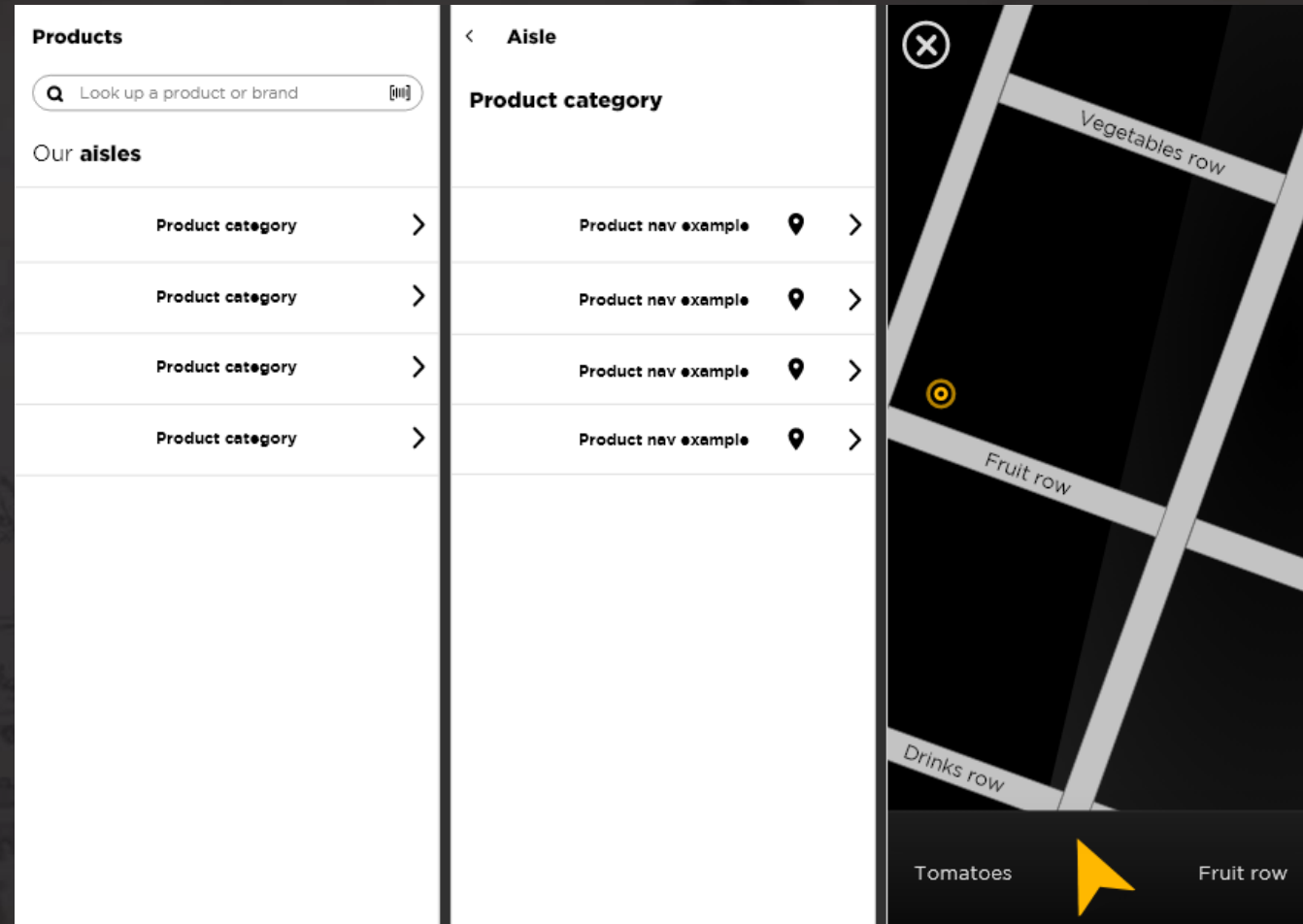
Store Navigation

Problem:

- *How to enable a more fluent shopping experience?*

Benefits:

- Convenient & efficient
- Potential crowd control
- Personal shopping list with route
- Could suggest substitutes



Feedback & Questions

