PeopleVine

Contests

Loyalty

Social

Zipcar Runs King of the Road Contest on PeopleVine

WITH 1,000'S OF MEMBERS IN THEIR CHICAGO MARKET, ZIPCAR WANTED TO MINIMIZE THE MANUAL EFFORT IN RUNNING THEIR KING OF THE ROAD CAMPAIGN.

Prior to PeopleVine, Zipcar kicked off a "King of the Road" contest in two other markets to engage with their members, by rewarding them for driving a Zipcar during various days and times. It was a laborious process for them to run these contests as points were rewarded (and tracked) manually, customers didn't have insight on what place they were in, let alone what points they have earned and a slew of other manual tasks throughout the campaign.

In an effort to improve upon the user experience and minimize the effort by Zipcar employees (as well as members), Zipcar reached out to PeopleVine to launch their King of the Road contest on PeopleVine. We did just that, by leveraging the PeopleVine contest engine, loyalty platform and social trackers, we were able to fully automate the day to day operations of the King of the Road contest and improve upon the user experience! In addition, members were able to earn points for Tweeting, Following and just showing up to pick up swag; PeopleVine tracked it all.

Members were able to login via their mobile phone, tablet or desktop to see in real-time where they ranked compared to the other players. They were able to see which activities they have completed and which ones they could still achieve. As well, they received a daily recap via e-mail of their points earned in order to ensure they didn't miss any points.