

19 CRIMES INFAMOUS INSIDER REWARDS

Connect digital experiences to physical products

OBJECTIVE

Increase purchase frequency and sales volume while driving downloads of Living Wine Labels app.

SOLUTION

For completing activities, like making a purchase, downloading the app, or entering hidden keywords, legal age drinkers can earn “Infamy Points” to redeem in the “Rewards Commissary.” Keywords are hidden in the Living Labels augmented reality app, and other owned media, driving added member engagement with new innovations being added yearly, like the point burn label maker.

