

Zwinky Case Study: Sears

To celebrate back to school, Mindspark worked with Sears to create a 2-story wing in the Zwinchester Mall with virtual replicas of actual Sears products, a fashion event and voting program for users to vote on apparel.

Components & Results:

- 2-story store in Zwinchester Mall
 - 2.4MM visits
 - 211k visits to Sears website
- Exclusive Apparel & Furniture
 - 346k virtual apparel items purchased
 - 219k virtual furniture items purchased
- Fashion Event in Lexi Hall
 - 2.4MM video plays
 - 943k visits
- Branded Kiosk & Voting Cards
 - 1.1MM items dispensed
 - 63k voting cards purchased
 - 98k votes cast
- Cross-Site Promotion
 - 18.5MM billboard impressions (2.8% CTR)
 - 4.7MM Easter egg impressions (5.1% CTR)

Timing: 4-5 Weeks

