



# Rewards

For the love of soccer

## How Sprint drove 3x increase in engagement with Amazon Moments

3x

increase in engagement rate

2x

increase in total wallet activations

500K+

rewards offered

74%

participation rate in final challenge

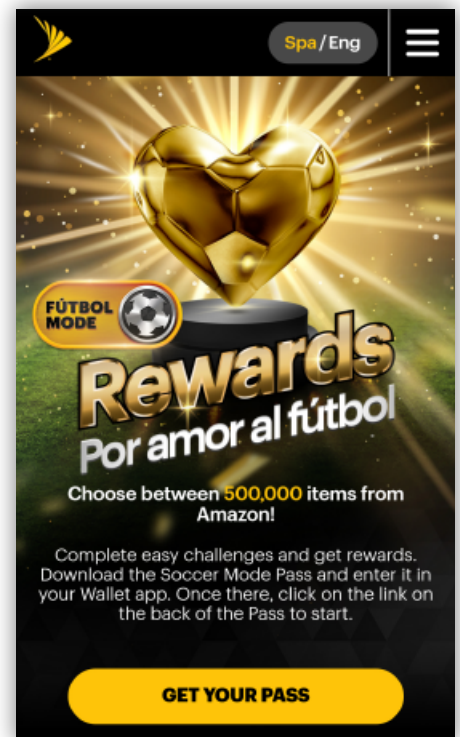
### CHALLENGES

Sprint was the official wireless sponsor of the 2019 Concacaf Gold Cup soccer tournament for the seventh year in a row. The 2019 Gold Cup was the biggest-ever edition of the soccer event, with 16 participating nations, 3 host countries, and 17 stadiums. The 2019 Concacaf Gold Cup received broad media coverage – the event was broadcasted nationally on the Univision and FOX family of networks and by television partners in countries around the world. Additionally, Concacaf Gold Cup was transmitted on radio in Spanish by Fútbol de Primera Radio Network. With the potential to engage national audiences, Sprint wanted to make the 2019 Gold Cup an inclusive user experience while enhancing brand affinity and consideration among Hispanics and other consumer segments. Sprint was interested in creating a Fútbol Mode Rewards platform, Futbolmode.com where users could complete challenges to earn real-world rewards and looked for a solution that could seamlessly and effectively distribute a variety of appealing prizes to thousands of customers across the US.

### SOLUTION

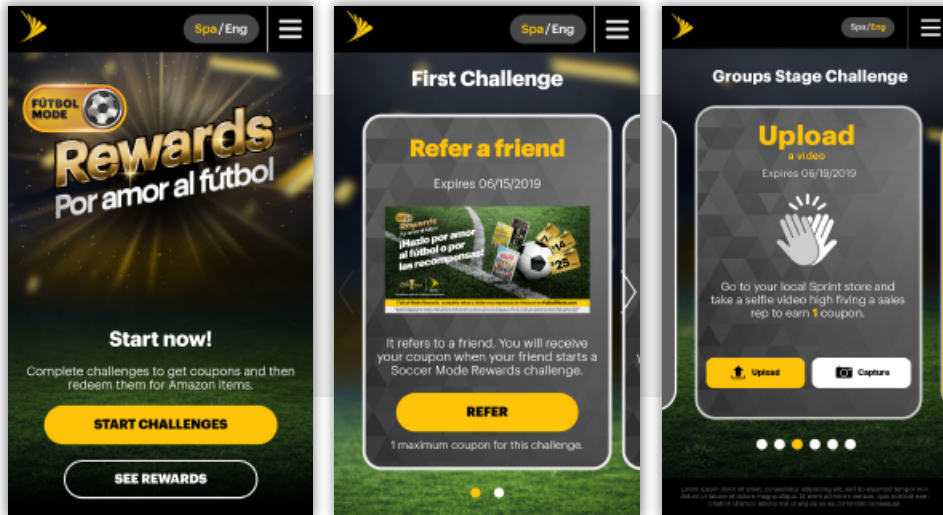
Sprint partnered with Amazon Moments to create the Gold Cup rewards experience for their five-week long campaign. The Fútbol Mode Rewards platform was powered by Amazon Moments and provided users with access to over 500,000 items on Amazon. To participate, customers downloaded the Fútbol Mode Rewards Wallet Pass from Futbolmode.com. In the Wallet Pass, customers could view and complete challenges during each of the five stages (Pre-cup, Group, Quarter Final, Semi-Final, and Final) to accumulate Amazon credits which can be spent in the customized Sprint Fútbol Mode Rewards store on Amazon. Challenges were designed to drive user engagement with the tournament and with Sprint brand properties, including referring friends to the reward program, uploading videos and photos of users engaging with Sprint content (watching Sprint commercials, visiting Sprint stores), and posting videos predicting the winner of a Gold Cup match for set dollar values of Amazon credits (\$7, \$14, \$25). Sprint also tested a challenge where the reward value was randomized.

The campaign was promoted @SprintLatino social channels, including Instagram, Facebook and Twitter, while also using their network of influencers to drive awareness and participation. Sprint also promoted the campaign on television, radio, and web.



## RESULTS

Sprint was thrilled with the success of the Fútbol Mode Rewards platform for the 2019 Concacaf Gold Cup. The variety of rewards and ease of redemption through Amazon Moments drove unprecedented user interest and engagement in the tournament and campaign. Futbolmode.com saw over 26,000 visitors, and total wallets created with Moments and the customized rewards store on Amazon was 2x higher than previous activations which featured rewards such as TAG Heuer Watches, Samsung electronics, and Nike Soccer Gear. The opportunity to accumulate credits for bigger rewards via Moments kept fans engaged and invested for the entirety of the event even if their team was disqualified.



The final challenge stage generated the highest participation rate – 74% of participants who registered for the challenge completed the desired action and claimed their reward.

Sprint also learned that randomization of prizes entices users to play more. In the Final Challenge Stage (the only challenge stage with randomized rewards), users could watch a TV spot during the Gold Cup to receive a unique code for a chance to win \$7, \$14, or \$25 credits. The excitement and surprise element around the randomized prizing led to a significant increase in user engagement: engagement rate during this stage was 3X higher than the benchmark. Given the success of this year's campaign, Sprint is planning to leverage Amazon Moments again in upcoming sponsorships to continue to drive increased engagement.

## ABOUT SPRINT

Sprint (NYSE: S) is a communications services company focused on creating more and better ways to connect its customers to the things they care about most. Sprint served 54.5 million connections as of March 31, 2019 and is widely recognized for developing, engineering, and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States. They are a leader in no-contract brands among companies like Virgin Mobile USA, Boost Mobile, and Assurance Wireless. Sprint also offers instant national and international push-to-talk capabilities and a global Tier 1 Internet backbone. Today, Sprint's legacy of innovation and service continues with an increased investment to dramatically improve coverage, reliability, and speed across its nationwide network and commitment to launching the first 5G mobile network in the U.S.

*"The integration of Amazon Moments and Mobile Wallet Pass gave users a gaming experience that kept them engaged throughout the tournament."*

- John Santiago, CEO of M8

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