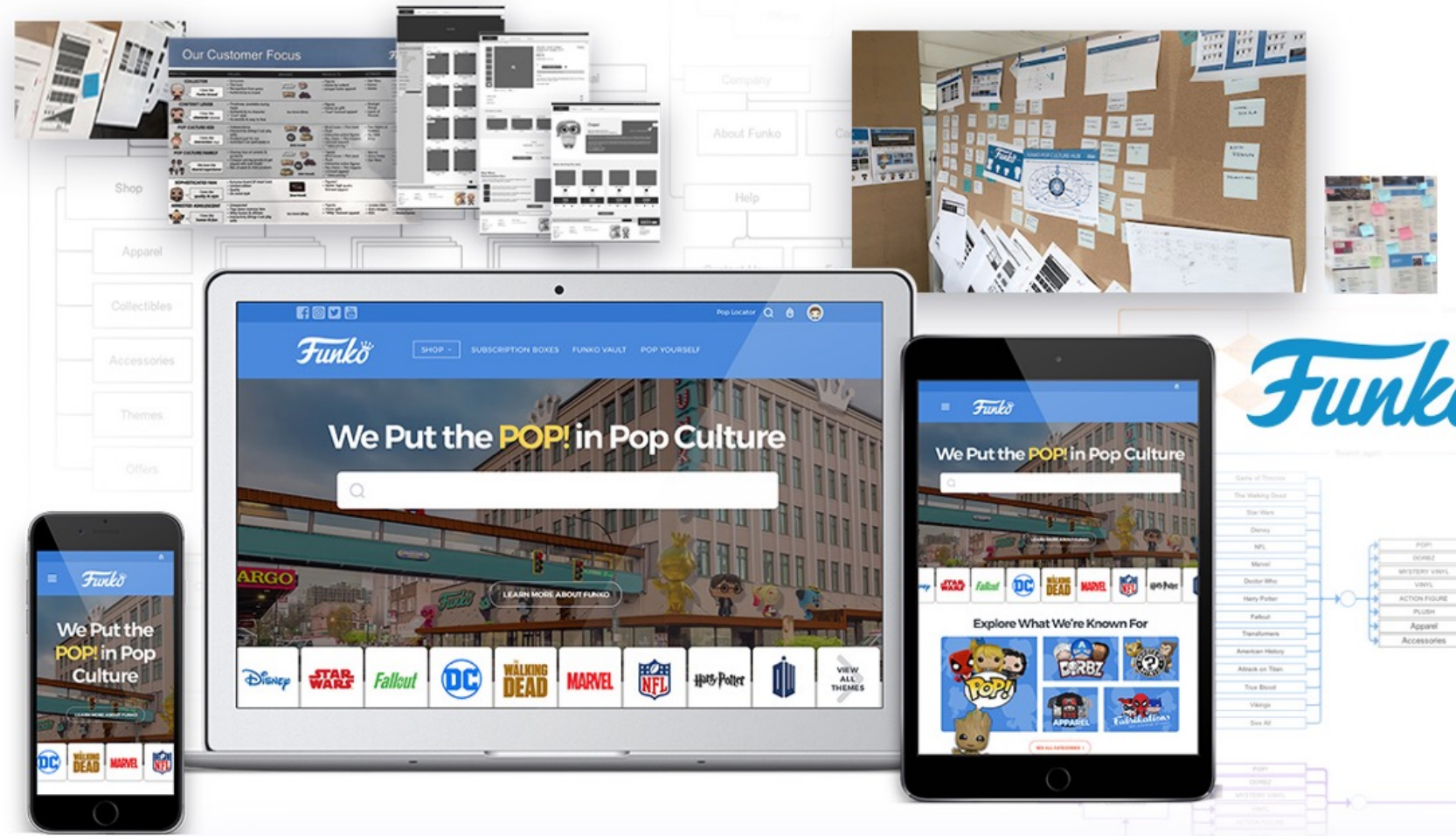


Digitally Fueling Fandom

As the delivery and marketing of consumer-packaged goods are becoming more digitized, companies have the opportunity to reach more customers, but that comes with the risk of cannibalizing other channels.

How can a popular toy and collectibles company transform its subscription service in a way that will continually engage hard-core fans and create new fans without impacting resellers or their other direct-to-consumer efforts? Provide fresh offerings and product exclusives in a way that only this playful brand can.



MARKETING

- ▶ Digital Transformation
- ▶ Customer Strategy

EXPERIENCE

- ▶ Sitemaps, Wireframes
- ▶ User Flows, Visual Design

COMMERCE

- ▶ Technical Architecture
- ▶ Program Operations

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OUTCOME & IMPACT

Revel's strategy- and design-led approaches resulted in immediate, significant improvements in both customer retention and new customer growth. The company's subscription service continues to delight customers and satisfy the most enthusiastic fans.



DATA-LED INSIGHTS
EMPOWER COMPANY
TO GENERATE AND
NURTURE DEMAND



A UNIFIED PROFILE
CREATES **SEAMLESS**
USER EXPERIENCE
ACROSS PROPERTIES



PERSONALIZED
EXPERIENCES
STRENGTHEN THE
BRAND-FAN CONNECTION