

# Solution – Workout rewards – Pact Coffee

## OBJECTIVE:

- ✓ Increase awareness of Pact Coffee in the UK and drive purchase intent

## RUNKEEPER SOLUTION:

- ✓ Workout reward targeting RK UK audience
- ✓ Run from Feb 23 through April 26, 2015 and July 16 through February 2016

## RESULTS:

- ✓ Between February and April, we had 236K redemptions

