

Smart Play for Retail:

What's the secret to a 20% engagement rate during Back-to-School?

THE OVERVIEW

Havas partnered with Matter22 to deliver Pepco's Back-to-School campaign, tapping into a growing but often overlooked audience: moms who game. This powerful demographic was engaged in a non-intrusive, entertaining way that blended utility with entertainment.

THE GOAL

Pepco wanted to stand out during the competitive Back-to-School period by increasing awareness among moms, driving deeper engagement and positioning itself as the smart, stress-free shopping choice for families, by highlighting competitive prices and wide product range.

- **Campaign dates:** 25/08/2025 - 20/09/2025
- **Creative formats:** Playable ads in premium mobile games
- **Locations:** Nationwide in Greece, mobile-first

THE SOLUTION

When the back-to-school season arrives, many mothers face added stress as they juggle new routines, schedules, and responsibilities. During this time, casual gaming becomes an important outlet—helping them relax, regain focus, and feel in control.

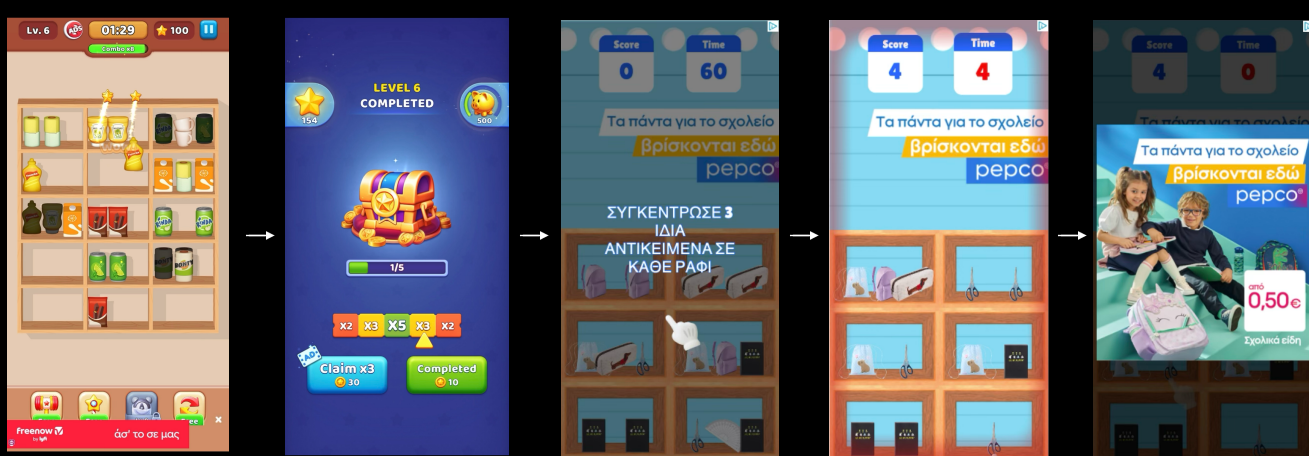
For this campaign, we tapped into this insight by reaching moms in the very moments they turned to mobile gaming, particularly within the casual genres they enjoy most.

Strategy & Execution

- Playable Ads were chosen for their ability to capture attention, extend dwell time, and integrate seamlessly into the gaming environment.
- Two custom, back-to-school themed playable experiences were developed:
Sorting Game: A more immersive puzzle reinforcing Pepco as the go-to destination for back-to-school essentials.
Connect Game: A fast, intuitive activity showcasing Pepco's competitive prices on kids' clothing.

Impact

Both formats delivered entertainment with purpose—offering moms engaging, relevant, and useful content in a natural mobile environment. By aligning brand messaging with moments of relaxation, Pepco strengthened its role as a trusted, value-driven partner for families during the busy back-to-school season.



THE RESULTS

The campaign outperformed benchmarks, proving that gaming can drive not just impressions, but meaningful and lasting brand engagement. Gaming proved to be an underutilized but highly effective channel for building lasting brand affinity with Pepco's core audience.

20.1% engagement rate

84% win rate (players completing the experience)

3% CTR

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Matter 22 created a successful campaign that not only delivered reach, but also relevance. Pepco's Back-to-School campaign constitutes a great example of how precision targeting and compelling storytelling can come together to drive meaningful impact through engaging playable formats.

Havas Media, Greece