

# PLUS TWO BECOMES A 3RADICAL ACCREDITED PARTNER.

## DELIVERING SOLUTIONS COMBINING PLUS TWO'S CREATIVE TECHNOLOGY AGENCY SERVICES AND 3RADICAL'S AWARD WINNING SOFTWARE PLATFORM TO KEY CLIENTS

**London, 18 July 2016:** 3radical announced today that Plus Two has become the latest partner to join its Accredited Partner Programme.

Plus Two is a creative technology agency that builds positive brand experiences. Working with customers including Direct Line, Del Monte, TNT, Red Bull Racing and Nestle, they develop smart, creative and technology-led solutions to successfully connect users with brands.

3radical has developed Voco, the award winning, real time engagement platform that enables business users to create and deliver individually tailored interactive experiences across a broad range of digital channels. These interactive digital experiences result in exceptional response rates and engagement across the entire relationship with a brand – from awareness through purchase and to advocacy – by creating an emotional connection between the brand and individual.

Examples include asking consumers to visit stores, websites, respond to interactive questionnaires and surveys, share information socially, refer friends or make purchases. In return, different incentives can be provided including points, badges, competition entries, leaderboard positions, social gaming experiences and discounts. The timing of the request and nature of reward is optimised, delivered “in the moment” by Voco’s real time engine and designed for mobile devices. By their behaviour consumers take themselves on an unfolding story with the brand.

3radical Voco is used by major brands around the world including Dell, Anytime Fitness, British Land, DBS Bank, Azzuri Group, Mitchells & Butlers and National Pharmacies and the results achieved have been recognised with multiple industry awards.

As an Accredited Partner, Plus Two have demonstrated their ability to create powerful solutions combining the 3radical Voco platform with their agency services, ensuring substantial benefit is delivered to clients and consumers.

“3radical have developed an innovative new platform to create connections between brands and consumers – an area of critical focus for so many organisations” commented Steve Grout, Director, Plus Two. “We have been very impressed not just with the technology, but with the results major brands have achieved, and are delighted to be bringing this capability to our clients.”

David Eldridge, CEO, 3radical added “Plus Two have a strong offering and are experts in bringing together strategy, planning, creative and the technology to deliver results. Our new partnership will result in exciting implementations of Voco for brands, and we are excited to be working together.”

## **About 3radical**

Organisations today are increasingly competing on the experience they deliver to their customers.

To win, they must find new ways of engaging:

- their employees - giving them the information, tools and networks they need to be engaged and effective
- their consumers - getting and keeping their attention over time

3radical has developed a software platform, Voco, and set of built in best practices, that achieves exceptional engagement from these audiences.

It does this by enabling business users to create relevant, real time interactive experiences and deliver them via existing digital channels such as web, email, mobile app, social and chat. These experiences span the entire customer or employee journey, are optimized and delivered “in the moment” for each individual, who through their behaviour take themselves on an unfolding story with the brand.

The results are exceptional, with leading brands like Azzuri Group, DBS Bank, Dell, British Land, Anytime Fitness and many more already benefiting from the award winning Voco platform.

3radical sells its solutions globally through offices in the UK, US, Singapore and Australia.