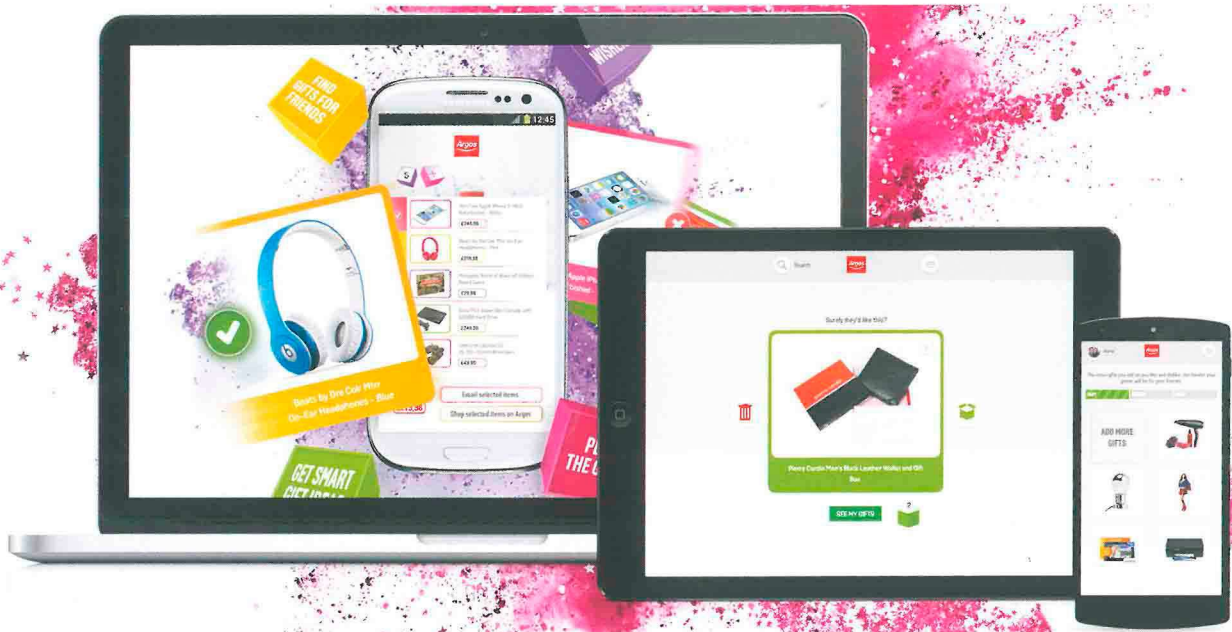


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INNOVATION OF THE YEAR**
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**AWARDS 2015**
**Winner – Argos**

# Inspired idea from Argos identifies the perfect present



**T**o help consumers to give the right present over the busy Christmas period, Argos created an imaginative and inspirational Gift Finder.

Shoppers were able to enter details about who they were buying for and how much they wanted to spend. Using intelligence gleaned from other customers it provided relevant gift ideas.

The idea was inspired by mobile dating app Tinder and the innovation allowed users to swipe products one way to save them in a list or swipe in the other direction to discard them. Each swipe contributed to improving the filtering system.

The Gift Finder had a secondary function – providing the retailer with information on

new and existing customers using Facebook data, while encouraging consumers to tell it which products they did and didn't like. This enhanced its understanding of different customer segments and the gifts they were interested in.

The app featured a mobile-based game called Friend or Fraud that allowed people to challenge their friends and see how well they really knew each other, encouraging social sharing. It also enabled shoppers to create wish lists so they could give and receive inspiration.

During the soft launch phase, the Gift Finder racked up more than 300,000 visits, three quarters of which were from mobile devices. Argos said that the average visitor spent more than three minutes looking at gift suggestions

and swiped through more than 60 of the 6,000 available gifts per visit.

"Argos's entry was the clearest in terms of what it set out to do and what the return on investment was," one of the judges said.

Another observed: "It's early days yet, but if it builds the algorithm then that ability to give really good gift ideas could have a real benefit."

The digital gift guide is in its second year, and Argos sees potential to use the platform during other gifting periods, such as Valentine's Day and Mother's Day.

The app could similarly drive conversion by recommending relevant product selections, improving Argos's digital offering while extending its customer base.

The judges also saw great potential in how initiatives such as Gift Finder can cut paper costs at the retailer, which is increasingly adapting digital technology rather than relying on its traditional catalogue.

"If Argos's digital efforts mean it can cut spending on those big books then the savings would be huge," one judge said.

As the trend for Tinder-style apps continues, there's every likelihood that initiatives such as Argos's Gift Finder will be even more popular come Christmas 2015.

**PETAH MARIAN**

## Serco

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