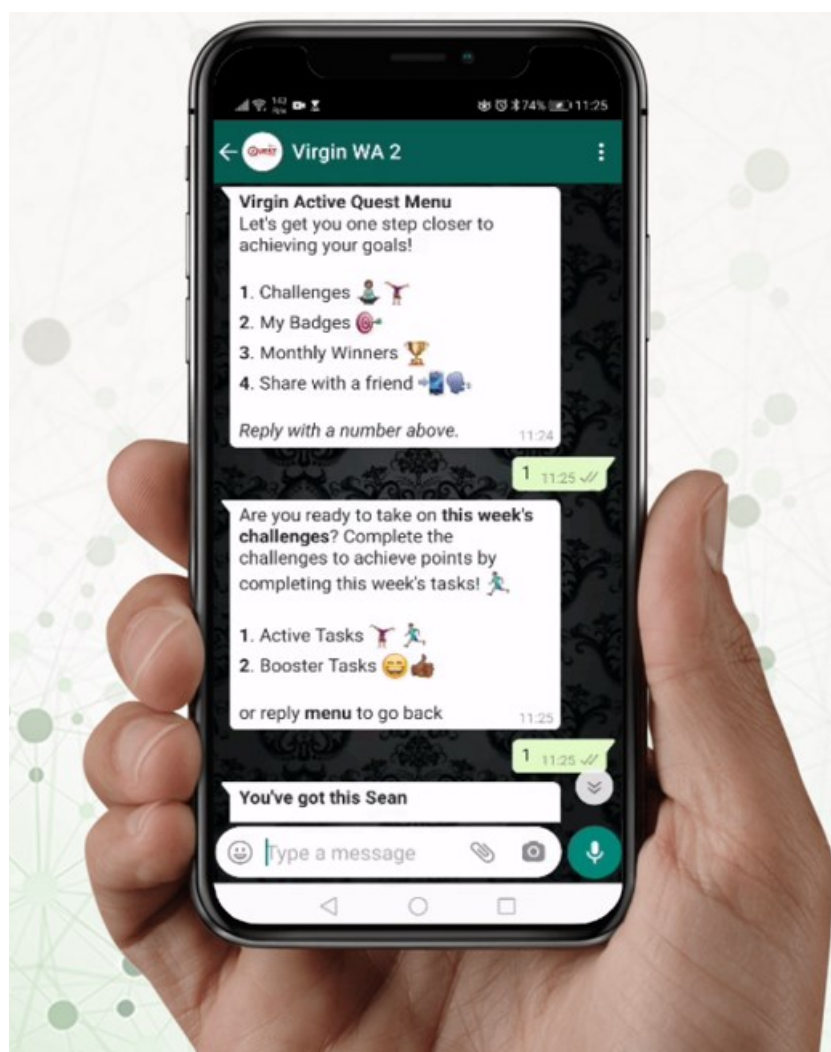


Virgin Active Quest receives over 6 million interactions on WhatsApp

Issued by [Techsys Digital](#)

1 Jul 2021

The Virgin Active Quest campaign is all about motivating their members to stay active and complete a set of fitness challenges in a fun and engaging way. The campaign was created on [buildabot](#) and takes place as a series of health and fitness based tasks that members can complete each week to earn points and unlock amazing prizes via WhatsApp.



[click to enlarge](#)

The results have been amazing!

In the first month alone, over **300,000 workouts** were logged and **hundreds of thousands** of hours of **online exercise** videos were watched as members showed how comfortable they were engaging on WhatsApp.

Says Asher Jacobson – product operations manager at Virgin Active: “We chose to run Quest on WhatsApp because it is incredibly simple for consumers to use and delivers a rich media experience across any device. The challenges have been designed to help customers achieve their chosen goal and when successful, members are able to earn badges and win big!”

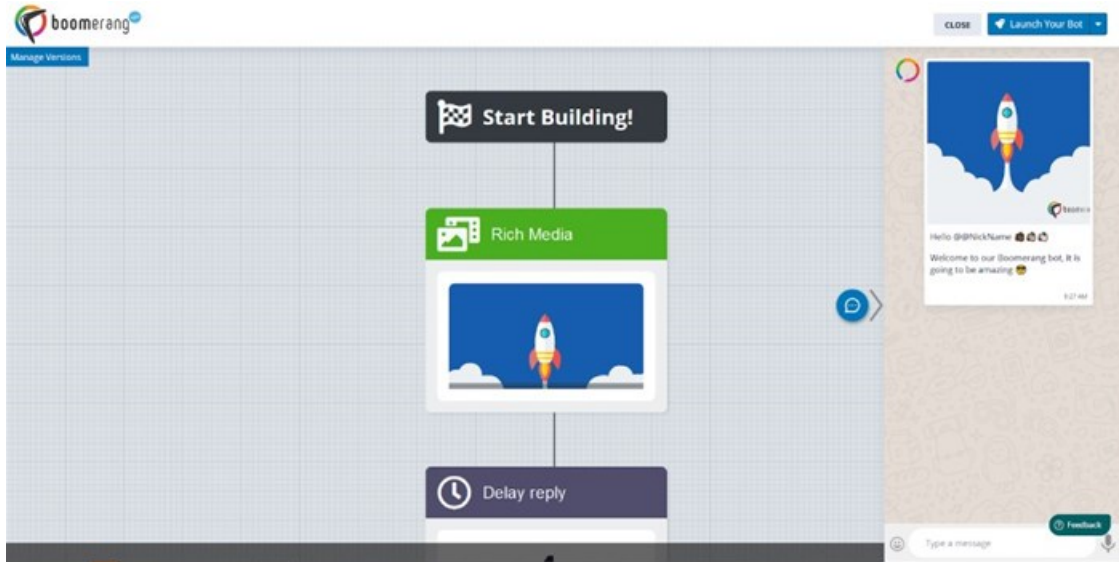


Boomerang.africa - WhatsApp templates increase engagement and conversion rates

Techsys Digital 2 Oct 2020



To create Quest, Virgin Active partnered with creative tech agency Techsys Digital who built the campaign using their easy-to-use [buildabot](#) platform for WhatsApp.



[click to enlarge](#)

Says Andrew Walmsley – head of innovation: “We love working on campaigns that use technology to improve people's lives, which is exactly what Quest does by getting people to live better and be healthier.”

Want to launch a chatbot campaign with **builabot**? Simply head to [our website](#) or email us at hello@boomerang.co.za and we'll get back to you.

Contact us today:

Cape Town office: 021 788 6896

Email: info@techsys.co.za

Or visit our [website](#) or [Facebook page](#)!

▪ **Closing the gender pay gap: Momentum leverages AI in groundbreaking campaign** 17 Jan 2024

▪ **Jack Black's Brewing Co. collaborates with Techsys Digital for a refreshed digital experience** 8 Nov 2023

▪ **Techsys Digital and Takealot grab 12 Bookmarks finalists** 29 Jun 2023

▪ **Takealot reaps the rewards of AI-powered chat commerce on Whatsapp** 5 May 2023

▪ **How to go viral on TikTok... let your customers #unwrapalot** 24 Nov 2022

Techsys Digital



Raised by computers, our team of experts specialize in all things digital, integrating new insights, strategies and digital technologies into clients' projects to achieve world class results.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>