TOUCHCODE
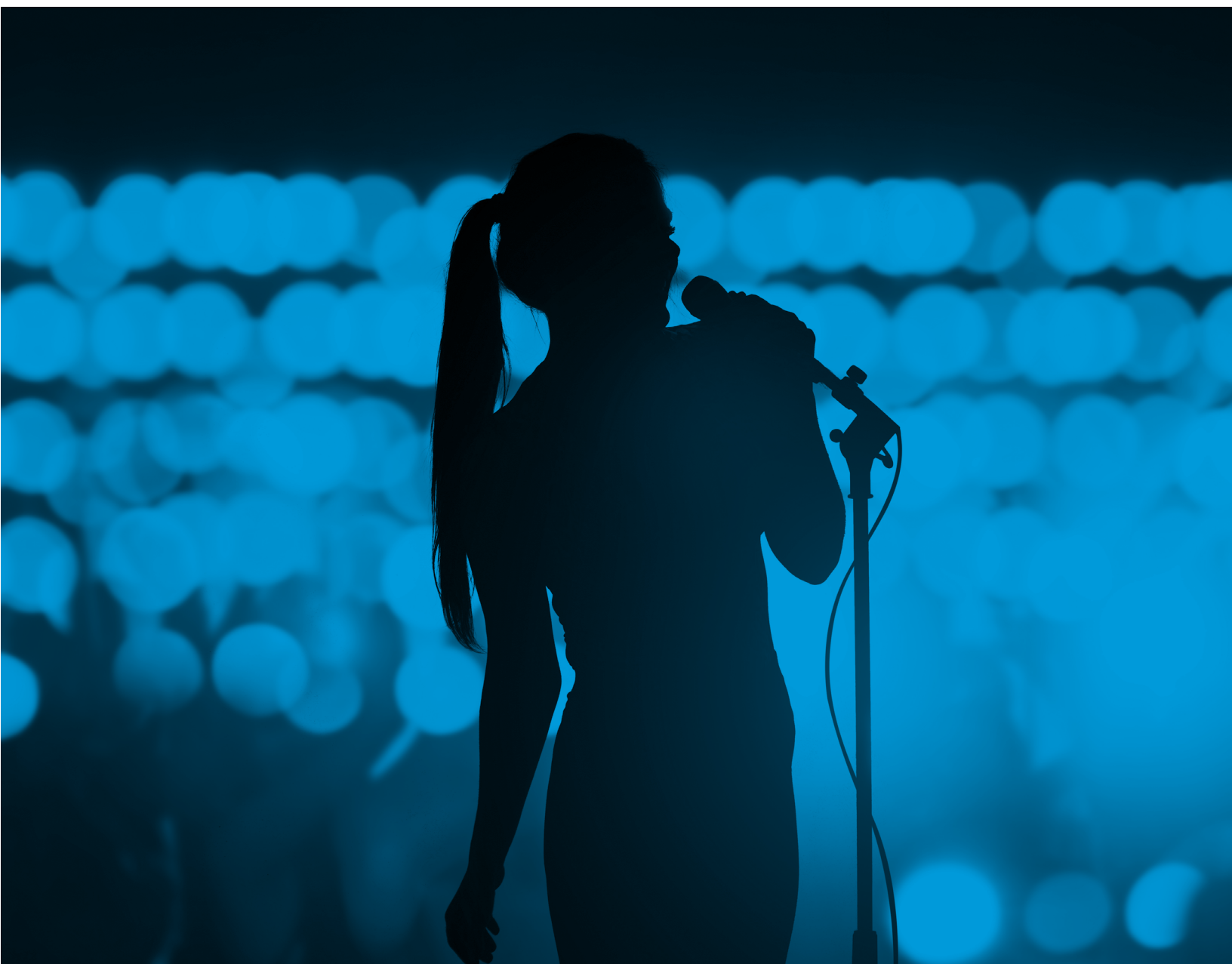
DISNEY VIOLETTA

Enhancing Brand Loyalty With Exclusive Disney Violetta Digital Content

THE CHALLENGE

Disney wanted to take a fresh approach to its Violetta TV series, popular in Italy and Europe. The company strove to modernize its brand and optimize its reach to an audience of kids who had an increased interest in devices and apps.

In collaboration with toy manufacturer Giochi Preziosi, Disney launched a merchandising initiative with its Violetta brand.

Giochi Preziosi built native iOS and Android apps and added Touchcode to 80 Violetta collectible cards. Customers who purchased the cards could unlock special features like dance tutorial videos, scenes from the Violetta show, and scrapbook tutorials.

THE TOUCHCODE SOLUTION

100K+ DOWNLOADS IN THE FIRST 2 WEEKS

Disney added Touchcode technology to 80 of their Violetta collectible cards. Now when kids purchased the cards, they would be able to access additional content from the show, like memorable scenes, learn songs and dances with Violetta. By offering a new take on the TV series, kids could now have a full digital experience with their favorite character. This kept Disney's young audience engaged and excited to buy more collectible cards.

3M+ CARDS DISTRIBUTED

4.5★
GOOGLE PLAY STORE RATING

THE RESULTS

The app was downloaded over 100,000 times in its first two weeks on the app stores and received a 4-star rating in the Apple app store and a 4.5-star rating in the Google Play store. Over three million Touchcode cards were distributed during the campaign, as well.

TOUCHCODE

Ready to Innovate?

We'll show you the way. Get in touch to learn how Touchcode's
connected packaging solutions can help you deliver digital experiences
your consumers will never forget.

WWW.TOUCHCODE.COM

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