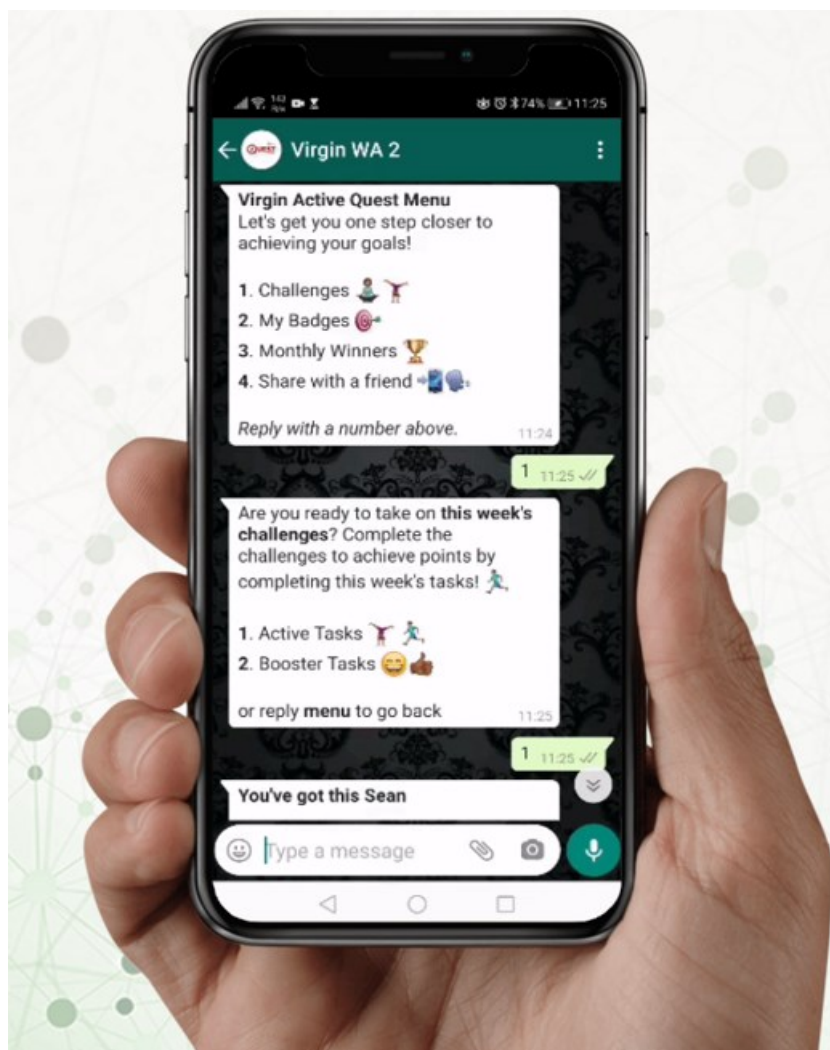


# Virgin Active Quest receives over 6 million interactions on WhatsApp

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!”

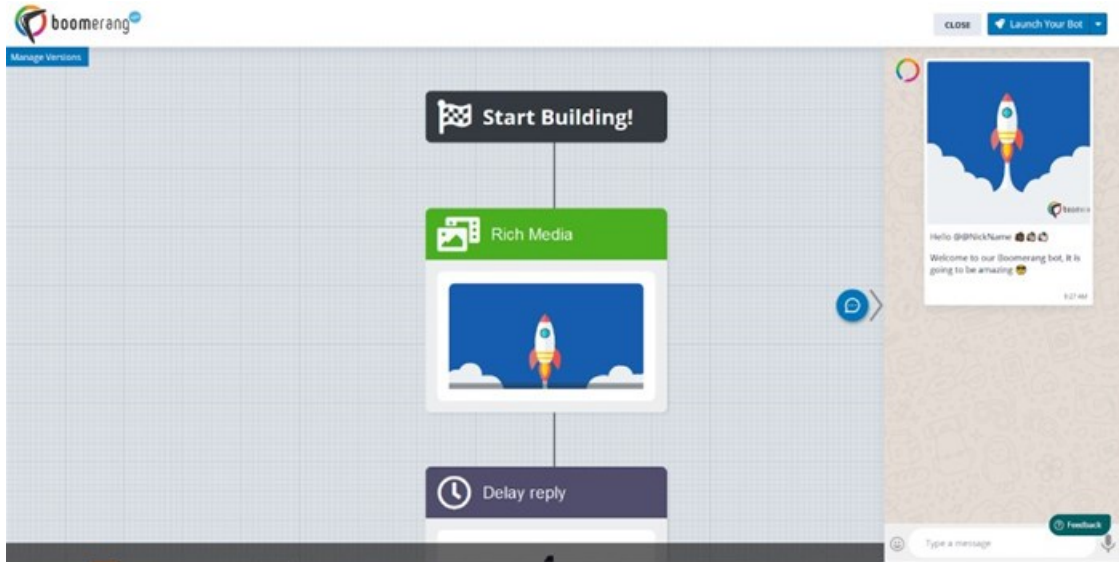


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Techsys Digital 2 Oct 2020



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.



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**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](mailto: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](mailto:info@techsys.co.za)

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