

Case Study On

ROYAL CANIN
a division of Mars Petcare

VACATION RENTAL WORLD SUMMIT (VRWS) How a 12-Year Global Networking Event Achieved 100% App Adoption with Eventify

Case Study

Winfor SA is a Switzerland-based business support
Royal Canin is a global pet nutrition company known
for its science-based dog and cat food formulas
tailored to specific breeds, sizes, and health needs.

Problem Statement

Royal Canin needed to unite 150 employees across Turkey, Ukraine, Israel, and Kazakhstan—bridging distance, cultures, and time zones to build one cohesive team. Traditional event platforms didn't fit this goal.

Event tech manager Viktor Zhuk required a flexible, social-style solution for daily challenges, posts, and team interaction. After reviewing options, he selected Eventify for its strong engagement and gamification features—driving 98% participation (125 of 150 employees) in just two weeks.

Challenges Before Using Eventify

- **Non-standard use case** — Platform needed to function as an internal social network, not a conference tool
- **Cultural and geographical diversity** — Connecting employees across 4 countries with different backgrounds
- **Team segmentation** — Needed to split participants into groups with dedicated communication
- **Keeping participants on-platform** — Had to avoid pushing teams to external tools for group chats
- **Daily content activation** — Required consistent challenge launches and participation across time zones
- **AI integration complexity** — Wanted to connect an external AI photo filter tool within the platform
- **Content export at scale** — Needed bulk social feed exports for client reporting

Why Eventify

- **Gamification depth** — Leaderboards, scores, stars, and grades created an experience beyond engagement
- **Flexible platform architecture** — Existing models could be renamed and repurposed for non-standard use
- **Social feed** — Enabled daily posting, commenting, and content sharing across the group
- **Push notifications + email** — Reliable challenge announcements delivered directly to participants
- **Scalable simplicity** — Could be kept simple or made more advanced at organizer's discretion
- **Gallery download** — Content from challenges retrievable for client reporting
- **Engagement-first design** — Chosen specifically because it felt more engaging than other platforms tested



ROYAL CANIN
a division of Mars Petcare

How Eventify Helped

Gamification Created a Living, Breathing Platform Viktor describes gamification as "something bigger than just being user friendly." Leaderboards, popup stars, scores, and grades transformed the platform into an experience. Participants competed, celebrated, and connected through it organically.

Social Feed Drove Daily Organic Content Every week a new challenge launched via push notification. Employees shared sport activities, cooking videos, AI-generated photos, and personal moments. The social feed became the heartbeat of the event — generating thousands of posts across two weeks.

Push Notifications Kept the Programme Alive Each Monday a new challenge was announced. Viktor flagged this as a "very useful feature" — ensuring consistent participation across all four countries and time zones without any manual follow-up.

Platform Flexibility Enabled a Completely New Event Format Viktor repurposed Eventify's existing models — renaming categories, restructuring groups, and building a team-based challenge programme within the platform's existing architecture. No bespoke build required.

Scalable Simplicity Gave the Organizer Full Control Viktor valued the ability to make the experience as simple or as advanced as needed. The platform adapted to his vision — not the other way around.



Key Features Used

- 1. Gamification Module — Leaderboards, scores, stars, and grades driving organic competition**
- 2. Social Feed — Daily posting, commenting, and content sharing across all participants**
- 3. Push Notifications — Weekly challenge announcements delivered directly to participants**
- 4. Email Notifications — Supported push to ensure full reach across time zones**
- 5. Gallery — Downloadable content archive for client reporting**
- 6. Group Architecture — Platform categories repurposed for team-based segmentation**
- 7. Mobile Event App — Accessible across 4 countries throughout the 2-week programme**

Results

- 98% engagement rate — 125 out of approximately 150 employees actively participated**
- 4 countries connected — Turkey, Ukraine, Israel, and Kazakhstan on one platform**
- 2 weeks of daily activity — Consistent participation driven by weekly challenges**
- Thousands of social feed posts — Organic content generated without organizer prompting**
- Full year continuation requested — Client immediately asked to extend programme for 12 months**
- Human connection achieved — Employees who had never met shared daily moments, food, and stories**
- Creative platform adaptation — Conference architecture successfully reimaged as internal social network**



Do not get stuck with the straightforward scenario. The same models, the same back end — but a completely different experience, a completely different event altogether.

About the Company

Royal Canin needed to unite 150 employees across Turkey, Ukraine, Israel, and Kazakhstan—bridging distance, cultures, and time zones to build one cohesive team. Traditional event platforms didn't fit this goal.

Book a Demo with Eventify Now!

Discover a custom event app tailored to your specific needs—just a call away!

Whether you're in corporate, B2B, education, research, or retail, we offer the perfect solution for businesses of all sizes. Our goal is to deliver exceptional results and create an unforgettable event experience, uniquely designed for you.

Don't wait—book your Eventify demo now! Choose a free demo or schedule a call with our team to get all your questions answered.

[Book a Demo](#)

 hello@eventify.io

 www.eventify.io