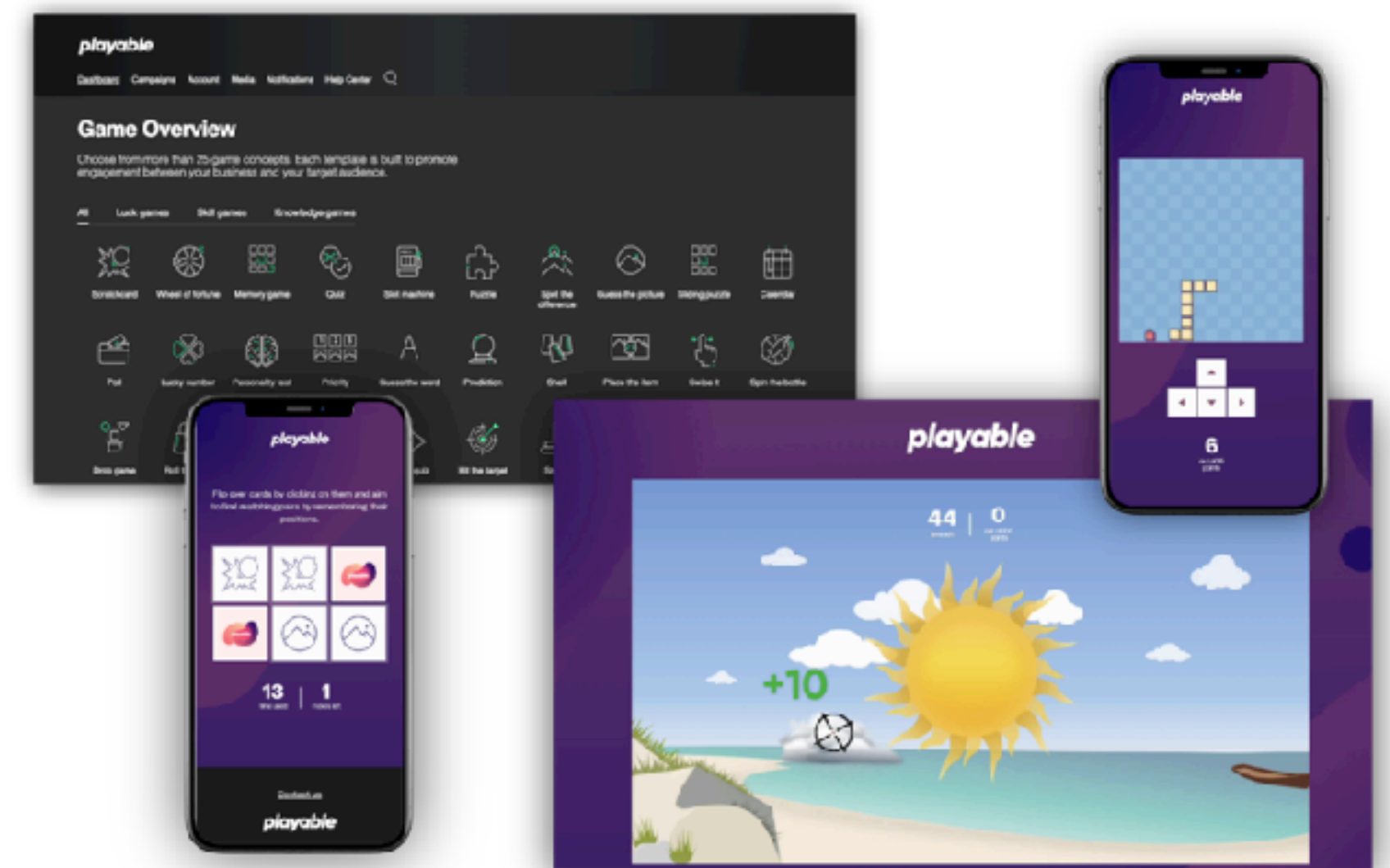


VaLa ry Webinar 4.12.2023

Play to Engage:

Unleashing the potential of gamification in marketing



playable



Max Söderholm

Country Manager, Finland

ms@playable.com

Playable

playable

About Playable

- The gamification platform for marketers - a flexible SaaS platform to create, tailor and deploy marketing gamification campaigns.
- Founded in 2017 in Denmark - expert teams in Aarhus, Copenhagen, Amsterdam, Helsinki and London.

650+

Powering the playable marketing of 650+ brands globally.

15

game plays every second from our platform.

99.4%

Customer support satisfaction rating.

Who we work with

Proudly powering the playable marketing of 650+ brands globally



Costcutter[®]

RITUALS...

We are happy working with these NGOs today



Danish Cancer Society



BØRNS
VILKÅR



DANISH
RED CROSS



Game-changing marketing with Playable

The gamification platform for marketers

playable

**“We play because
it is in our nature to do so”**

— Johan Huizinga

Dutch historian and cultural theorist, author *Homo Ludens* 1937

The power of play

Play is the most ordinary human instinct - it's how we connect, learn and grow.

Hardwired

To have fun, compete, be rewarded and feeling a sense of belonging.

Dose

Play triggers our brains to release feel-good hormones, leaving a lasting impression.



1st screen attention

Minds enter an active and alert state, securing 1st screen focused attention like no other content format.

Memorability

Games allow audiences to enter that world, enabling brands to be etched in our memories —a feat unmatched by any other marketing technique.

Play & gamification = Playable marketing

Combining the power of play, with the application of game mechanics, as marketing gamification, unlocks 'playable marketing'.

Compete

Desire to win over someone else.

Challenge

A task set for the player that is nontrivial to accomplish, typically an obstacle to overcome.



Mirroring

The opportunity to compare ourselves to others.

Reward

Incentive, feedback, or even the challenge itself.

Have Fun

To feel easy-going, lighthearted, and happy.

Play & gamification = Playable marketing

Inspiring meaningful relationships.

As a **performance-driven** solution, playable marketing supports a wide range of KPIs across every touchpoint of the customer journey.

An inherently **data-focused approach**, it provides valuable insights to help marketers acquire, grow, and personalize audience experiences.

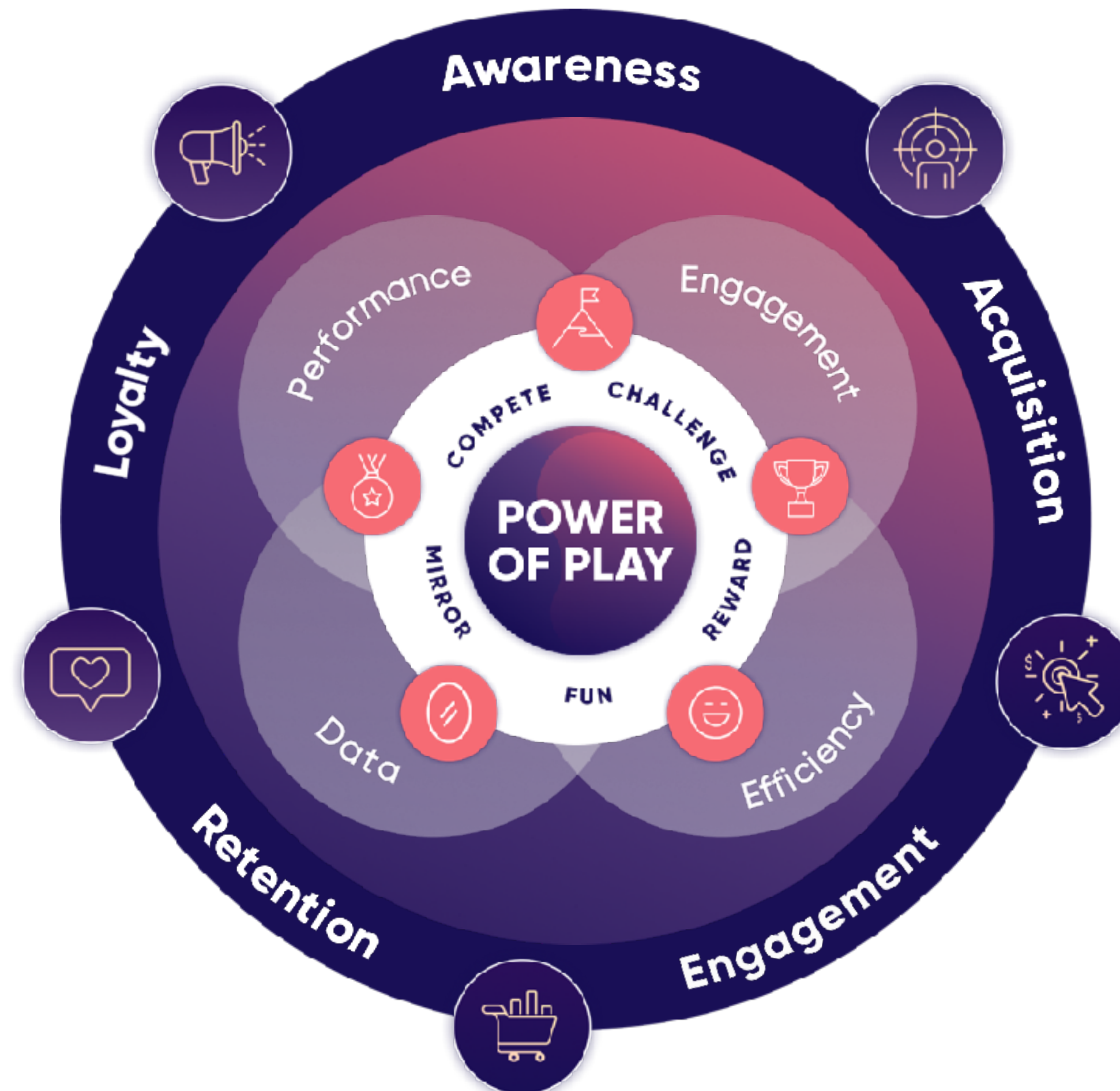


Using **interactivity to engage**, marketers can connect deeper with their audiences to create more memorable brand experiences.

Proven to be both **efficient and effective**, delivering measurable and impactful results that optimize marketing budget spend and focus.

Unparalleled marketing performance

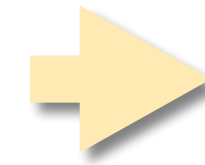
Whatever your marketing goals, transform your brand impact throughout the customer journey for unparalleled results.



How to use game mechanics in marketing?

Marketing gamification in a nutshell

1. YOU AS A MARKETEEER



2. YOUR AUDIENCE WILL...



3. IMPACT TO YOUR BUSINESS

Utilize game mechanics
...to transform your
content
into a **playable** format.

Interact
Engage
Be more focused
...**with your brand**

Your audience will...
Remember your
brand much better.
Learn and understand better
the value you offer them.
Convert to the next phase in
the customer journey with
higher conversion rate.

Consumers are

56%

**more likely to click a
gamified ad***

***YouGov®**

Time Spent with Brand

The number of seconds each user spends in the campaign starting from first 'in-game action' until last flow page is reached.

65 secs

Average Time Spent across all campaigns based on + 1 billion game plays, 125 millions unique players

Unique Registration Rate

The ratio between unique registered emails (IDs) and total sessions for a campaign

52%

Average Unique Registration Rate across all campaigns based on + 1 billion game plays, 125 millions unique players

Create a positive cycle of activation & engagement

DRIVE TRAFFIC



Higher CTR
Lower CPC



POS / offline
activation

+56%

Engage
Activate
Convert



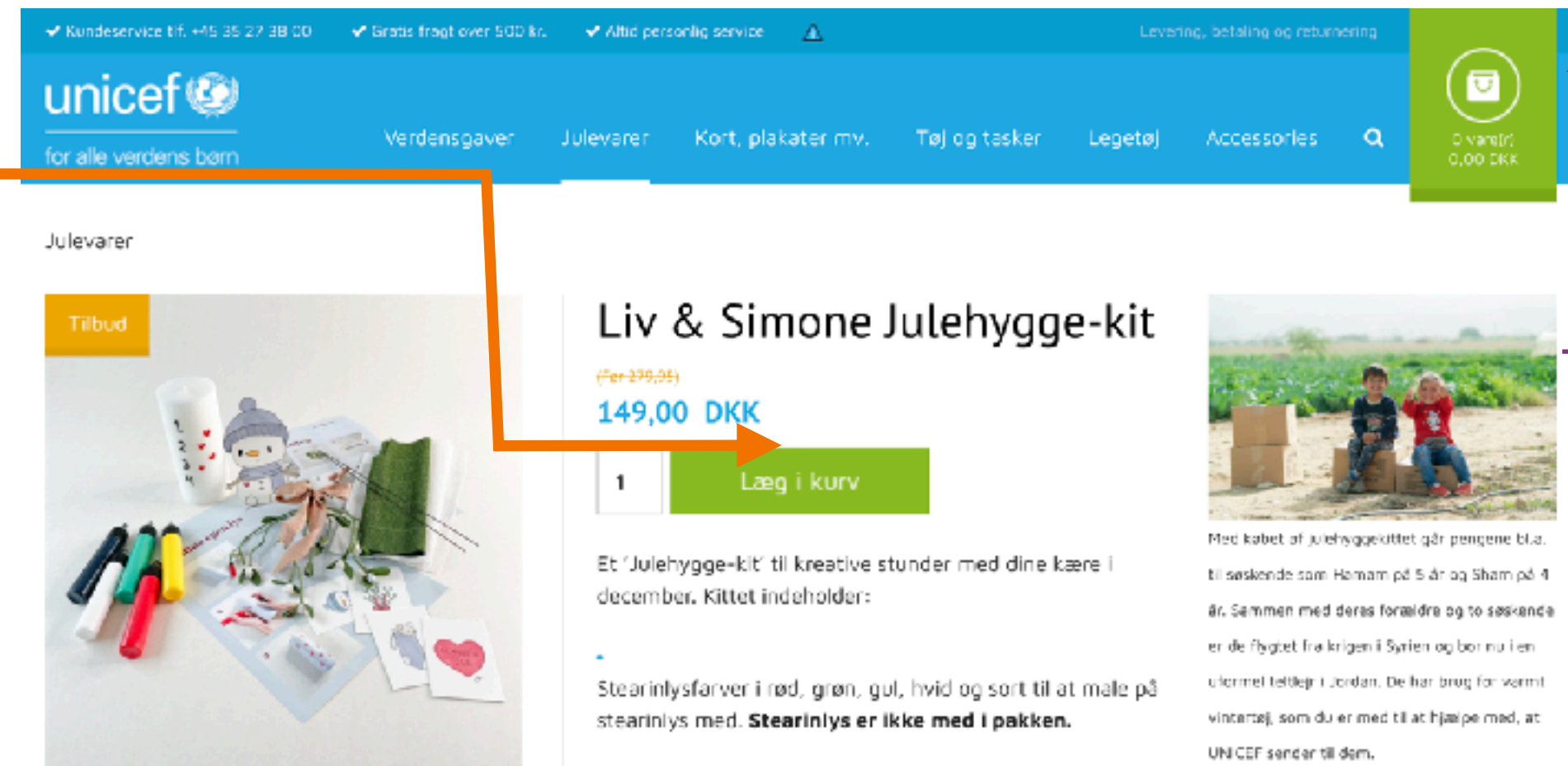
Communicate
Entertain
Educate

Average 52% unique reg. rate COLLECT DATA



Email addresses / leads
Segmentation
Audience insights

ENGAGE, ACTIVATE & DRIVE CONVERSIONS



RETARGET



Improved targeting
Personalized ads
Higher CTR
Lower CPC



Higher open rates
Personalized content

Total game overview

Luck games



Wheel Of Fortune



Scratchcard



Slot Machine



Roll The Dice



Lucky Number



Rock Paper Scissors



Spin the bottle



Roulette

Skill games



Drop Game



Spot The Difference



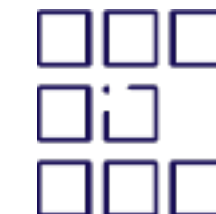
Shoot It



Hit The Target



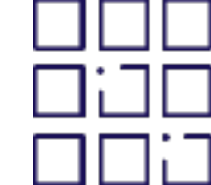
Snake



Sliding Puzzle



Shell



Memory



Puzzle



Slice It

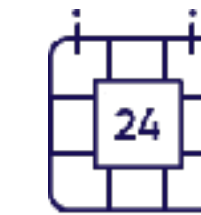
Knowledge games



Quiz



Personality Test



Advent Calendar



Guess The Picture



Prediction



Video Quiz



Priority Puzzle



Guess The Word



Survey



Place The Item



Swipe

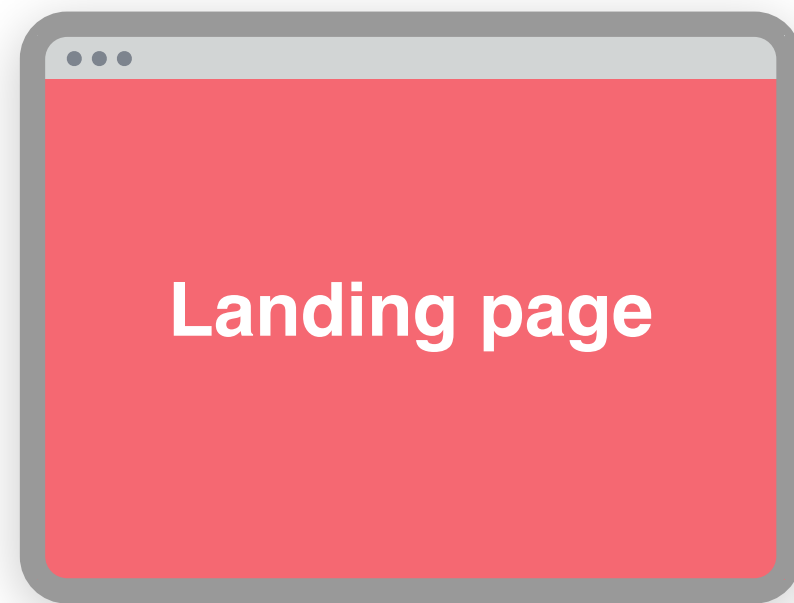


Poll

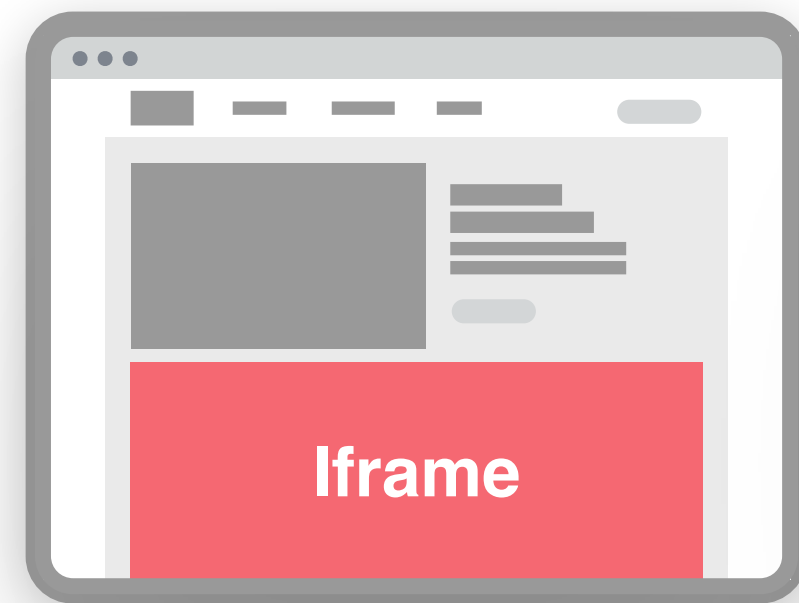


Product Selector

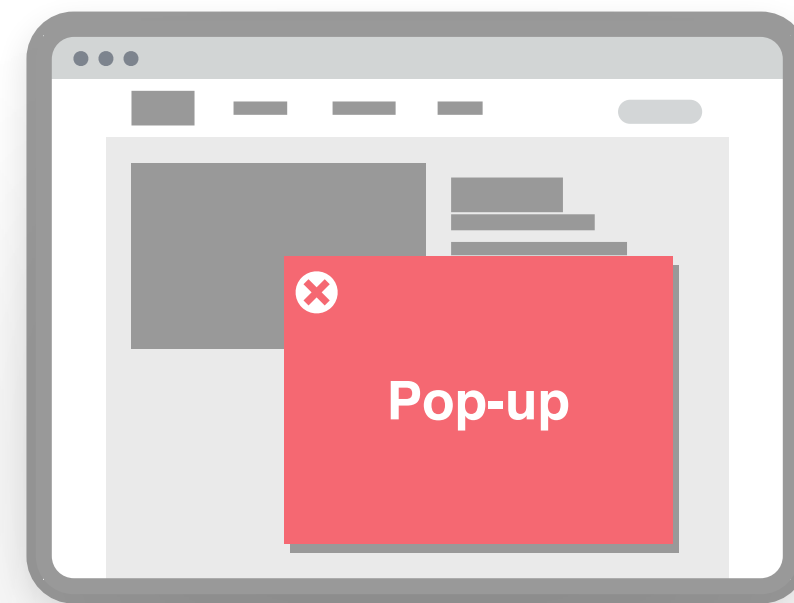
Embedding campaigns where and when it makes sense



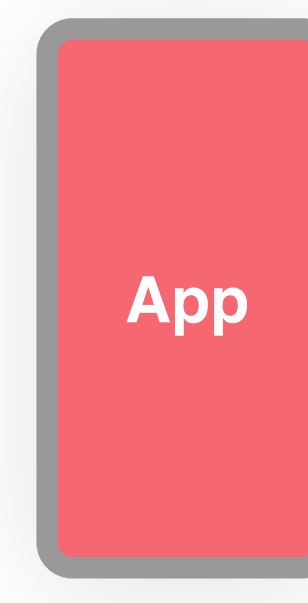
Create a landing page in the Playable platform that will add to the digital universe of your brand.



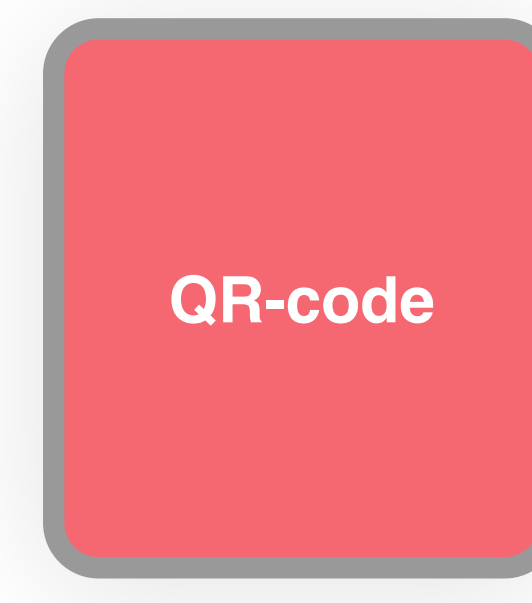
Embed gamification campaigns where it makes sense, whether that's a homepage, app, or where you want it to be.



Use the Playable pop-up builder to easily integrate gamification campaigns on to a page to activate site visitors.



Integrate game campaigns in your app so that they are displayed as part of that digital universe.



Integrate game campaigns in your offline activities or OOH advertisement just scan the code and connect your offline ad to digital universe.

40+ native integrations available

AP SIS

ActiveCampaign >

agillic

act-on

braze

bloomreach

ClickDimensions

COPERNICA

Custobar

Campaign Monitor

drip

dotdigital

emarsys

emarketer

eloqua.

globase

HubSpot

KLAVIYO

Marketo

mailchimp

omnisend

peytz&co

REVINATE

spotler

salesforce
marketing cloud

salesforce
sales cloud

selligent
MARKETING CLOUD

ubivox

Voyado

watsons

webpower
marketing gets personal

NGO's

Cases and examples

playable

How **gamification fits** into the universe of NGO's

1. Obtain new marketing permissions

Goal: Build a responsive contact list for targeted marketing communications.

NGOs understand the importance of expanding their reach. Through gamified campaigns, such as fun wheel of fortune contests, or personality tests, NGOs can encourage individuals to willingly share their contact information and consent. This sets the stage for future communications, ensuring the NGO remains in the forefront of supporters' minds for future campaigns, offers, and activities.

2. Drive donations and memberships

Goal: Transform potential donors or members into active participants through engaging campaigns.

To convert potential donors or members into active participants, NGOs can utilize gamification with a focus on donations and memberships. By targeting audiences through email lists or interactive social media posts, NGOs can create campaigns that encourage donations or membership sign-ups. These gamified experiences turn the act of contributing into an interactive and fulfilling journey, strengthening the commitment of individuals to the organization's cause.

3. Get people to be educated

Goal: Provide valuable education to donors, members, or the general audience.

Educating their audience is a crucial aspect for NGOs, and gamification adds an interactive dimension to this process. For charities, the task is to enlighten both potential and current donors on the profound impact of their contributions. The integration of gamification not only imparts essential knowledge but also transforms the learning experience into an engaging and enjoyable endeavor.

How **gamification** fits into the universe of NGO's

4. Get people to keep engaging with your organization

Goal: *Keep their audience engaged by associating the organization with positive and diverse experiences.*

While acquiring new members and donors, and educating them about their causes is crucial for NGOs, so is maintaining a continuous and positive connection with their audience. Beyond conventional interactions, NGOs can foster engagement by participating in diverse and less on-brand initiatives. This could include hosting seasonal campaigns like Christmas advent calendars, collaborating with local organizations during community events like the local football club, or even creating campaigns aligned with major sports events such as The Olympics or The Tour de France. By venturing into these varied situations, NGOs not only sustain engagement but also shape a positive and enduring association with their audience.

5. Collect valuable data

Goal: *Collect data to enrich customer profiles*

There is another equally crucial aspect NGOs should focus on—collecting valuable data. Delving into the intricacies of your audience, understanding their preferences, the motivations behind their donations or memberships, and why they chose your organization over others, provides invaluable insights. This trove of information serves as a powerful tool to finely tune your marketing communication and ensure personalized engagement.

Another very important reason behind data collection involves gauging the comprehension levels of your organization's initiatives and product offerings. How well does your audience understand your mission and the initiatives you organize? How well do they know the impact your organization is doing? And which part are they unaware of?

Obtain new marketing permissions

Mødrehjælpen – How was your childhood personality test

Mødrehjælpen is a Danish social humanitarian organization dedicated to advising and supporting pregnant women and families facing difficulties

Campaign highlights:

Goal of the campaign: Secure marketing permissions & gather donations

Type of game: A personality test centered around the participants' childhood “What type of childhood did you have?”

Game description: Questions related to after-school activities, Christmas memories, and family dynamics to shed light on childhood disparities. Ultimately, unveiled the nature of participants' childhood—safe, independent, or difficult.

Incentive(s) to participate: Participants had the chance to win flowers, aligning with Mødrehjælpen's focus on engaging women and moms.

CTA: Asked for donations, focusing on “some children are not having the childhood they deserve”

The image displays three sequential screenshots of a mobile application interface for a personality test campaign. The app is branded with the Mødrehjælpen logo, which features a stylized apple icon.

Screenshot 1: The title is "Hvordan var din barndom?" (How was your childhood?). Below the title, it says "Kom med tilbage til hinkesten og lørdagskilling – og se hvordan din barndom var i forhold til i dag. Så kan du vinde blomster for 500 kr. – lige til at sende til en, du holder af." (Come back to the hayrack and Saturday night – and see how your childhood was in relation to today. So you can win flowers for 500 kr. – just to send to someone you care for). A red button at the bottom says "Start barndoms minder" (Start childhood memories). A small red circle on the right says "TAG TESTEN - og vind blomster" (TAKE THE TEST - and win flowers).

Screenshot 2: The title is "Spørgsmål 1 af 7" (Question 1 of 7). The question is "Skoleklokken ringer ud i 4. klasse og dine kammerater cykler afsted til fritidsinteresser. Hvad laver du?" (The school bell rings out in 4th grade and your classmates cycle off to hobbies. What do you do?). Three options are listed: "Jeg tager med til dans, håndbold, spejder, eller anden fritidsaktivitet" (I go with to dance, handball, scouting, or other hobby); "Jeg går ikke til noget fast, men ses tit med mine venner efter skole" (I don't go to anything fixed, but I see my friends after school); "Jeg tager alene hjem til mig selv" (I go home alone). A red button at the bottom says "Videre" (Next).

Screenshot 3: The title is "Dit resultat: Den trygge barndom" (Your result: The safe childhood). The text says "Det lyder som om du havde mulighed for leg, omsorg og nærvær og fik støtte til hverdagens udfordringer. Der var for det meste plads til at blive set og hørt, og måske også overskud til sjove oplevelser." (It sounds like you had the opportunity for play, care and closeness and got support for everyday challenges. There was mostly room to be seen and heard, and perhaps also surplus for fun experiences). Below this, it says "Mange børn har ikke en tryk barndom" (Many children do not have a safe childhood) and "Mere end 50.000 børn oplever manglende støtte og omsorg hjemmefra, især i en krisetid som nu. Nogle oplever sågar vold og utryghed i hjemmet. Dét sætter dybe spor." (More than 50,000 children experience lack of support and care at home, especially in a crisis time like now. Some experience even violence and insecurity at home. That leaves deep scars). A red button at the bottom says "Støt sårbare børn og forældre" (Support vulnerable children and parents). At the very bottom, it says "For 75 kr. om måneden kan du" (For 75 kr. per month you can).

[Play the game here](#)

Drive donations and memberships

SOS Børnebyerne – Quiz on inheritance law

SOS Børnebyerne is a Danish charity foundation that aids the most vulnerable children.

Campaign highlights:

Goal of the campaign: Acquire new and valuable donations – particularly from older men and woman who do not have immediate heirs.

Type of game: Quiz on Denmark’s inheritance laws.

Game description: Educated the older generation about inheritance laws, emphasizing the option to leave inheritance to a charity like SOS Børnebyerne through a notarized testament for people without heirs .

Incentive(s) to participate: Gain valuable knowledge about inheritance laws.

CTA: At the end of the quiz, participants were given a free inheritance brochure, and offered support, and a free new will, if they chose to include SOS Børnebyerne in their will.



[Play the game here](#)

Get people to be educated

Scleroseforeningen – Myth quiz

Scleroseforeningen is a private organization that assists patients suffering from Multiple Sclerosis in Denmark..

Campaign highlights:

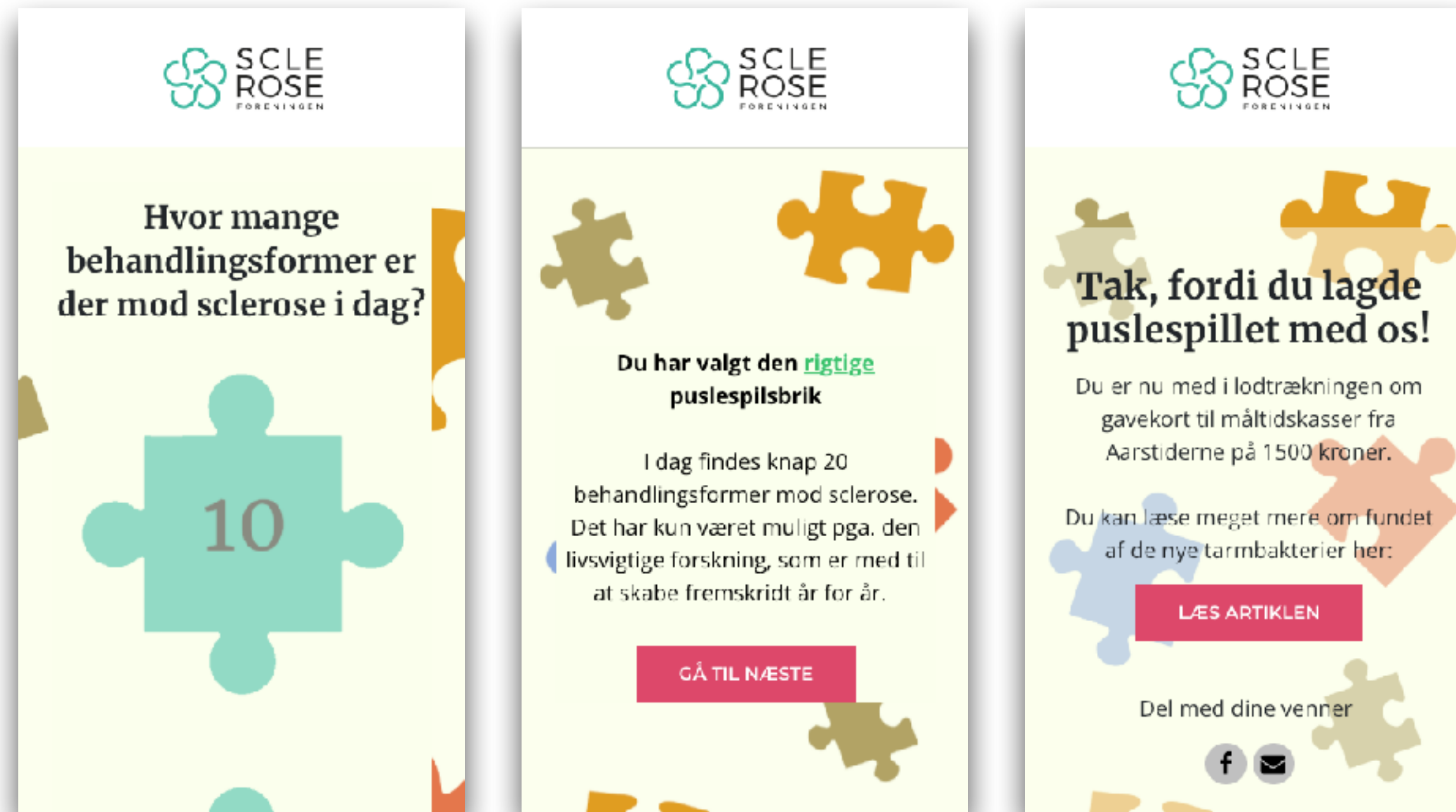
Goal of the campaign: Educate the Danish population about Multiple Sclerosis and drive awareness toward the organization's initiatives.

Type of game: Enlightening quiz focused on Multiple Sclerosis awareness.

Game description: Participants were quizzed on various aspects of Multiple Sclerosis, such as available treatments and the organization's contributions to research. After each question, participants received feedback and explanations to enhance their understanding.

Incentive(s) to participate: Participants gained valuable knowledge about Multiple Sclerosis and were encouraged to explore further resources if needed.

CTA: The quiz seamlessly directed participants to discover more about a new bacteria discovered to create a vaccin against Multiple Sclerosis. Plus, it effectively showcased Scleroseforeningen's dedication to research and its mission.



[Play the game here](#)

Get people to keep engaging with your organization

UNICEF – Christmas scratchcard

Unicef is a global humanitarian aid organization.

Campaign highlights:

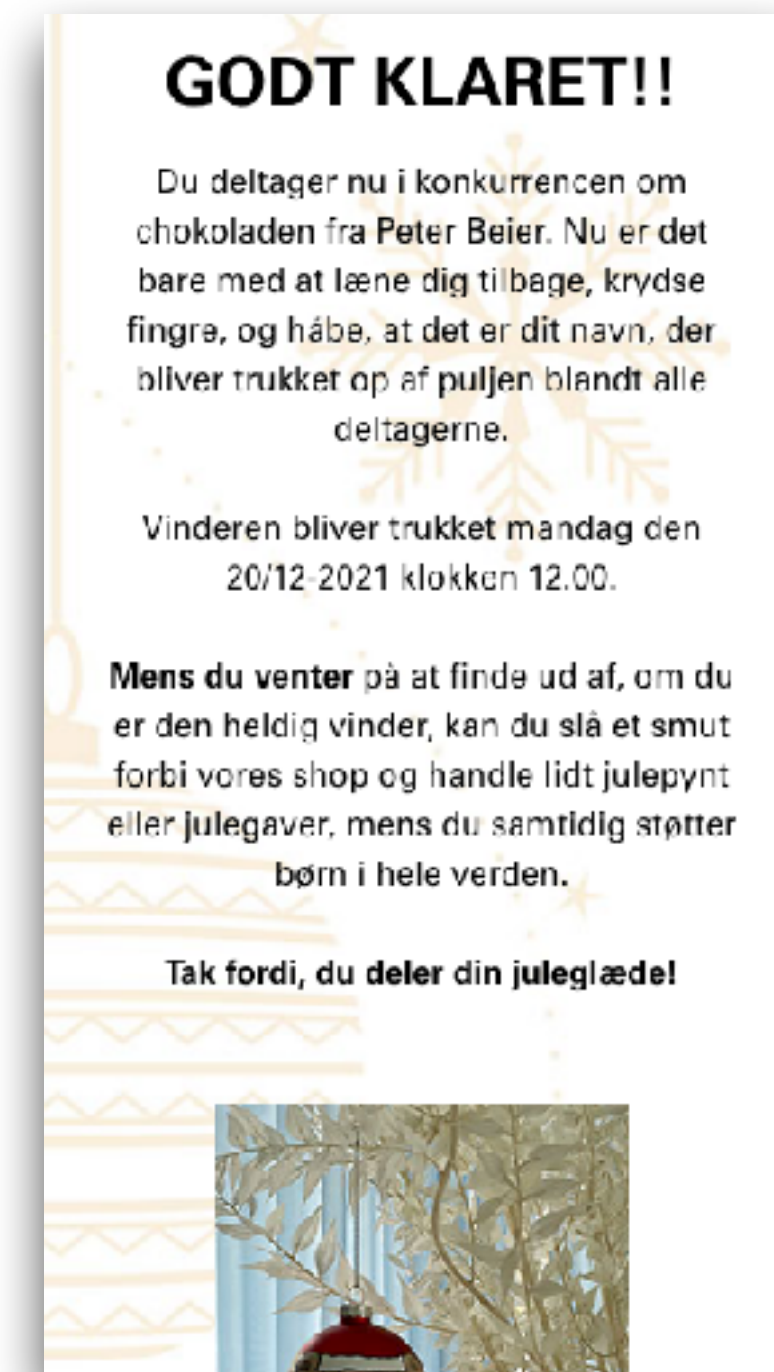
Goal of the campaign: Spread Christmas cheer, gain marketing permissions, and promote the option to buy Christmas decorations for the cause.

Type of game: Scratchcard with a festive theme.

Game description: Participants engaged in a festive scratchcard experience, aiming to reveal three chocolates to enter the prize draw.

Incentive(s) to participate: The collaboration with Peter Beier Chokolade, a Danish chocolatier added prestige to the campaign, and a chance to win 1500kr. worth of Christmas chocolates (approx. €200).

CTA: At the end of the campaign, participants were presented with an option to purchase Christmas decorations, contributing to Unicef's cause.



[Play the game here](#)

Collect valuable data

Nabohjælp – The ultimate neighborhood friend’s test

Nabohjælp is a Danish organization dedicated to preventing small crimes and burglaries in neighborhoods across Denmark.

Campaign highlights:

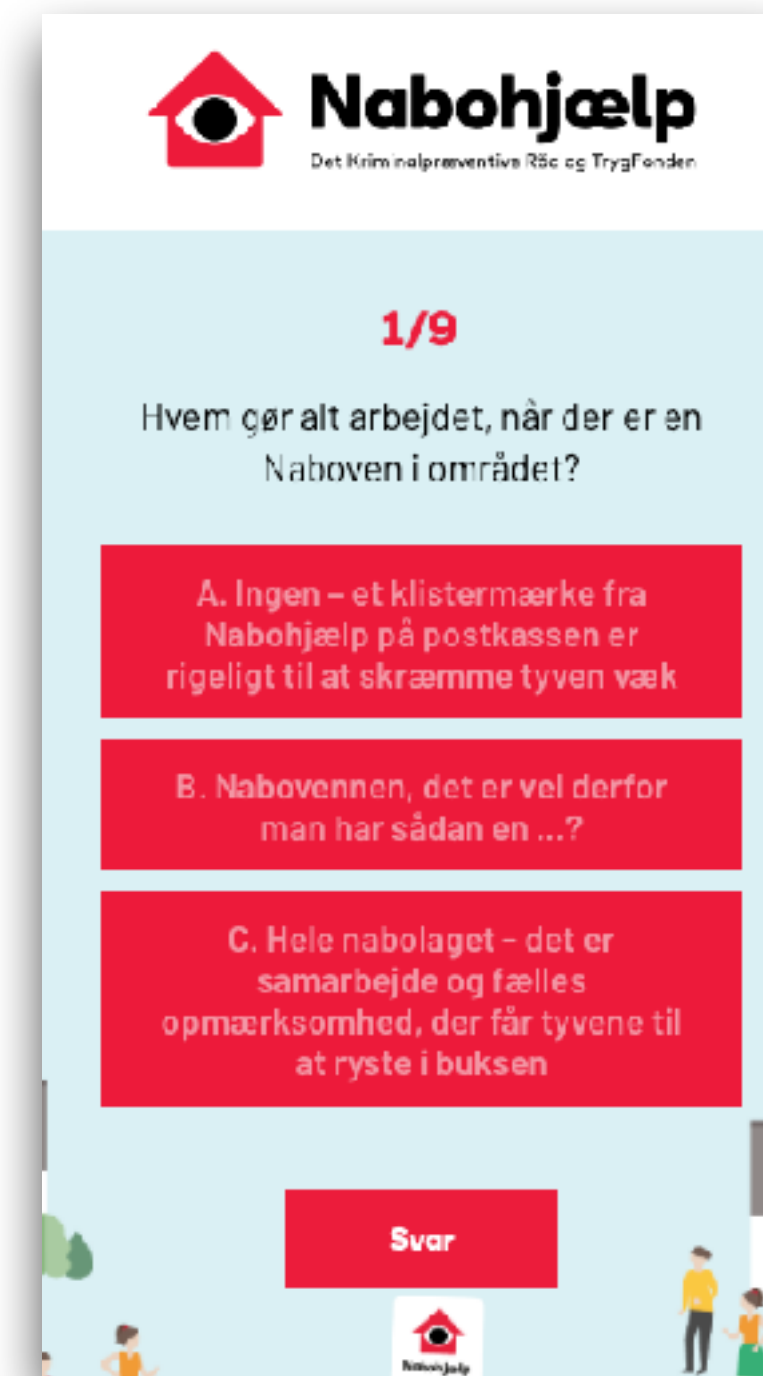
Goal of the campaign: Educate and raise awareness about the role of neighborhood friends while collecting valuable data.

Type of game: “Your ultimate neighborhood friend’s test” – a quiz to gauge the understanding of neighborhood friend responsibilities.

Game description: Participants tested their knowledge through a quiz designed to inform about the role of a neighborhood friend. Questions covered aspects like the process of becoming a neighborhood friend and associated responsibilities. By participating, individuals not only enhanced their understanding of the mission of the organization but also contributed to Nabohjælp’s data collection efforts, aiding in refining future campaigns and public awareness initiatives.

Incentive(s) to participate: By correctly answering 7 out of 10 questions, participants qualified for a chance to win a coveted Neighborhood Help sign, a powerful tool for preventing burglaries.

CTA: A registration form to participate in the contest to win a Neighborhood Help sign.



[Play the game here](#)

Max Söderholm

Country Manager, Finland

E. ms@playable.com

P. +358 400 613 746

W. playable.com