

Our Top Takeaways from 2020

Friday, December 11
at 9am GMT/10am CET/11am EET



Meet your host



Fun fact:
Mads was
employee
#1

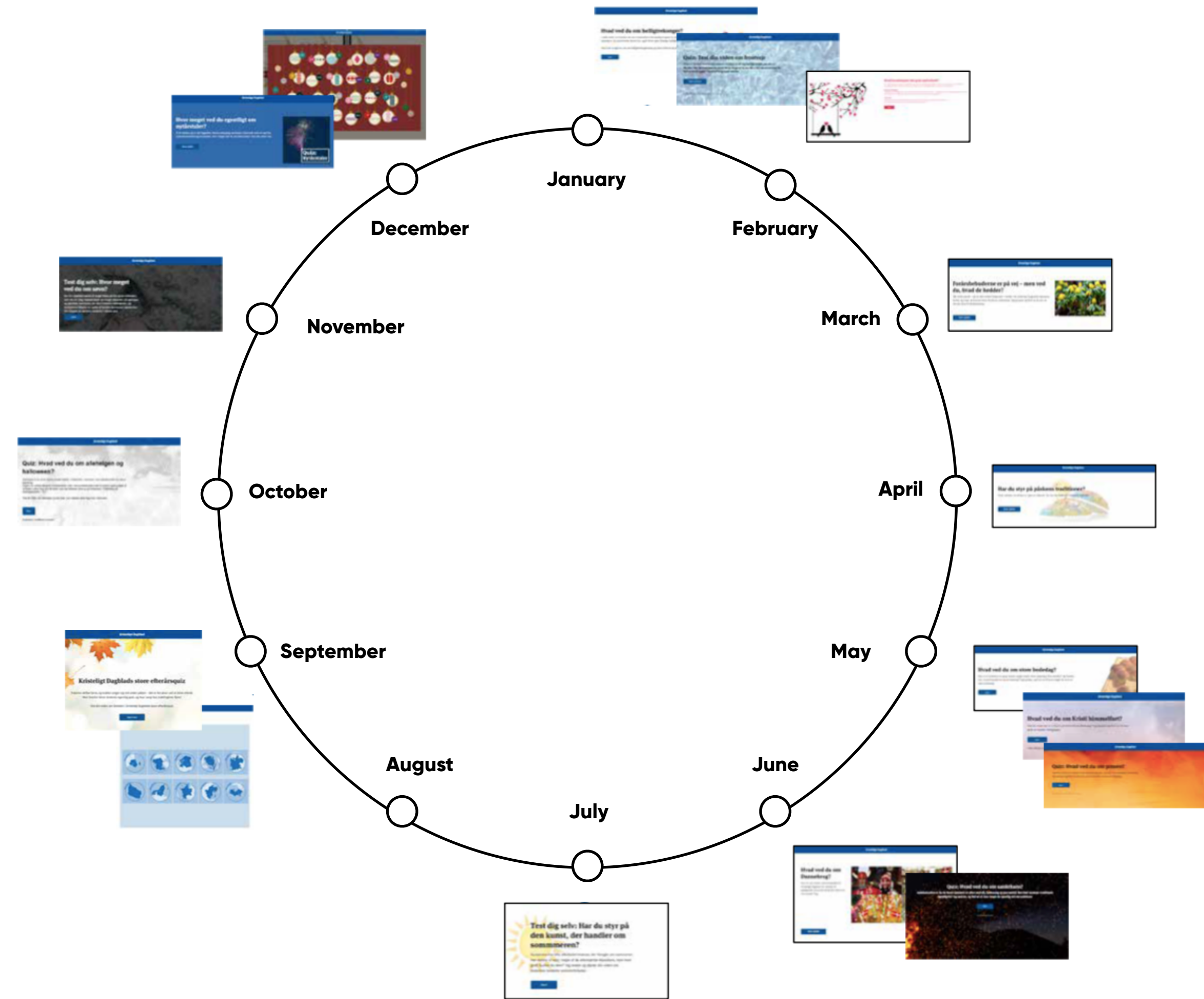
Mads Ejning

LeadFamily

Calendar year

Ask yourself:

How can I use game mechanics
in the every day, or in **different**
parts of the customer journey?



THE 5 GAME MECHANICS



CHALLENGE



REWARD



MIRRORING

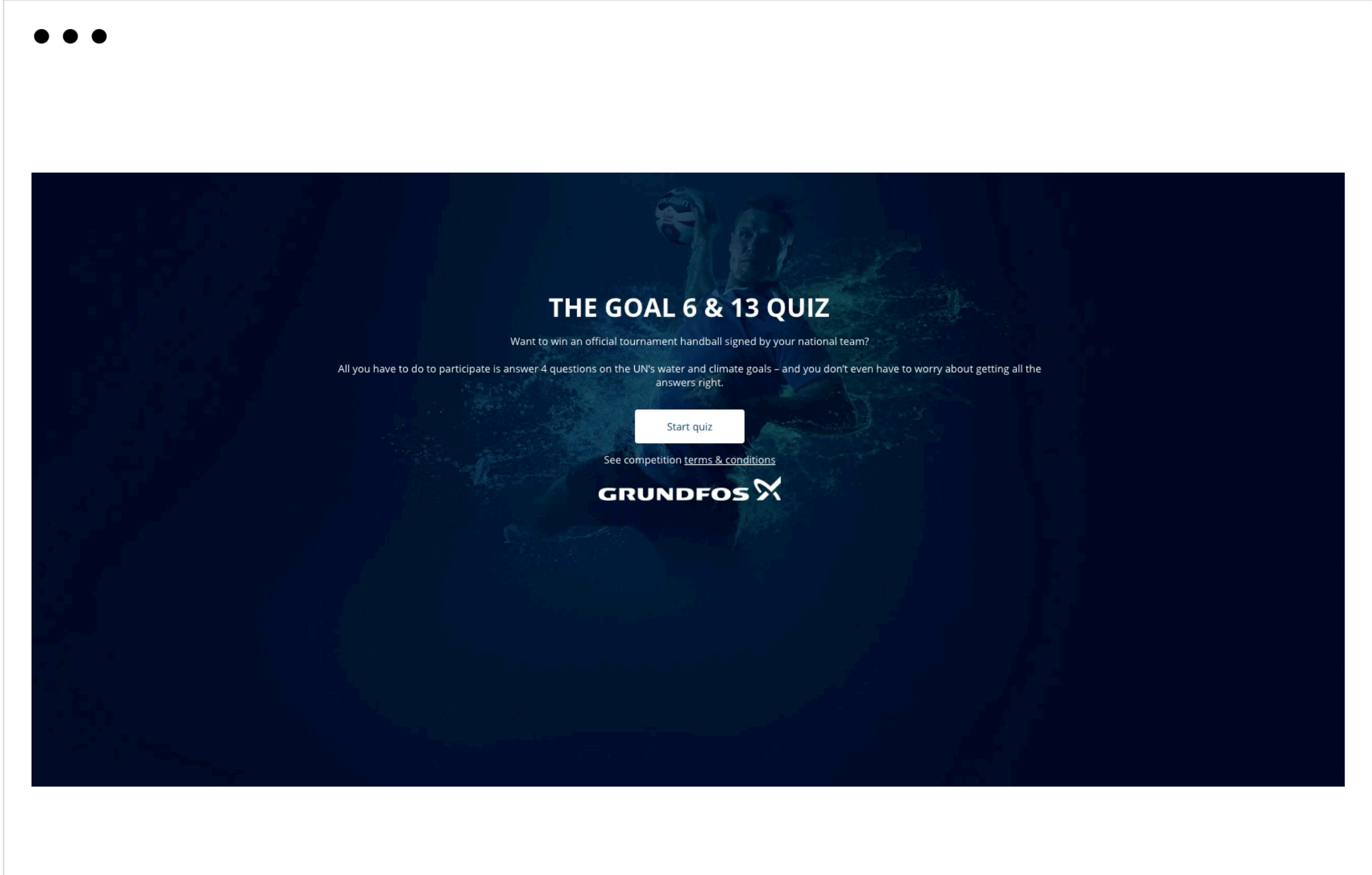


COMPETE



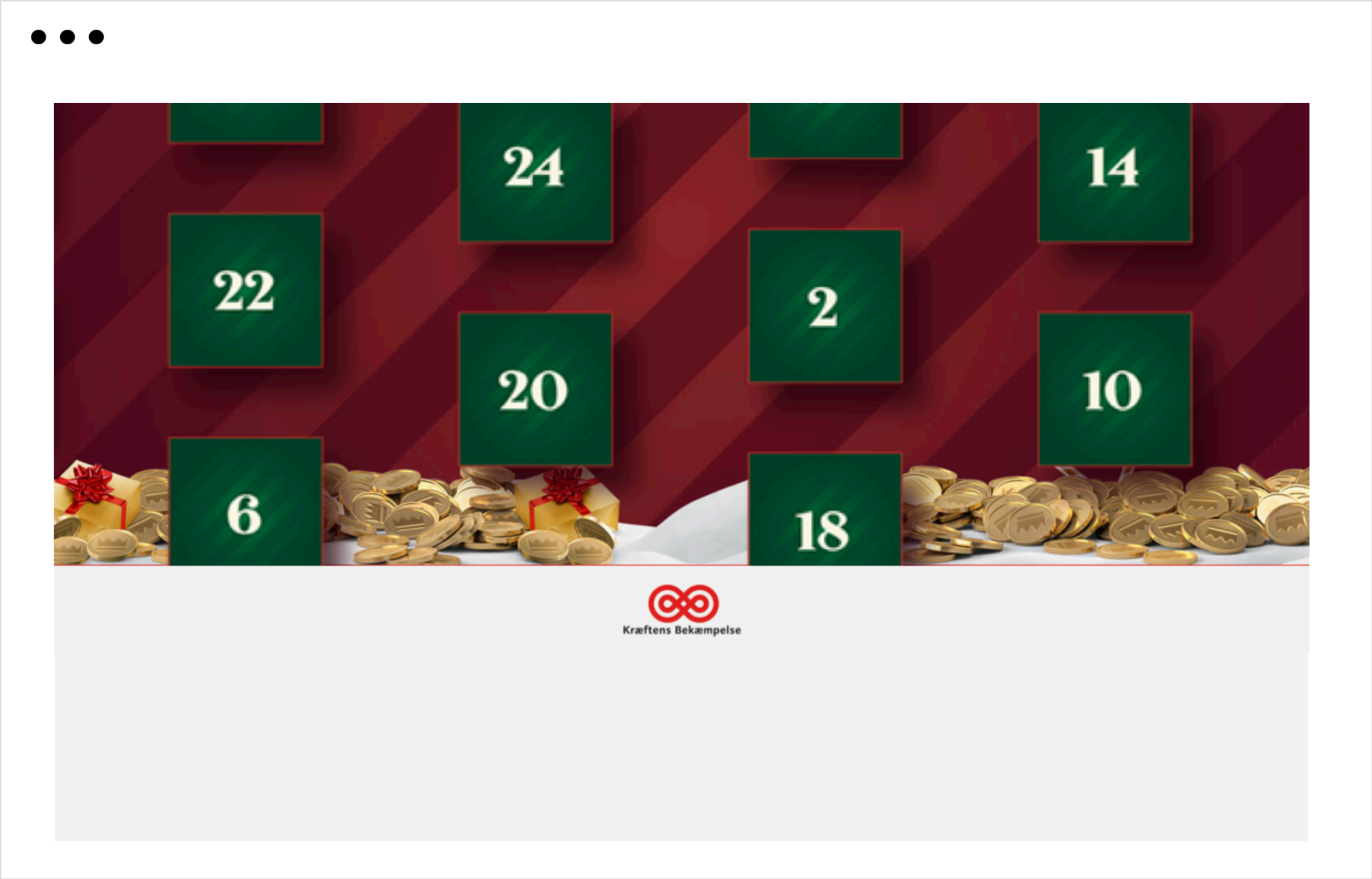
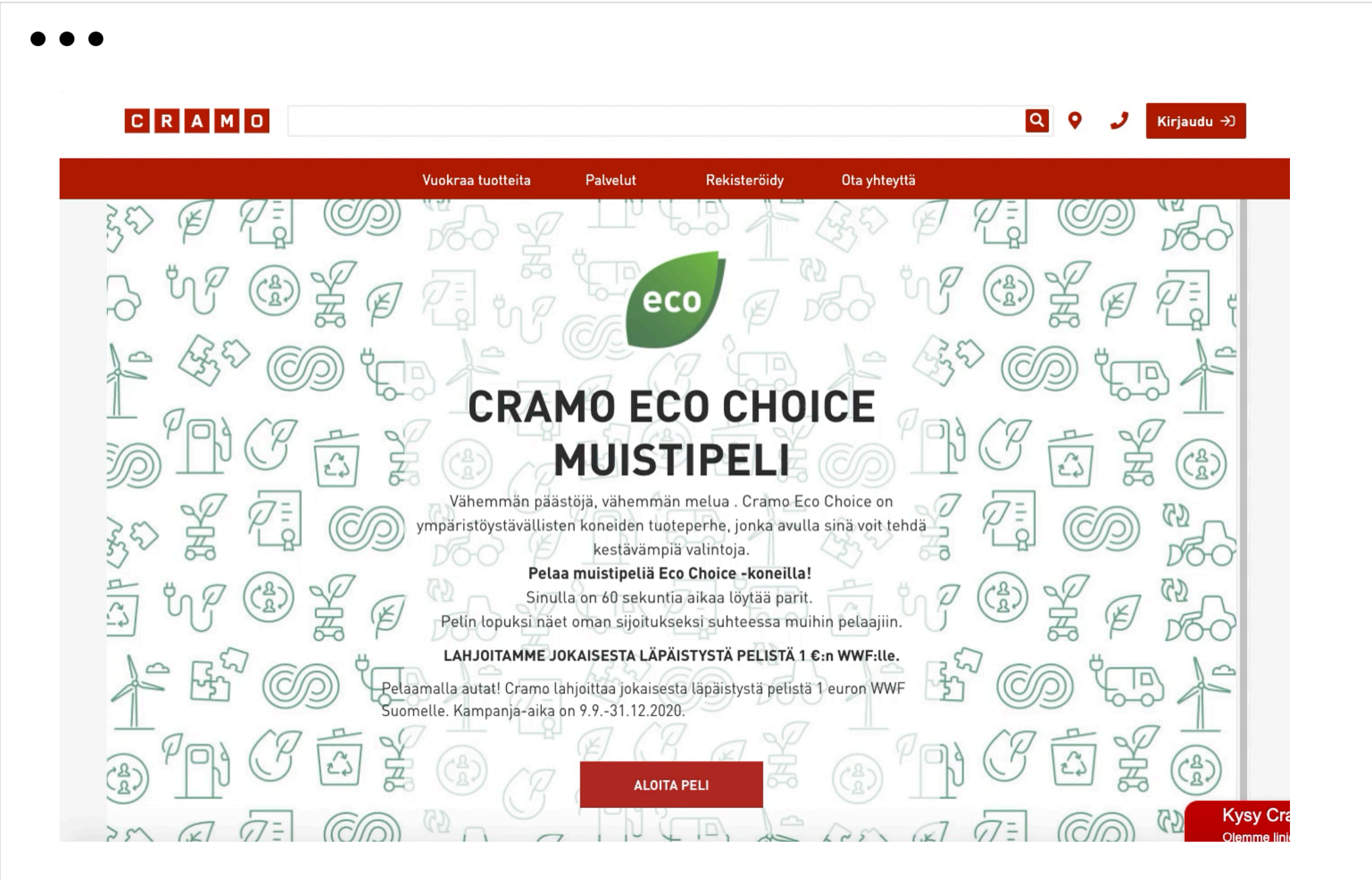
HAVE FUN

Game mechanics are for B2B too!



Doing well by doing good

Connect your brand to a good cause



What to do with the data we collect?

72% of consumers say they now **only engage** with marketing messages that are **personalized and tailored to their interests.**

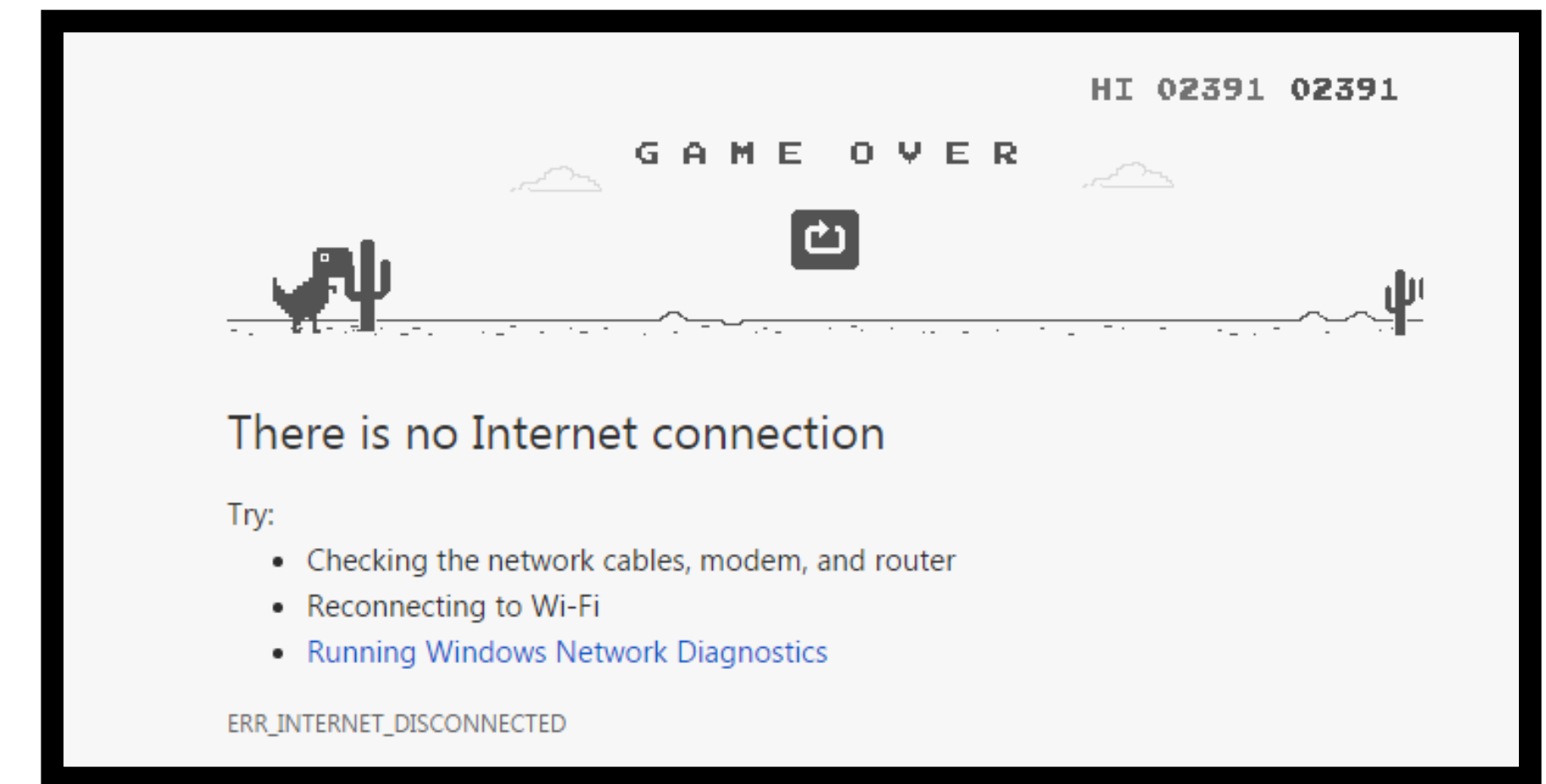


Think outside the box



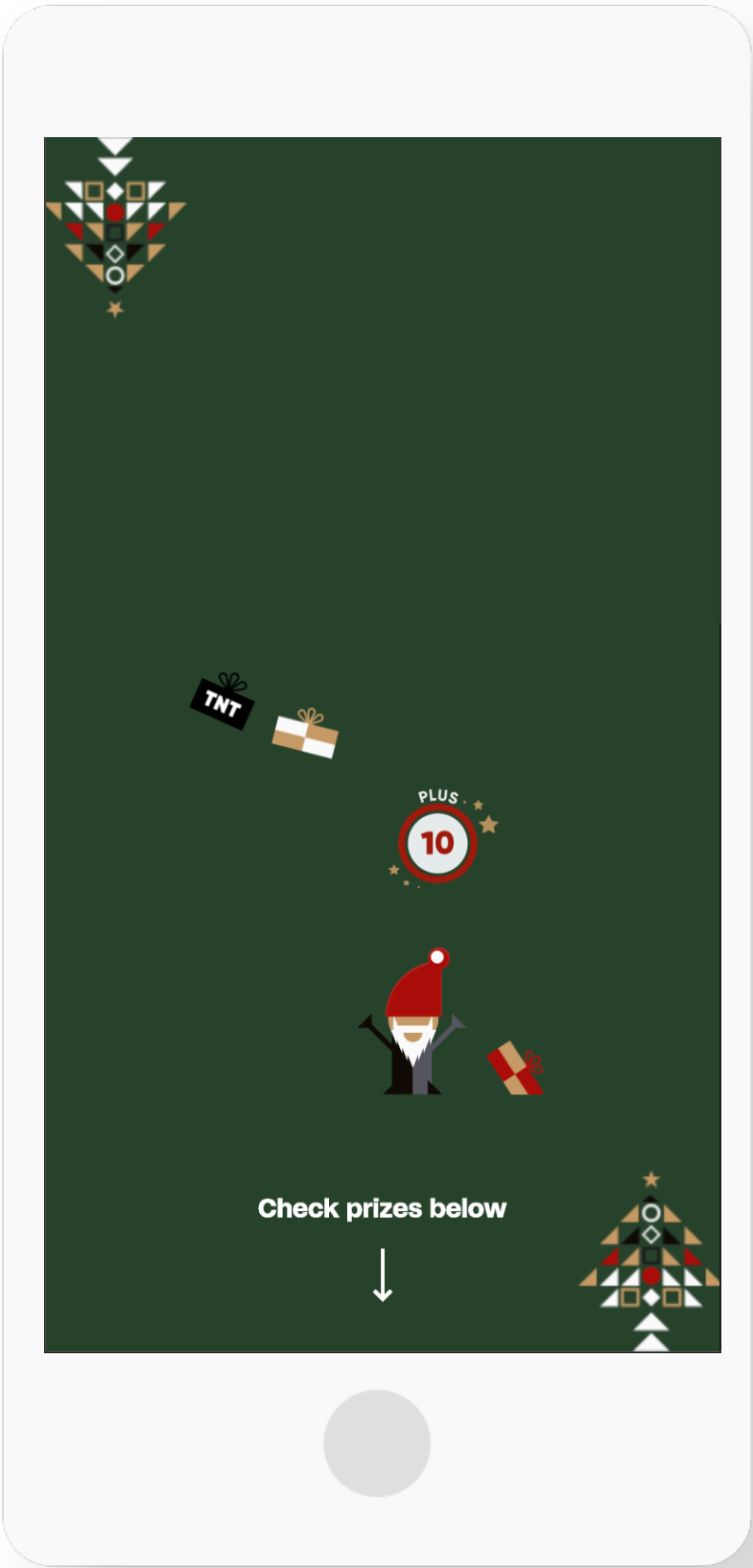
Lil Miquela

2.9m Instagram followers
Earned \$11 million

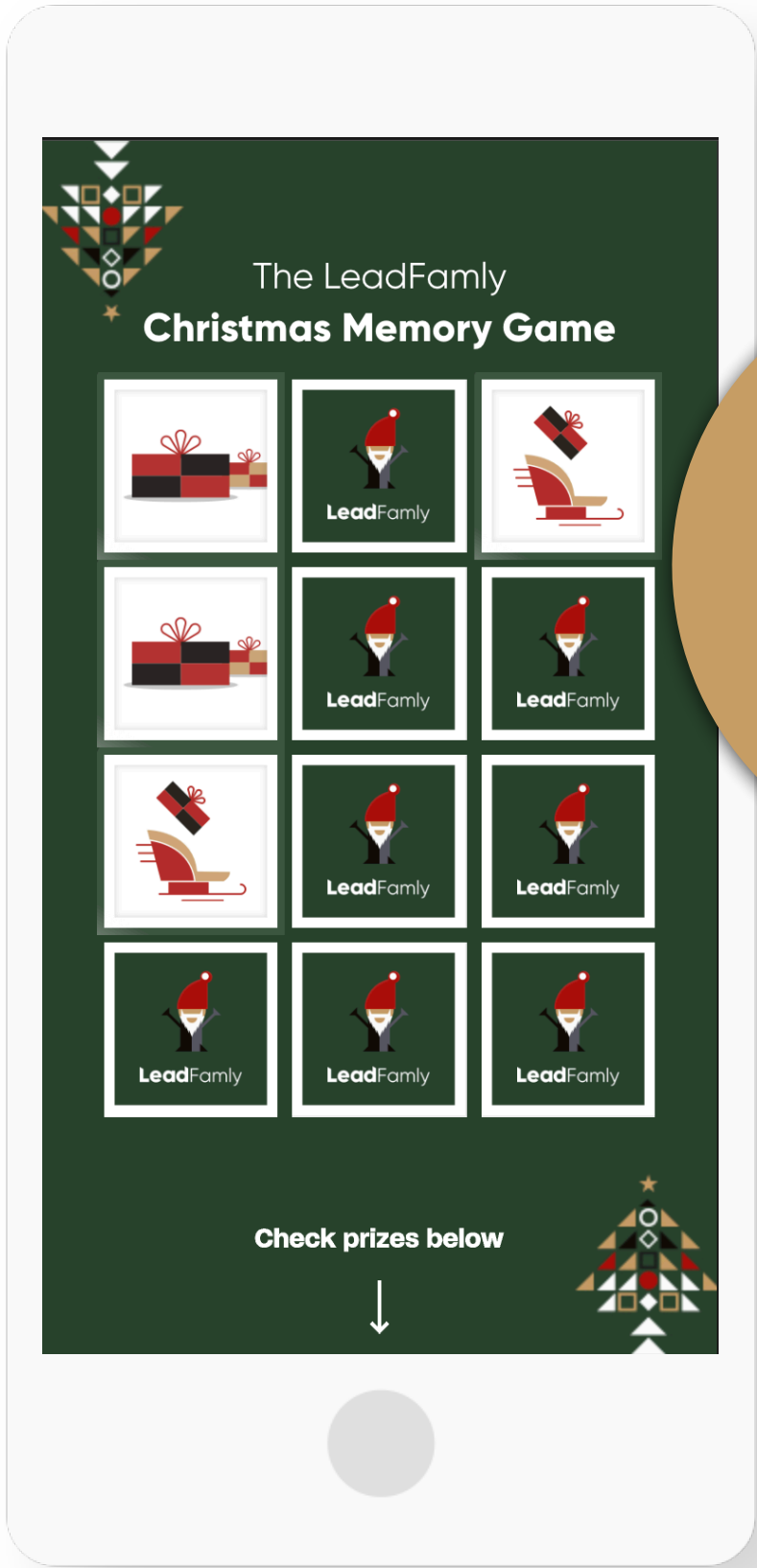


Q&A

LeadFamily Advent Games



Memory Game



Drop Game

**Week 3
goes live
today!**