



*Keep It Simple*

***Everything  
Christmas***

***But The Calendars***



# Meet **Katrine** and **Mads**



**Katrine Quorning Madsen**

Customer Success Manager



**Mads Ejning**

Product Specialist

# Agenda

\_\_\_\_\_ **How game mechanics empower marketers to  
create business impact**

\_\_\_\_\_ **5 considerations as you build your 2020  
holiday campaign**

\_\_\_\_\_ **Q&A**



**About** LeadFamily



# Agenda

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# **THE 5 GAME MECHANICS**



**CHALLENGE**



**REWARD**



**MIRRORING**



**COMPETE**

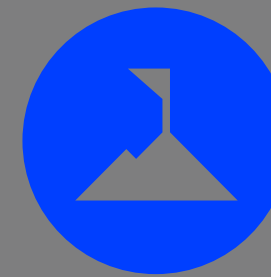


**HAVE FUN**

# What are they

## To be challenged

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



## To compete

Desire to win over someone else



## To have fun

To feel easy-going, lighthearted, and/or happy



## To be rewarded

Incentive, feedback, or even the challenge itself



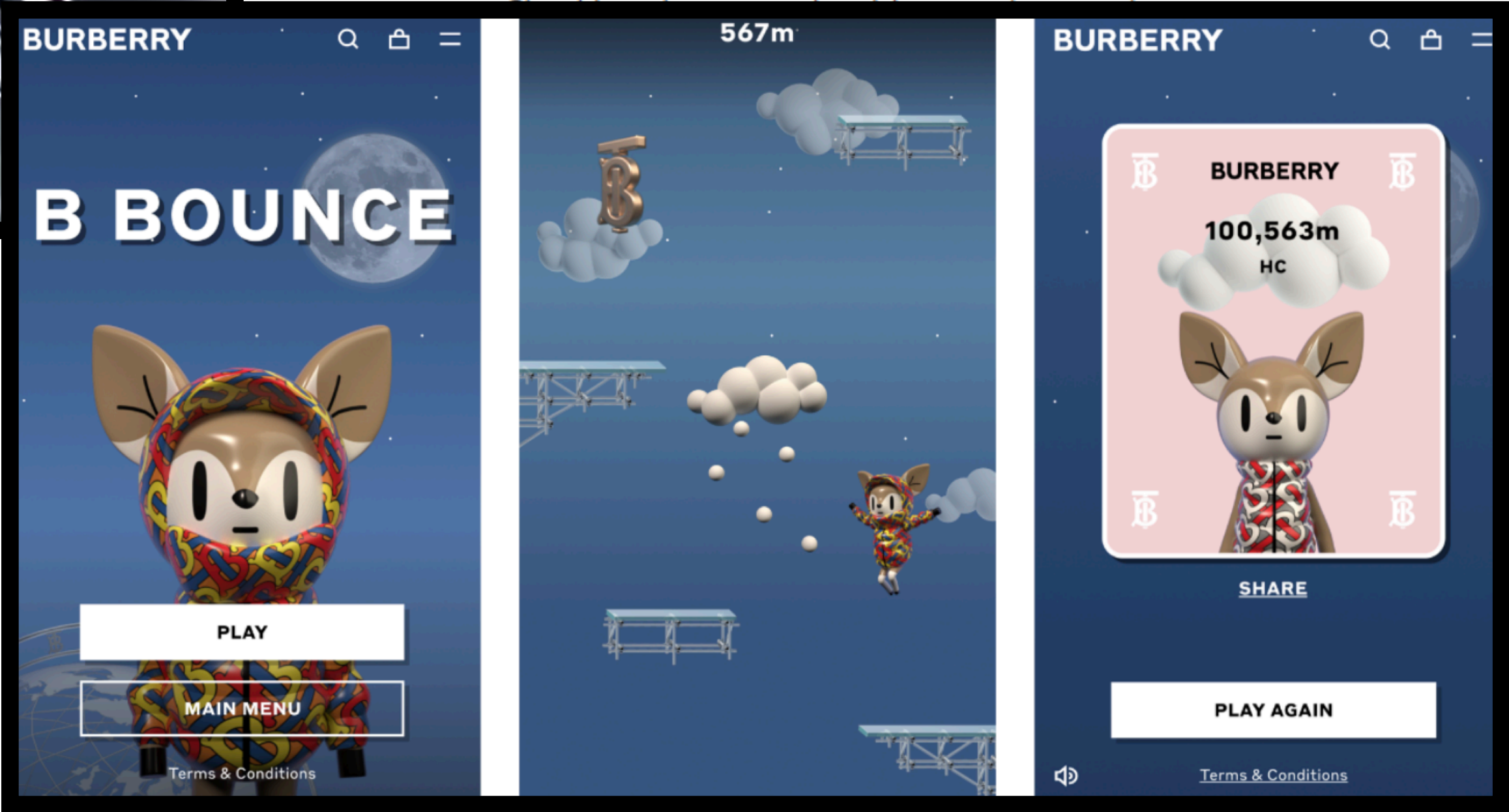
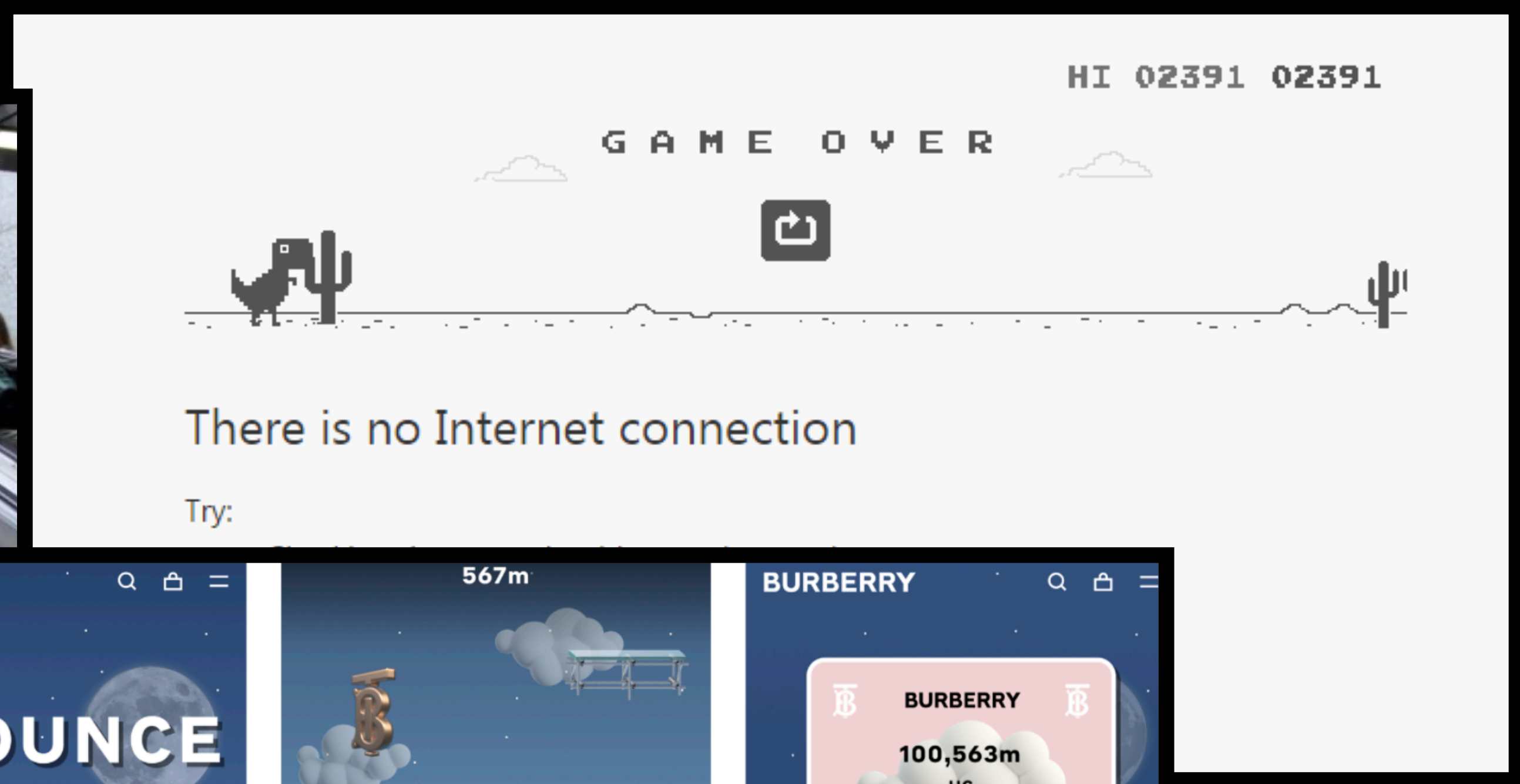
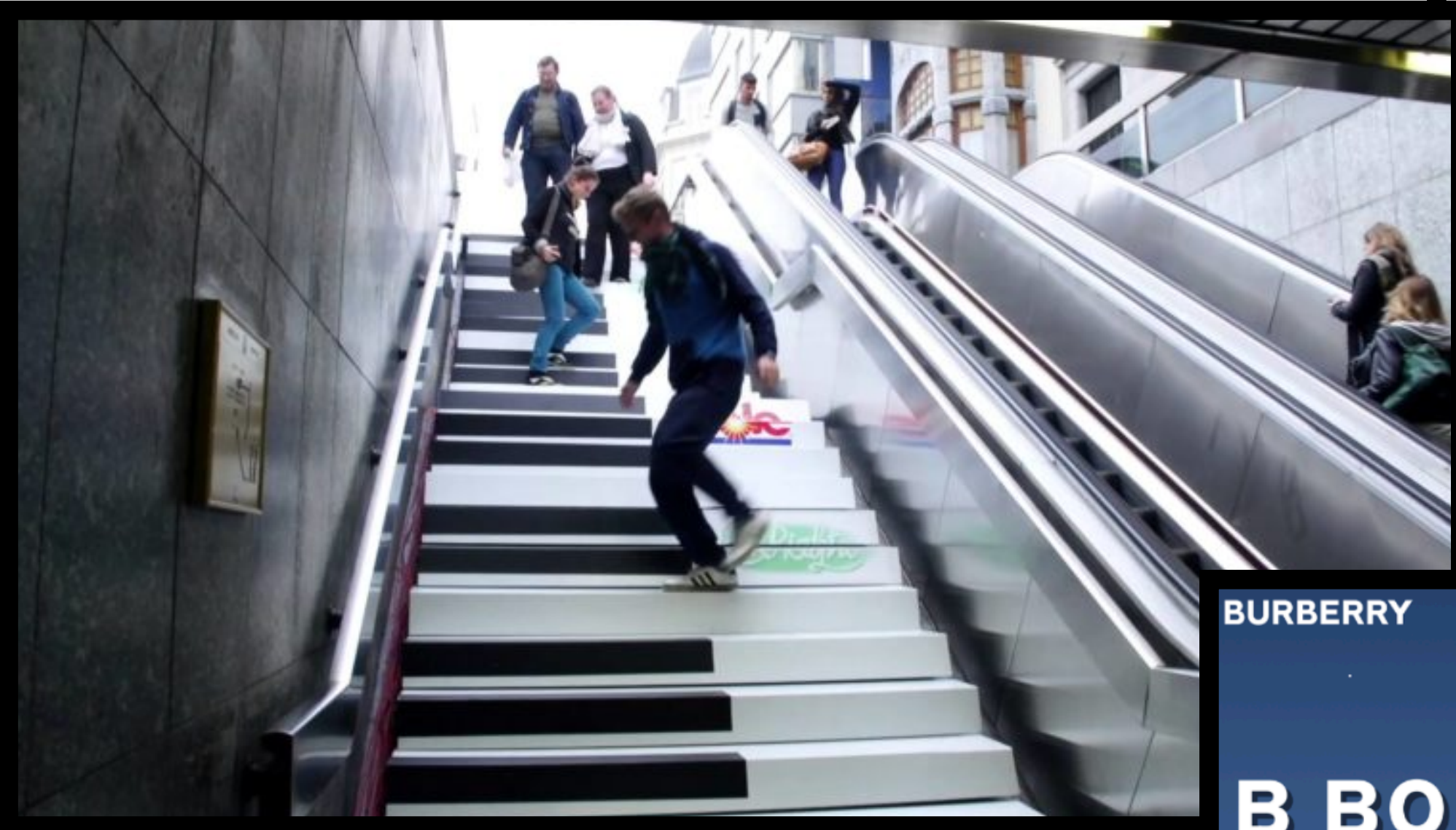
## To mirror

The opportunity to compare ourselves to others





# How they're used in marketing



# How they're used in marketing



**BOTTLE BANK  
ARCADE**

# How they're used in marketing



# Why do they work

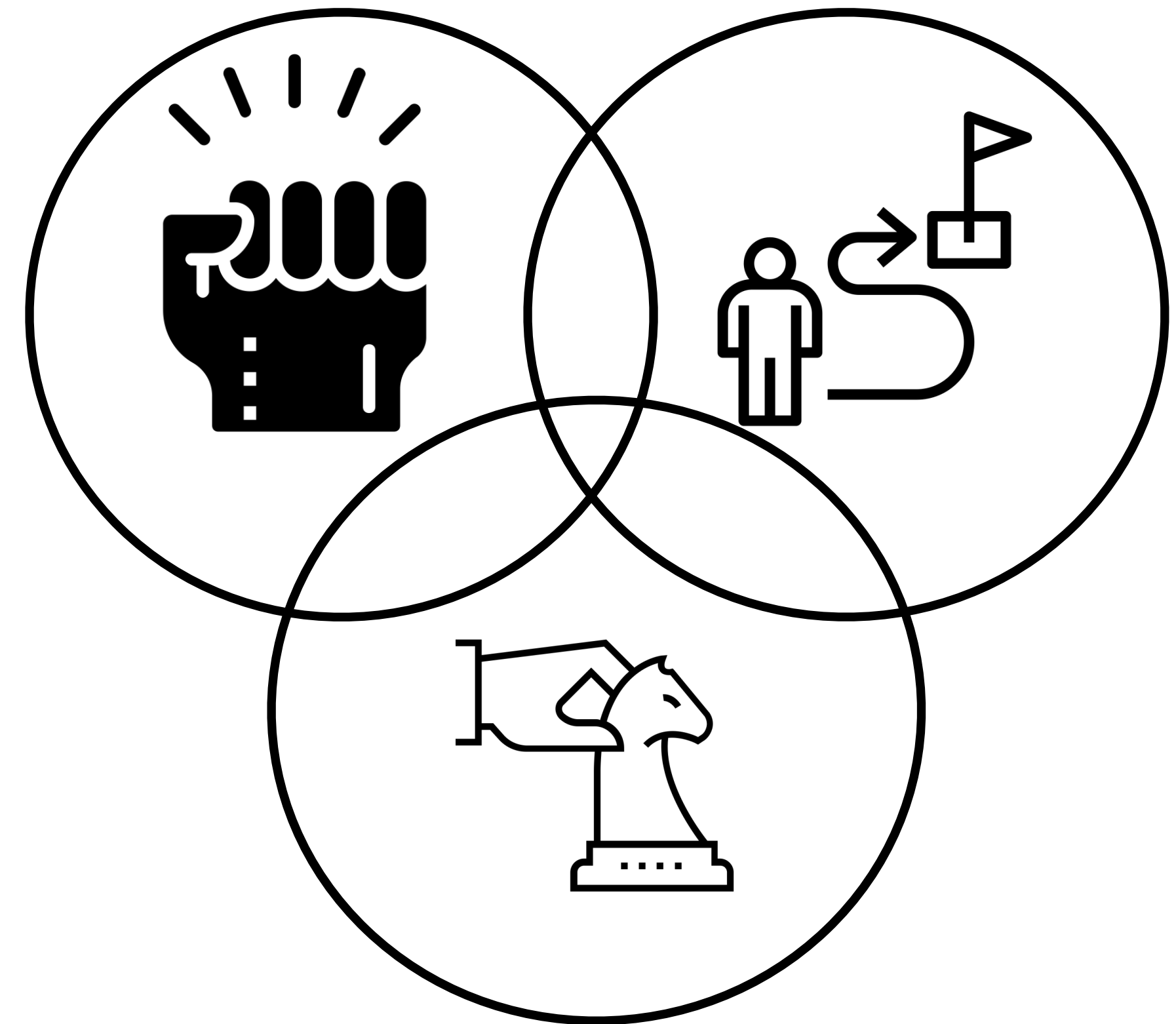
Autonomy

Mastery

Purpose

Game mechanics can be used to **intrinsically** (without a promise of an external reward) or **extrinsically** (with a promise of an external reward) motivate us

**Taps into our motivation**



# Agenda

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# Considerations

- ① Sponsorships or partnerships
- ② Reuse + renew
- ③ Localizing campaigns
- ④ Newsletters
- ⑤ 'Cover' of an Advent Calendar
- ⑥ Bonus content

# Sponsorships/ Partnerships

## Game mechanics

To have fun

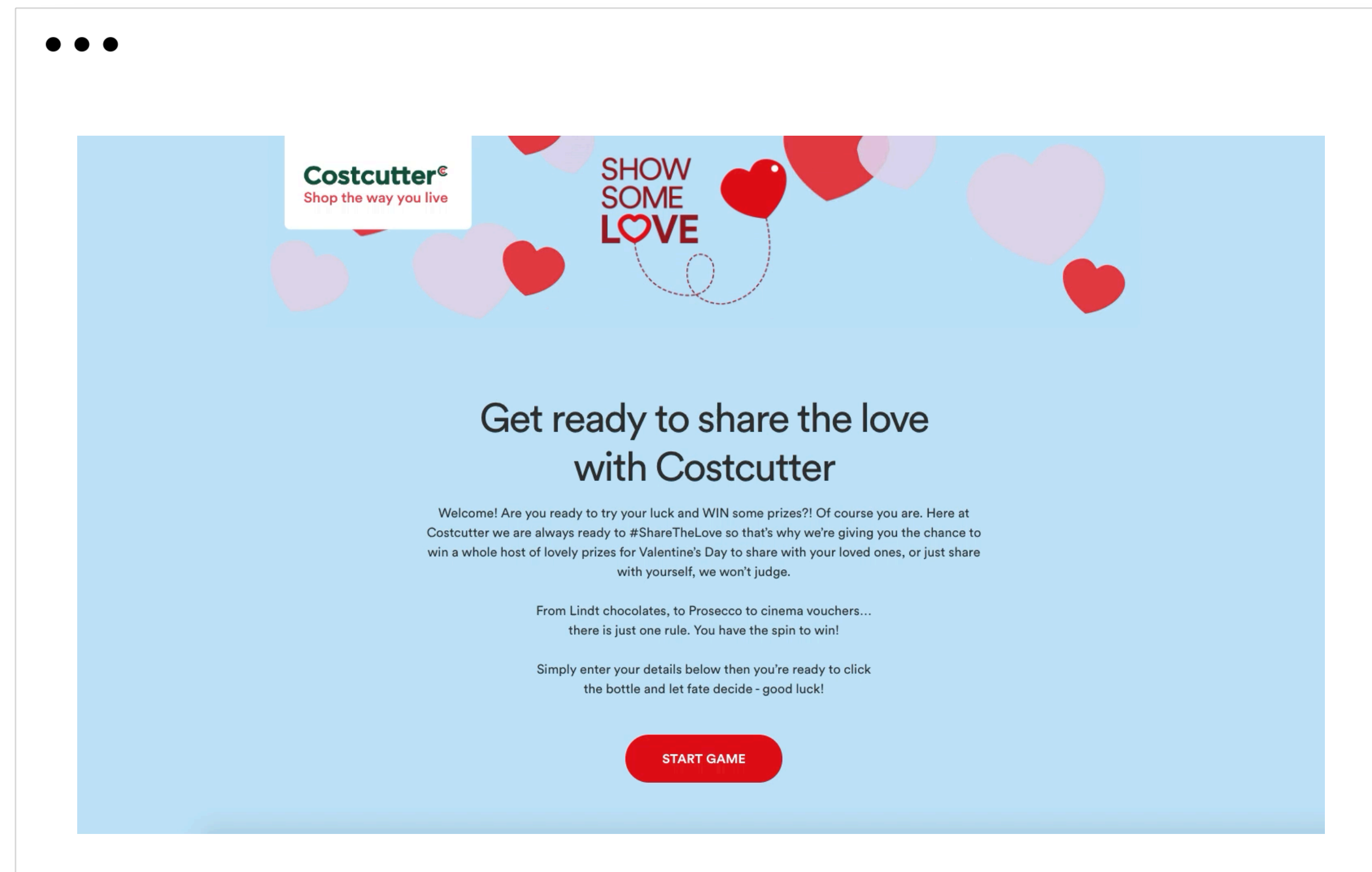
To be rewarded

## Results

24,463 unique visitors played an average of 2 times

01:30 minutes engagement rate

79% conversion



# Sponsorships/ Partnerships

The screenshot shows the landing page for the 'Cramo Eco Choice Muistipeli'. At the top, there is a navigation bar with the Cramo logo, a search bar, and a 'Kirjaudu' button. Below the navigation bar, there are links for 'Vuokraa tuotteita', 'Palvelut', 'Rekisteröidy', and 'Ota yhteyttä'. The main content area features a background of eco-friendly icons and a large green leaf icon with the word 'eco'. The title 'CRAMO ECO CHOICE MUISTIPELI' is prominently displayed. Below the title, there is a paragraph explaining the game: 'Vähemmän päästöjä, vähemmän melua. Cramo Eco Choice on ympäristöystävällisten koneiden tuoteperhe, jonka avulla sinä voit tehdä kestävämpiä valintoja.' This is followed by instructions: 'Pelaa muistipeliä Eco Choice -koneilla! Sinulla on 60 sekuntia aikaa löytää parit. Pelin lopuksi näet oman sijoituksesi suhteessa muihin pelaajiin.' A call to action 'ALOITA PELI' is located at the bottom left. At the bottom right, there is a 'Kysy Cramo' button. A footer note states: 'LAHJOITAMME JOKAISESTA LÄPÄISTYSTÄ PELISTÄ 1 €:n WWF:lle. Pelaamalla autat! Cramo lahjoittaa jokaisesta läpäistystä pelistä 1 euron WWF Suomelle. Kampanja-aika on 9.9.-31.12.2020.'

The screenshot shows the landing page for the 'Cramo Isoveljen Onnenpyörä'. At the top, there is a navigation bar with the Cramo logo. The main content area features a colorful illustration of a city with various buildings, a crane, and a drone. The title 'ISOVELJEN ONNENPYÖRÄ' is prominently displayed. Below the title, there is a paragraph explaining the game: 'Pelaa Cramon BB-onnenpyörää! Onnenpyörä palkitsee pelaajia päivittäin Ruutuplussahajakodeilla ja Ruutuplussasta voit seurata Big Brother -talon tapahtumia 24/7!' A call to action 'ALOITA PELI' is located in the center. Below the call to action, there is a social media icon bar with Facebook, LinkedIn, and Instagram icons. A footer note states: 'Cramo on Big Brother -tuotannon kalustokumppani 2020.'



# Reuse + Renew

## Game mechanics

To be challenged

To be rewarded

## Results:

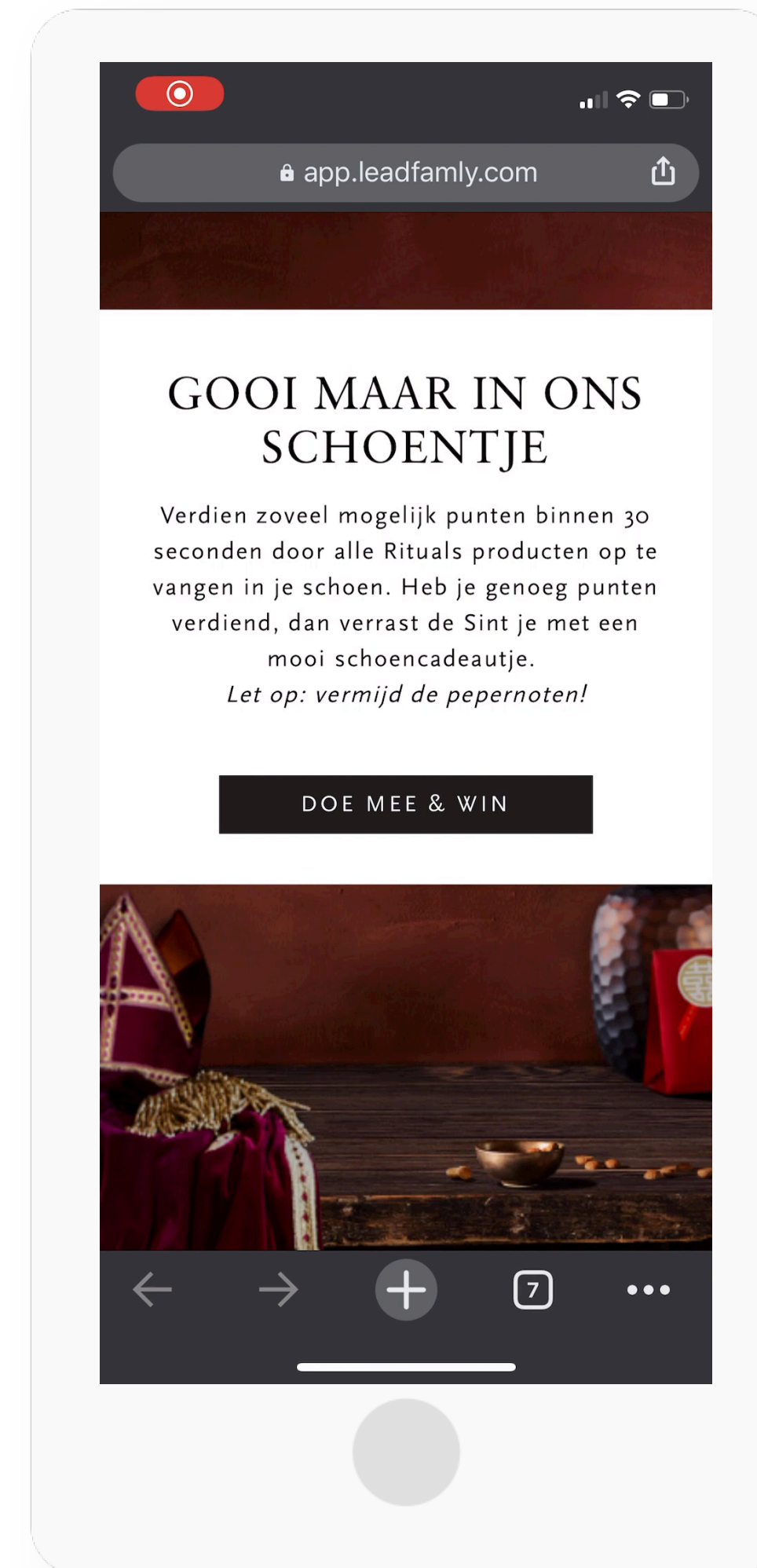
~70,000 registrations

~10,000 new newsletter registrations

01:35 minutes average time engaged

~ 5,000 transactions

Paid & Organic reach



# How it was renewed

## Game mechanics

To be challenged

To be rewarded

## Results:

~26,000 registrations

~1,500 new newsletter registrations

01:26 minutes average time engaged

~200 transactions

All organic reach



# Localizing campaigns

## Game mechanics

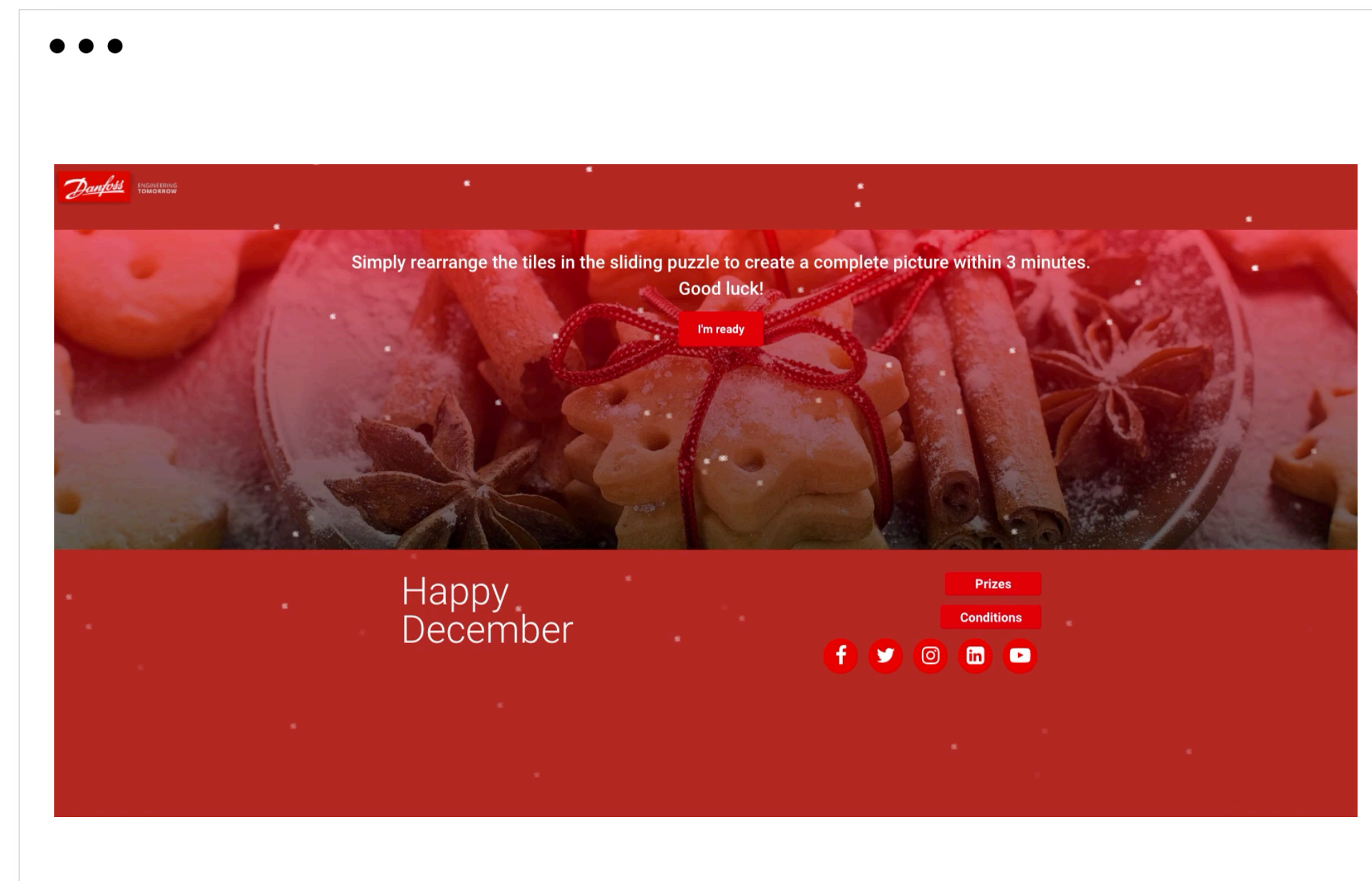
To be challenged

To compete

## Other

Localized into 7 markets

Weekly drawing of prizes



# Newsletter

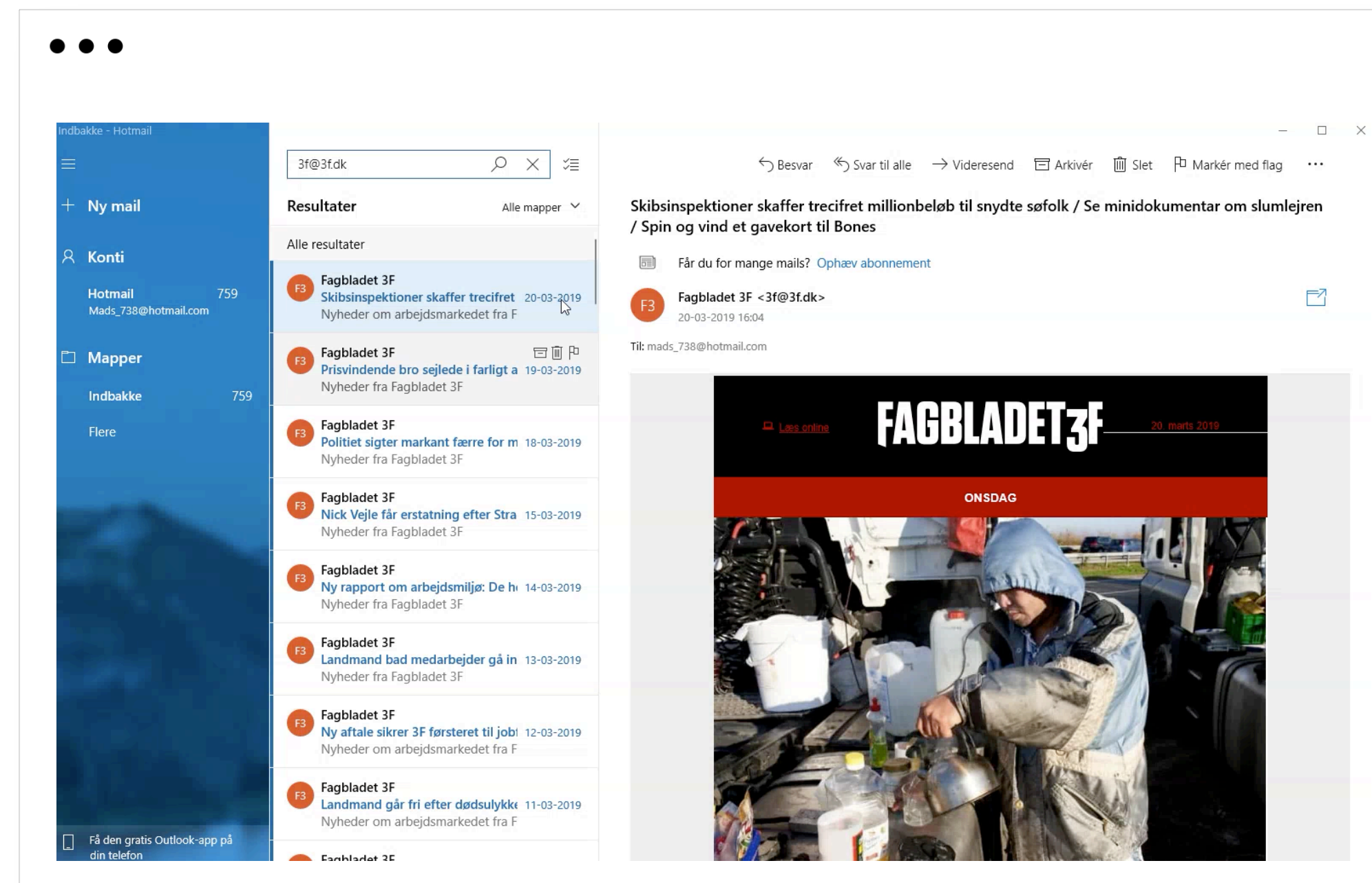
## Game mechanics

To have fun

To be rewarded

## Results

50% open rate on newsletter



# 'Cover' of Advent Calendar

## Game mechanics

To have fun

To be rewarded

## Results:

332,000 registrations on the WOF

## Extra

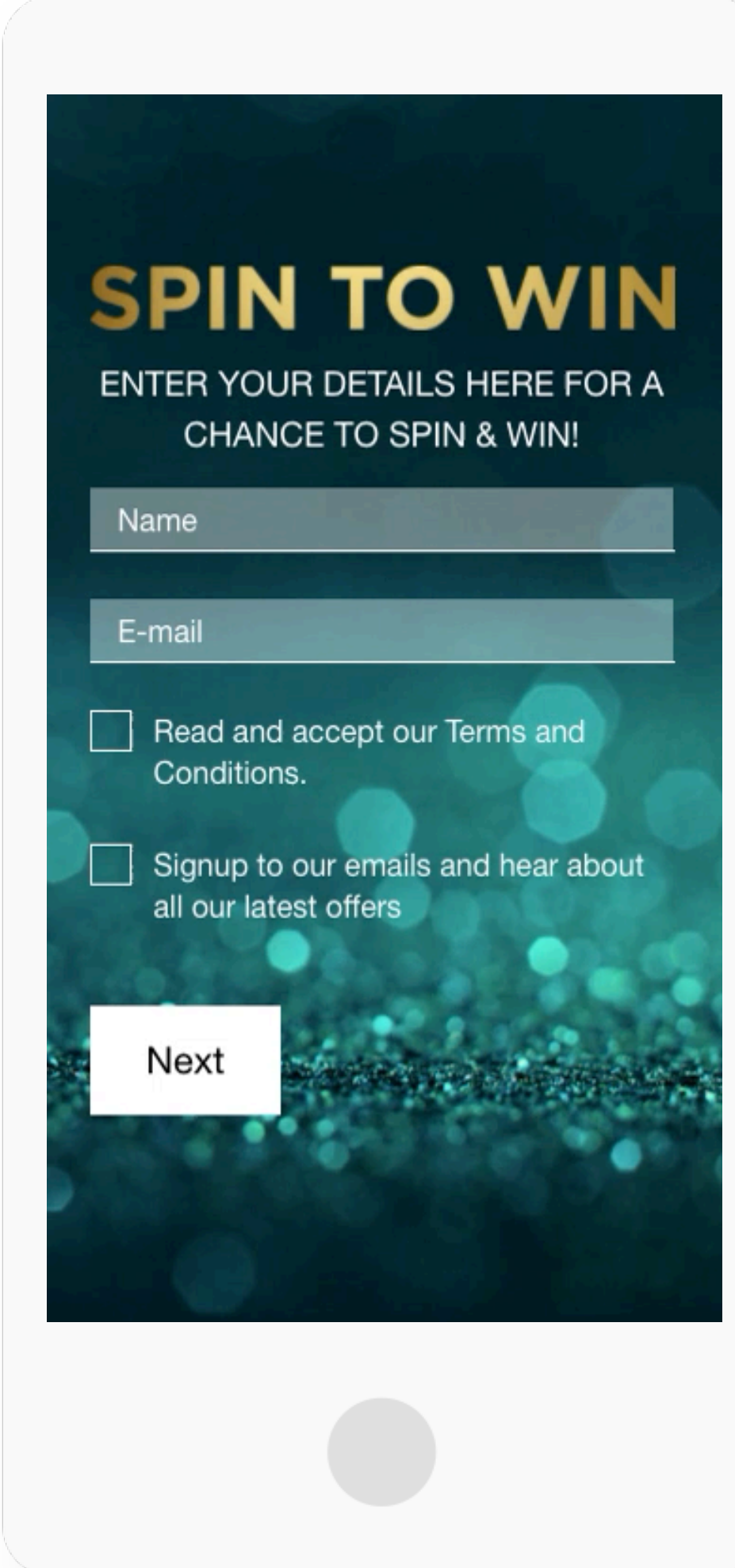
Game flow: Advent Calendar →  
Wheel Of Fortune → Shell Game

Bone's could (and did) control the prizes every day



# Bonus content

- ① What about New Year's?
- ② What to do with your collected leads?
- ③ How can I keep my audience engaged?



**SPIN TO WIN**  
ENTER YOUR DETAILS HERE FOR A  
CHANCE TO SPIN & WIN!

Name

E-mail

Read and accept our Terms and Conditions.

Signup to our emails and hear about all our latest offers

Next

# So what have we learned?

- ① **Game mechanics are for more than just campaigns.** You can use game mechanics in different ways to create a meaningful, engaging interaction. The staircase is a perfect example of this.
- ② **Simple campaigns and prizes can be super effective.** Complexity doesn't always mean better.
- ③ **Test and adapt.** See what works in week 1 and apply it in weeks 2-4.
- ④ **Tap into what motivates us:** Autonomy, mastery, and purpose.
- ⑤ **Put yourself in your audience's shoes.** Coke Zero motivated people to behave in a certain way AND made it fun.



Q

Q

A



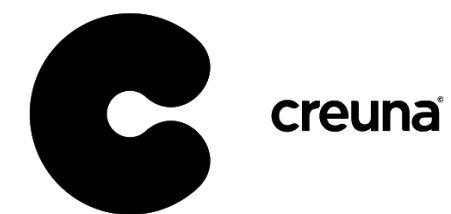
What Trends To  
**Know in 2021**

**Thursday, November 19 14:00 EET / 13:00 CET / 12:00 GMT**



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