

Maintaining Commercial Efficiency

IN TIMES LIKE THESE



LeadFamly

Sara Moulton
Content Marketing Manager



LeadFamly

Martin Yde
Account Executive



LeadFamly

Nicolai Aarkrog
Senior Client Manager

Agenda.

___ **Unintended side effects in times like these**

___ **Gaining commercial efficiency in these times**

___ **Best practices**



Meet Sara, Martin, and Nicolai



Sara Moulton

Content Marketing Manager

Sara looks after LeadFamly's content, including the website, sales enablement, and social media.



Nicolai Aarkrog

Senior Client Manager

Nicolai meets with future customers to talk about whether gamification can create value for their business.



Martin Yde

Account Executive

Martin works with customers on strategy and campaign brainstorming.



About LeadFamily.



About us



— **What's new at LeadFamily:** Big focus on customer success and how to use LeadFamily's platform in different ways, whether it be building a pop-up for the first time or trying out a new game concept.

— **We have the best customers, including** Coca Cola NL, Coop, Grundfos, McDonald's, Pfizer, TogetherTV, Vero Moda, Volvo, **and many more**

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The competition detox.



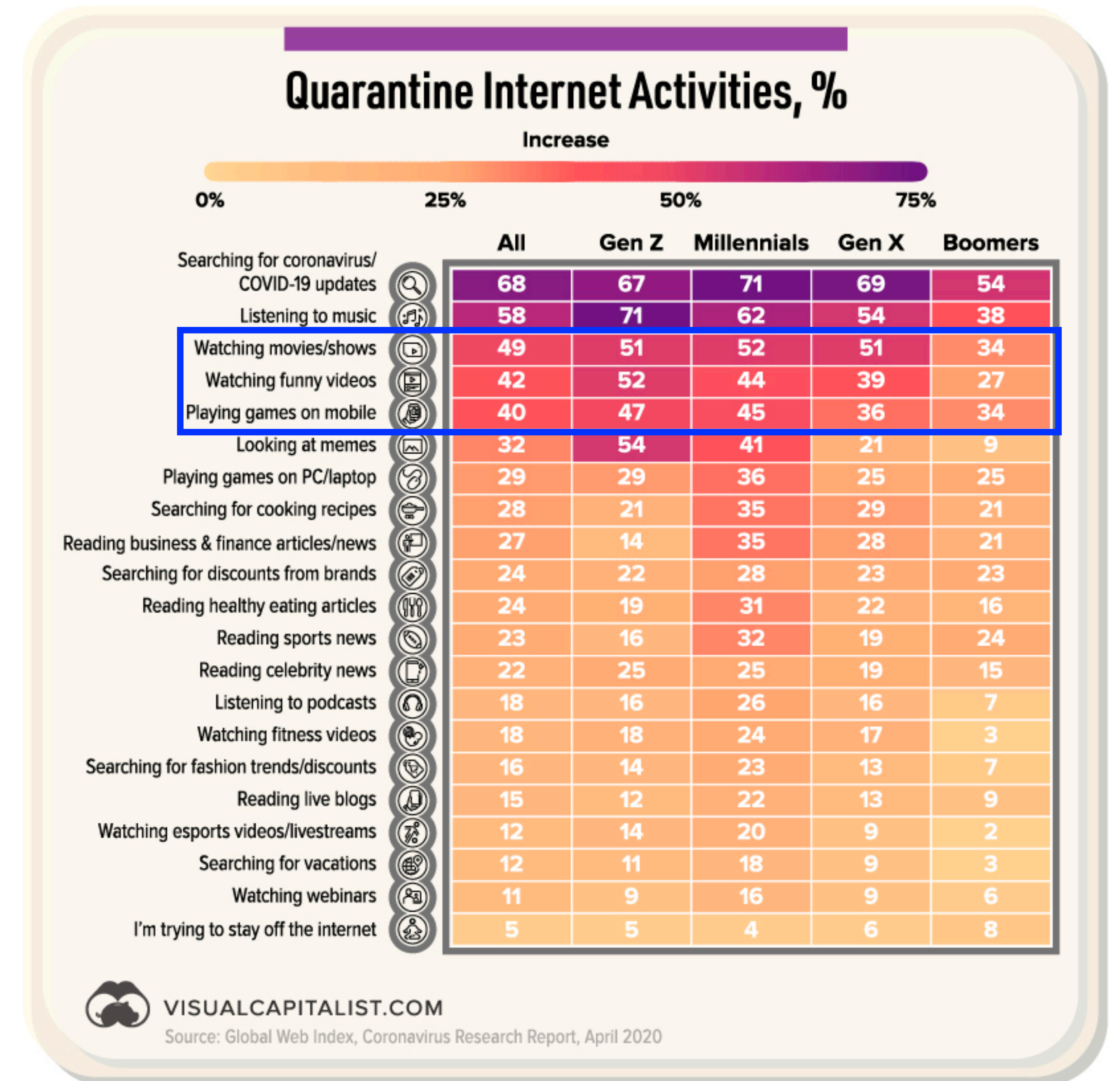
The state of affairs

- Brands are engaging their customers differently
- More focus on partnerships and collaboration, less on selfishness and profits
- Authenticity and a 'peek behind the curtain'
- Responding in real time



How people spend time in quarantine

- Entertainment
- Visual content
- Preference for passive over active



How brands are engaging their audience

- Brands are engaging their customers differently
- And there's mixed reception
- Is now the time to take advantage?



'Doing well by doing good'

— Hand sanitizer by brewery BrewDogs, Diageo, LVMH

— Responding in real time

— Bottom line: **How are you spending your dollars?**

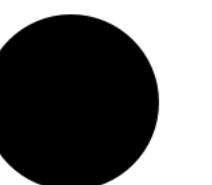


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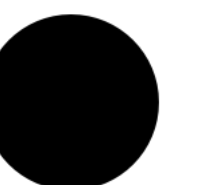
___ Best practices



Challenging times call for...

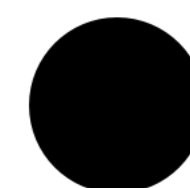
- Using tools we already have
- Standing out against the competition
- Investing in tools where we know we get a return

Here's how gamification can help you reach your KPIs



The ROI of Gamification

- Conversion effectiveness
- Cost effectiveness
- Pure awareness



Conversion effectiveness

Company

Neste Oil

Purpose

Boost marketing permissions

Result

575+% increase in # of marketing permissions



Cost effectiveness

Company

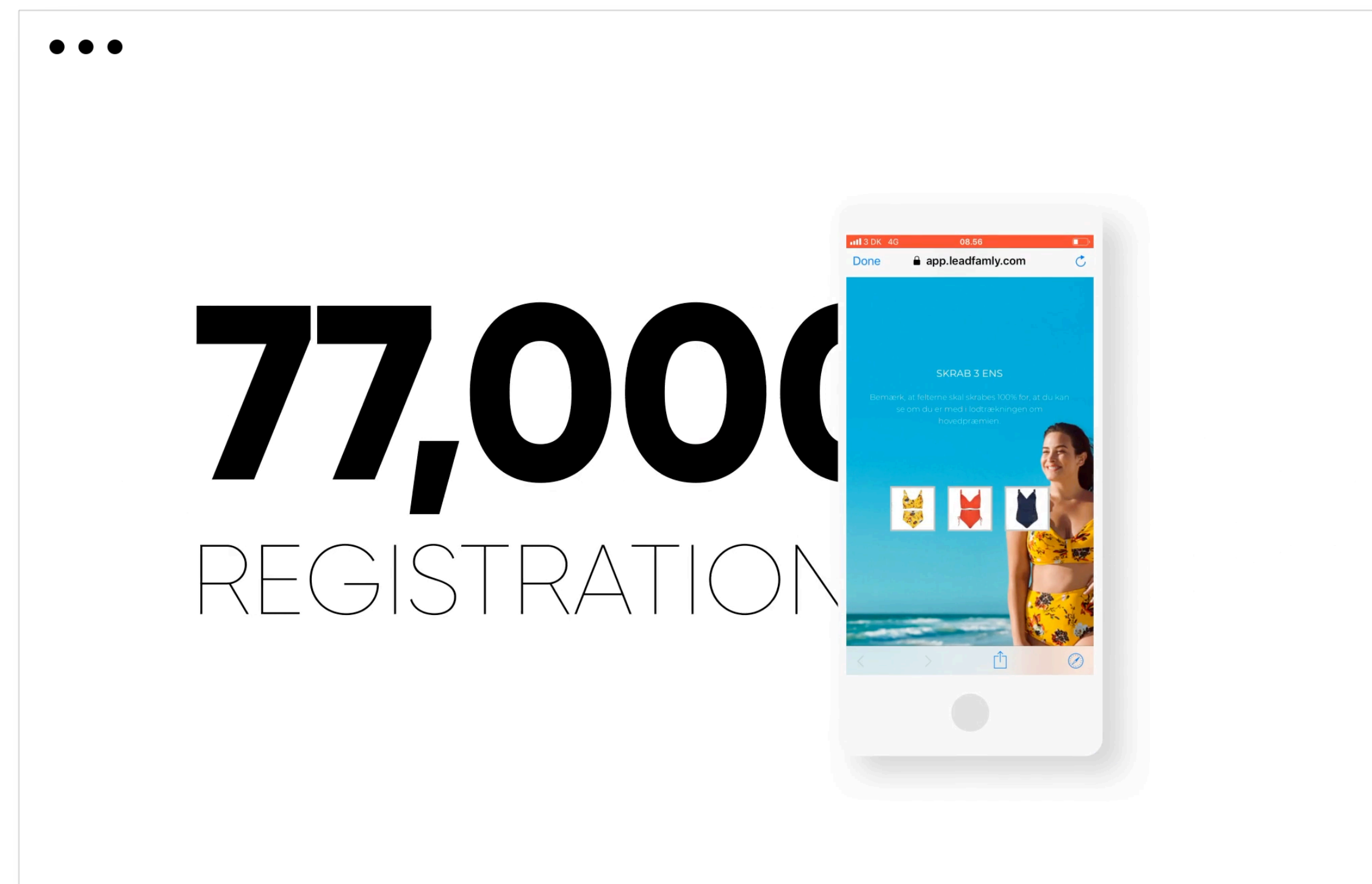
Zizzi

Purpose

Boost loyalty and attract club members

Result

415,000€ from one 30-day campaign



Raise awareness

Company

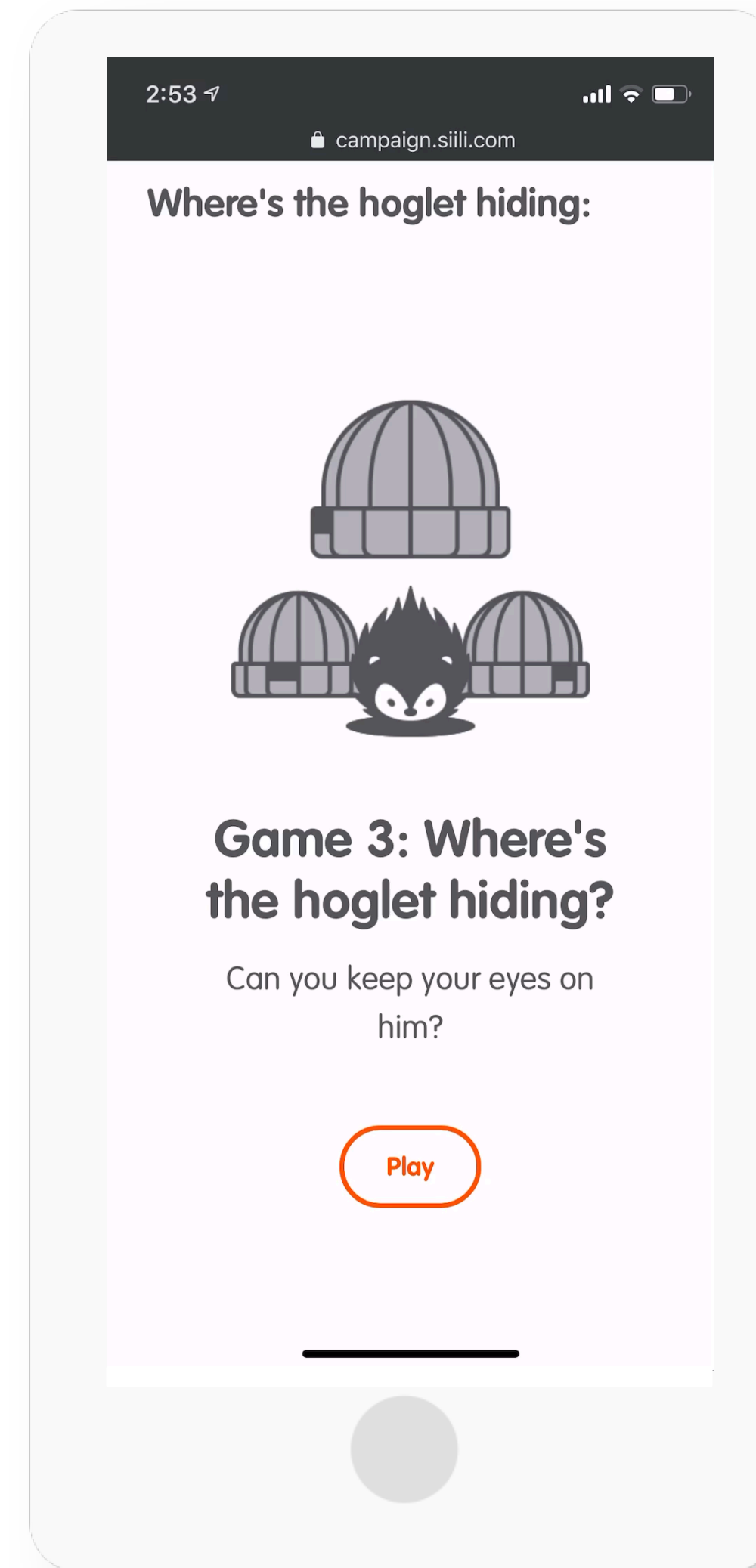
Siili Solutions

Purpose

Entertainment and awareness building

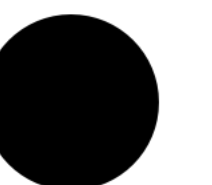
Result

01:45 minutes average engagement



Learnings

- ___ Take the time to test – it can pay off in a big way
- ___ Be clever with your CTAs
- ___ Your audience needs a fun escape – how can you provide this?



Agenda.

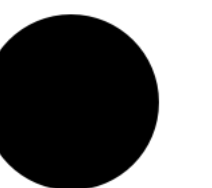
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Best Practices



Best Practices

- Don't underestimate the 'brain hack' of gamification
- Be ambitious
- Be innovative in 'down' times
- Add a personal touch



The power of

GAMIFICATION IN MARKETING

Hardwired

Humans are hard wired to enjoy games and to compete.



Opportunity

The average human spends 6 hours and 43 minutes online each day. **How are you catching their attention?**

Dose

Our brains crave these chemicals (Dopamine, Oxytocin, Serotonin, & Endorphins) and they influence our happiness.



Be ambitious

Purpose

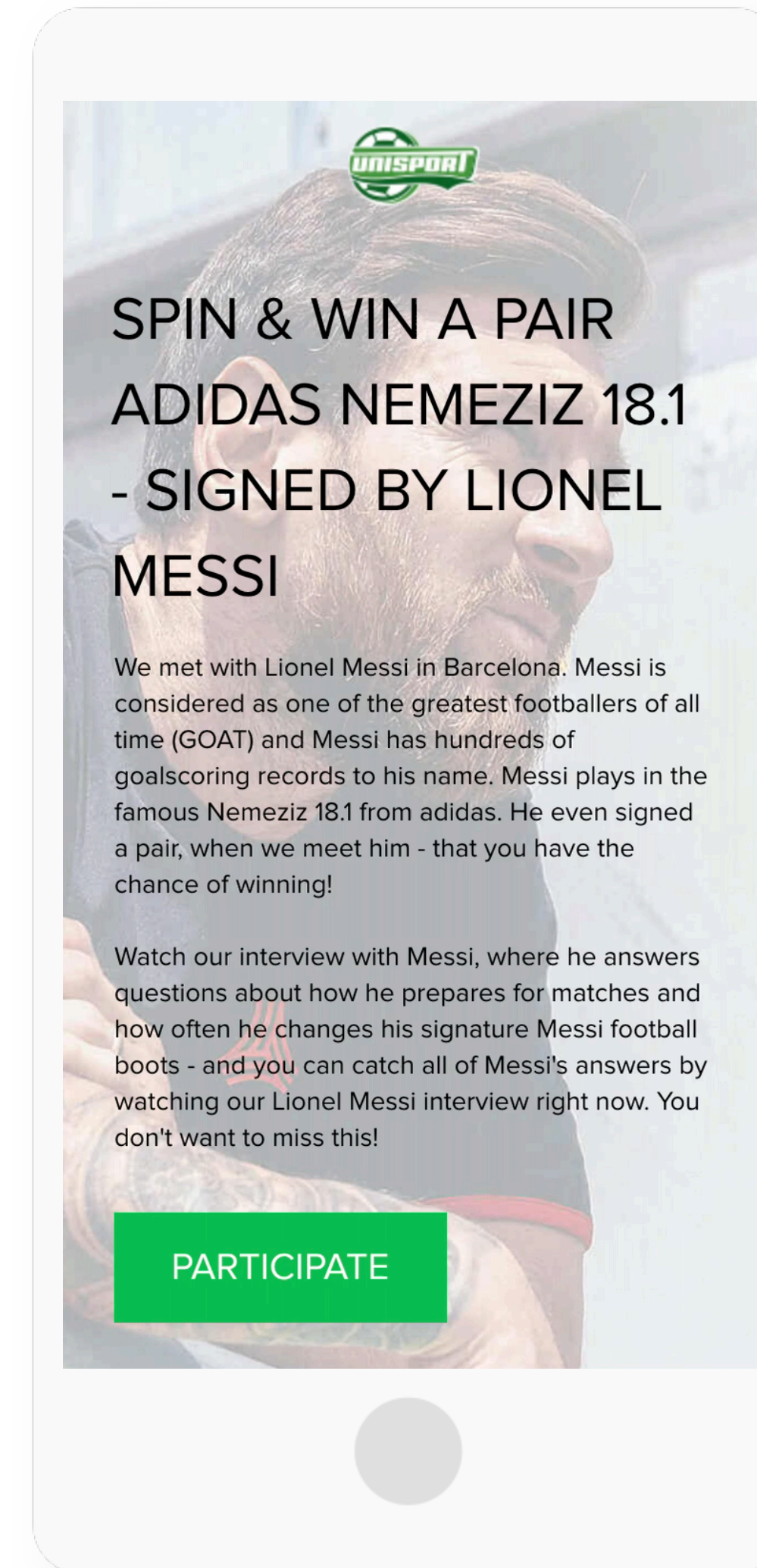
Get signups and create social engagement with a unique competition

Results

00:53 seconds average time spent per play

25-34-years-old played the most

Players came from multiple countries and game was created in multiple languages



Be innovative in 'down' times

...

profil
rejser

HVOR DRØMMER DU OM AT REJSE HEN?

Vi kan alle have brug for at drømme os lidt væk fra hverdagen, og særligt når den pludselig ser anderledes og mere alvorlig ud end den plejer.

Fortæl os hvor du drømmer om at rejse hen og deltag i lodtrækningen om et rejsegavekort på 10.000 kr. til Profil Rejser.

START

f @ in

Profil Rejser, Rosenørns Allé 29.1 sal, 1970 Frederiksberg C



Add a personal touch

...

3F Industri **Sandt el Falsk**

Sandt eller Falsk om OK20
Ved du hvad Industriens Overenskomst vil give dig de næste 3 år?
Tag testen og se om du har styr på fakta!



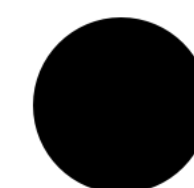
Svar på 5 hurtige spørgsmål om OK20.
Er det sandt, så swipe til højre - Falsk, så swipe til venstre.

Yes, lad os gøre det!

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3F
Gør dig stærkere

f @



Key Takeaways.

_____ **Visuals matter.** Your campaign may be eye catching, but will it sit right with customers?

_____ **Be sensitive.** There's a lot of economic uncertainty so be smart and understanding in your communication.

_____ **Games can be powerful.** Remember the feel-good endorphins and effect they can have on our brains.

_____ **Give your customers a peek behind the curtain.**
Now's the time to be authentic.

