

# Gamification Program



## PACKS & PROGRAMS

Programs

Engage, educate and convert your shopper through a fun experience!

### Included in this Program:

- Game online - 2 weeks
- Dedicated e-mail (150.000 contacts)
- Reminder by mail or push notification
- Winner/Loser mail

### Optional:

- Instore stopper
- Online visibility Small or Large + Landing Page

Gamification program can be with or without a specific purchase condition. If there is a purchase condition, participant will be informed during the game once he/she meets the condition.

### Duration

2 weeks

### Media Booking

10 weeks

### Nice to know

Recruit: Games help you generate leads you can contact afterwards for other purposes (f.e. follow up, sending of a coupon, content)

- 50 various games (memo, quiz, catcher game, shot goals, etc.)
- Micro-site fully dedicated to your brand with your own look&feel
- Recruit : Games help you generating leads and qualify your DB
- Engage : Average of 3-4 minutes of engagement with your brand
- High Virality

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures



## OBJECTIVES

### CONVERSION



### BRAND AWARENESS



### ENGAGEMENT / CONSIDERATION



### EDUCATION

