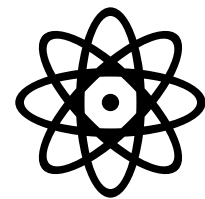


LEAD:FAMILY

GAMIFICATION

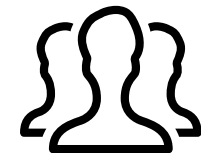
Så kan gamification aktivera din målgrupp digitalt och skapa fler leads

HOW
GAMIFICATION
CAN MAKE YOU



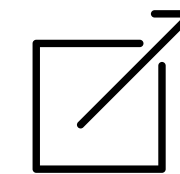
CONNECT

Connect with your target audience activate them and collect new and valuable leads



ENGAGE

Engage deeper with the target audience in meaningful ways and make them loyal



QUALIFY

Qualify key customer data and to do better targeting

Så kan gamification aktivera din målgrupp digitalt och skapa fler leads

AGENDA

- START: SHORT INTRODUCTION TO LEAD:FAMILY
- FRAMING: CONSUMER TRENDS
- CAMPAIGNS: WHY DO YOU DO CAMPAIGNS?
- GAMIFICATION: DEFINITION, WHY, TRENDS, BREAK DOWN
- CASES: EXAMPLES FROM CLIENTS

SHORT

ABOUT LEAD:FAMILY

SHORT INTRODUCTION

INTRODUCTION

ABOUT LEADFAMILY

LEAD:FAMILY BACKGROUND

+ 10 YEARS AGO



2007 - 2015

We were in a web-agency bubble
Doing websites, custom campaigns
AND advent calendars

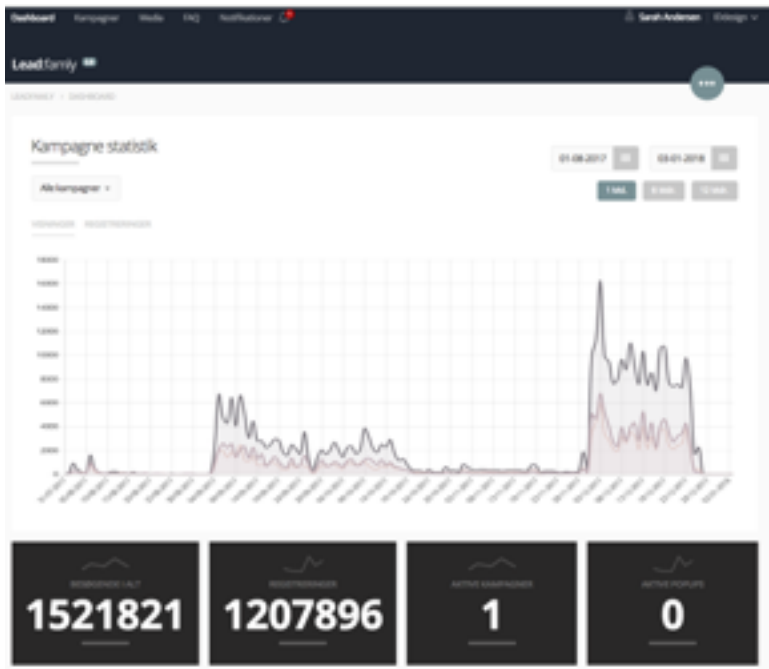
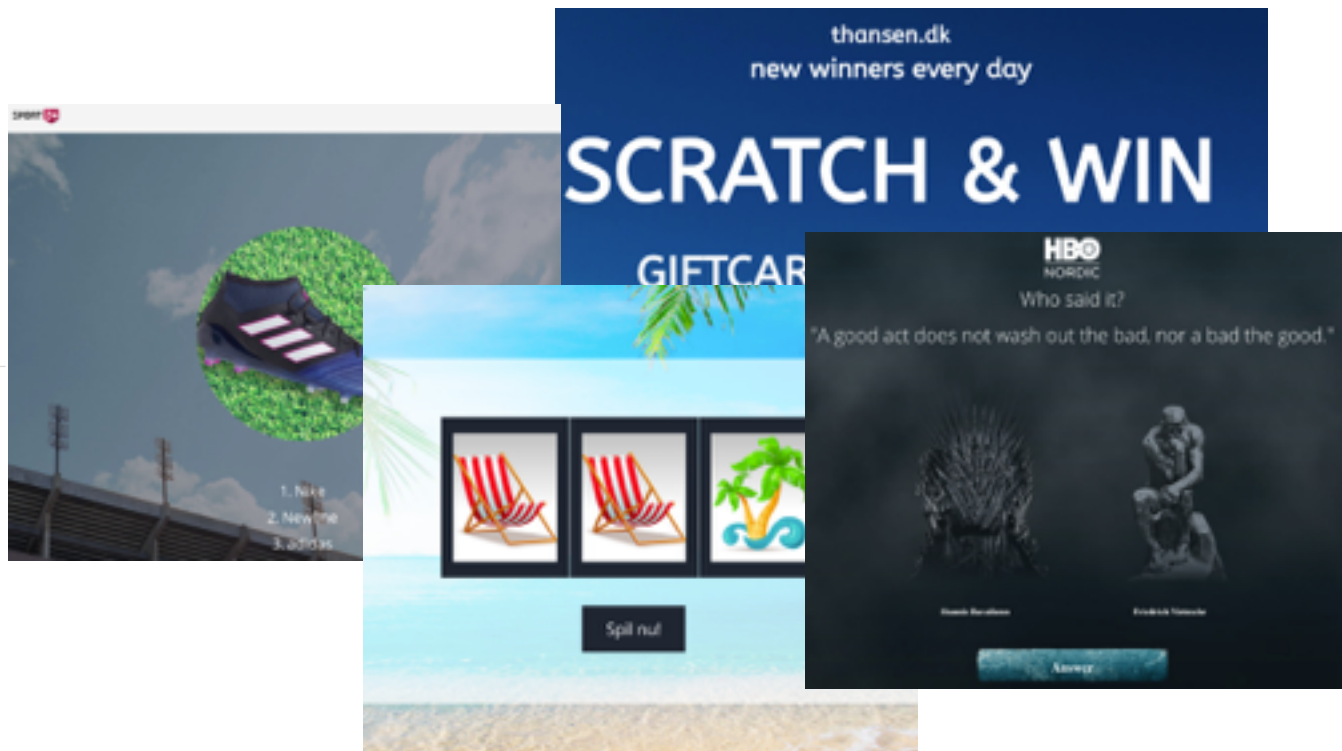
2015



Hmmmmm.....what if!
(GAMIFICATION + DIY) * COST FRIENDLY = VALUE ?

2015-2016

Trial and error, trial and error, trial error
Single campaigns



2017

Full launch of Lead:family as a SAAS
in Denmark.

2018

Launch of Lead:family in Sweden,
Norway, UK and Holland





NOW

First few clients is already onboarding in Sweden!

LEAD:FAMILY IS A CUSTOMER ACTIVATION PLATFORM



17 employees



C A M P A I G N A C T I V I T Y 2 0 1 7

<i>Min. spent</i>	18.396.000
<i>Participations</i>	12.234.056
<i>Sessions</i>	10.747.067
<i>Unique participations</i>	1.410.298
<i>Campaigns</i>	+2.000
<i>Countries</i>	195

CONSUMER
THE INTERNET HAS CHANGED THE WORLD
CONSUMER TRENDS
TRENDS

A high-angle, wide-view photograph of Earth from space. The planet's curvature is prominent, with a thin blue atmosphere visible against the blackness of space. The landmasses are shown in shades of brown and tan, with some white clouds scattered across the surface. The text is overlaid on the left side of the image.

**THE INTERNET HAS
CHANGED THE WORLD AND
THE WAY YOU DO BUSINESS**

BECAUSE IT HAS
CHANGED THE WAY
YOUR CUSTOMERS BUY.



THE BIG PUSH
IS UNDER PRESSURE





Mobile device consumption

73%



**Social Media
consumption grows and
now accounts for every 1
out of 3 min. spent
online**



amazon

The Amazon logo, featuring a curved arrow pointing from the 'a' to the 'z'.

wish



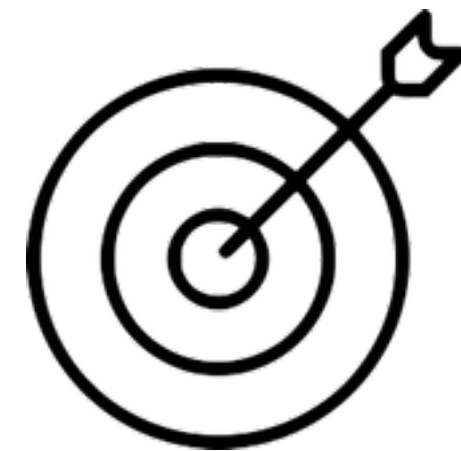
ebay

RELEVANCE

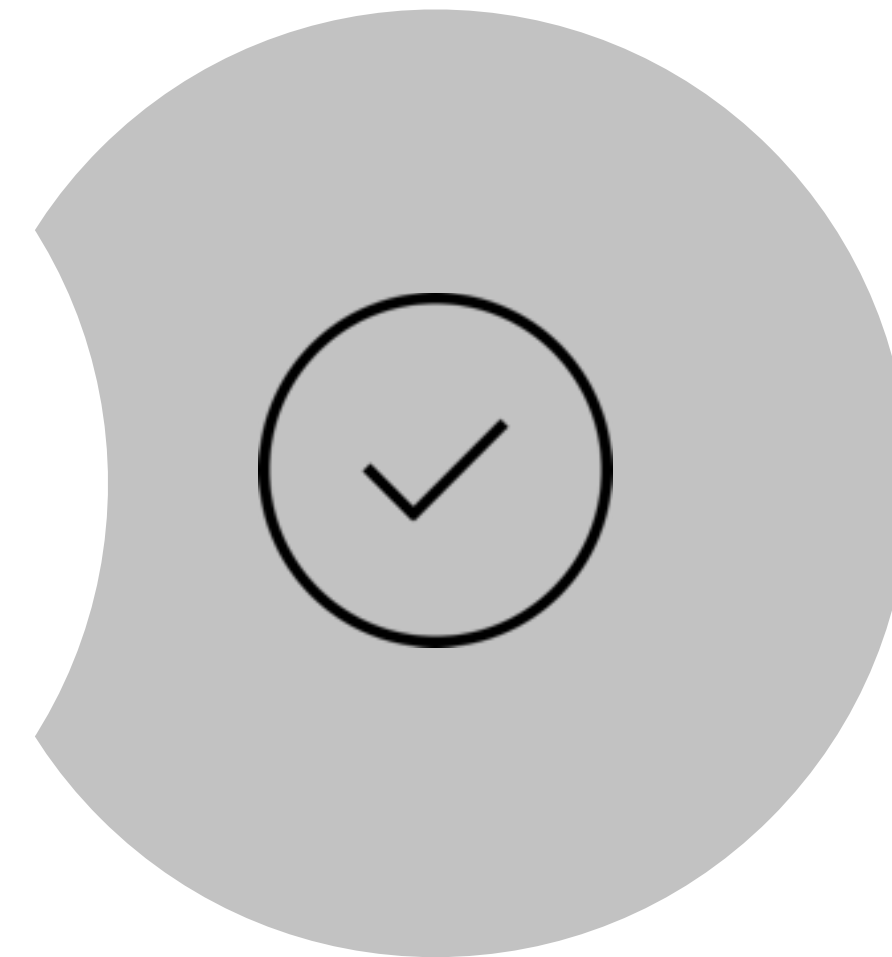
**IT HAS NEVER BEEN MORE IMPORTANT
TO BE RELEVANT**



BE THERE



BE RELEVANT



BE READY

WHY

WHY DO YOU DO CAMPAIGNS?

WHY?

CAMPAIGNS?









GAMIFICATION

WHY CAMPAIGNS?

CONNECT
ACTIVATE
ENGAGE
REMEMBER
LOYALTY
WIN
REPEAT

DEFINITION

WHY
WHAT IS IT?

GAMIFICATION

TRENDS

BREAK DOWN

DEFINITION

WHAT IS IT?

GAMIFICATION

THE POWER OF GAMIFICATION





Gamification is the use of game mechanics **to drive engagement** in non-game business scenarios and to change behaviors in a **target audience** to achieve business outcomes.

Many types of games include game mechanics such as points, challenges, leaderboards, rules and incentives that make the game-play enjoyable

Source: Gartner Inc.

“

Gamification is a marketing tool that uses game theory and design for non-game use to influence user behavior and increase revenue and brand loyalty

Source: engaming.com



Gamification in marketing is the use of game mechanics, such as game theory and design, in order to activate and engage your audience to increase loyalty and revenue

TRENDS

WHAT'S GOING ON?

GAMIFICATION

BILLION DOLLAR INDUSTRY

TRENDS

- **Gartner:** More than 70% of the top2000 companies was expected to launch min. one gamification campaign in 2014
- **MarketsandMarkets:** Gamification will grow by 500% to 11B-USD before 2020
- **Gartner:** Gamification (as a marketing technique for activation) will grow rapidly until 2020

WHY

GAMIFICATION

GAMIFICATION

“

We use games to make them enter a world where **dopamine will flow** (this is the feel good hormone) and all messages they will receive while playing a game will not only be well registered and will also **be remembered...**

No other marketing techniques can make that happen

Source: Nicolas Babin

“

Humans are **‘hard-wired’** to enjoy games

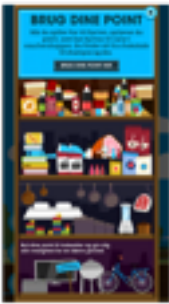


Source: Gartner Inc.

NEURO
LET THE DOPAMIN FLOW!
BRAIN HACK!!!!
MARKETING

BREAK
COMPONENTS OF
GAMIFICATION
DOWN

GAMIFICATION BREAK DOWN



“REAL” GAMES



“BOY SCOUTS”



ACTIVATION GAMES

“REAL” GAMES



**Play the
game Far
til Fjorten.**



“BOY SCOUT” GAMES

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Point Flyafgange

4 500 point

Medlem	Sølv	Guld	Diamant
20 000 point	45 000 point	90 000 point	

EuroBonus-saldo	EuroBonus-nummer	Nuværende niveau	Nå næste niveau	Kvalificerende periode	Medlem siden
27 775 point	634191993	Sølv	+40 500 point	dec 1, 2017 - nov 30, 2018	december 2015

ADMINISTRER MIT EUROBONUS

Efterregistrér point [Register](#)

Forær/modtag kort [Forær væk nu](#)

Bestil nyt kort, bagagemærker eller SAS Smart Pass [Bestil nu](#)

ACTIVATION GAMES



Quiz



Personality test



Calendar game



Guess the picture



Level quiz



Scratch card



Slot machine



Wheel of fortune



Voting polls



Lucky number



Puzzle



5 Spot the difference



Memory



Sliding puzzle



Prio Game

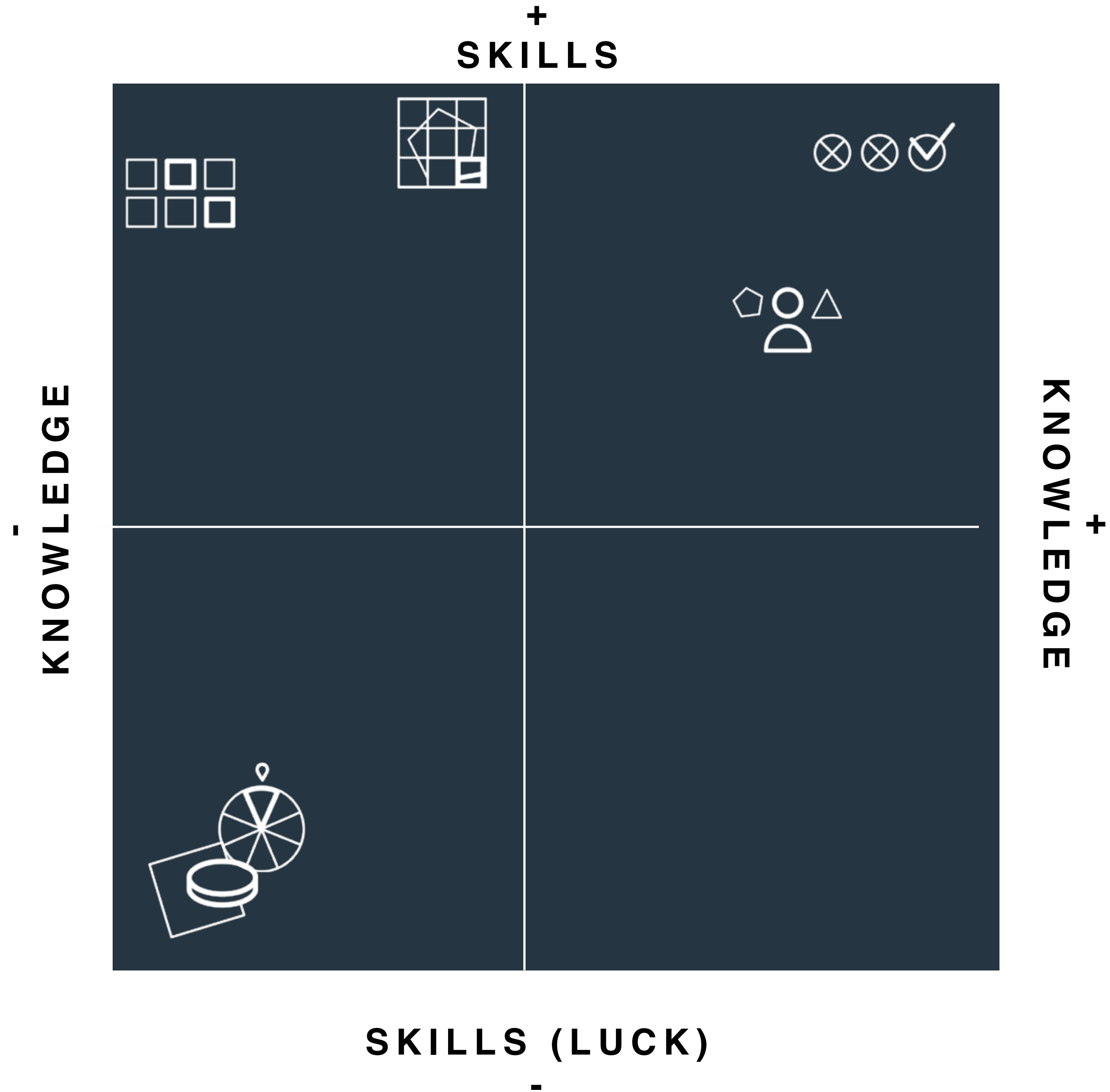


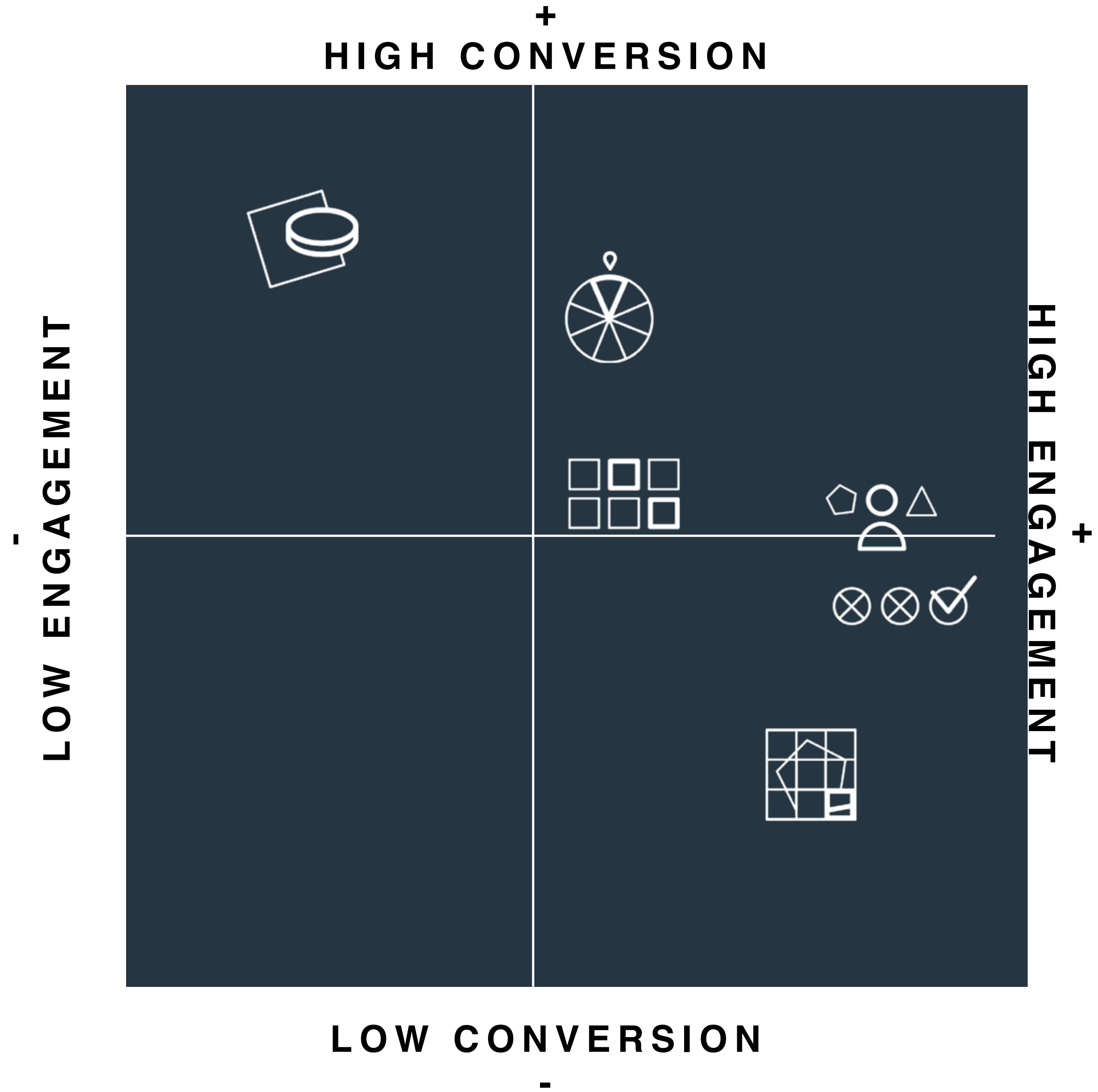
GAME MECHANICS

**GAME
MECHANICS**

- 1. CHALLENGES**
- 2. CHANCE**
- 3. COMPETITION**
- 4. FEEDBACK**
- 5. REWARDS**

Kevin Werbach “For the Win”





CLIENT
PROVING THROUGH EXAMPLES
CLIENT EXAMPLES
EXAMPLES

SUM UP

CASE SCENARIOS

Sinful: Game vs. non game - increase the conversion rate

Supervin: Luck vs. skills - different value

HBO: High engagement - low conversion - super value

If: From low interest to high interest

ALDI: From offline to online - with help from game mechanics

ILVA+IDÉ: Frequency + gamification - better chances for being remembered

BONES: From online to POS - with help from game mechanics

Non game vs game

THE POWER OF GAMIFICATION



CTR: 3,6%



CTR: 99,1%

COMPARISON STUDY

Luck vs. skills

SAME PRICE

DIFFERENT GAME CONCEPTS



COMPARISON STUDY

Luck vs. skills



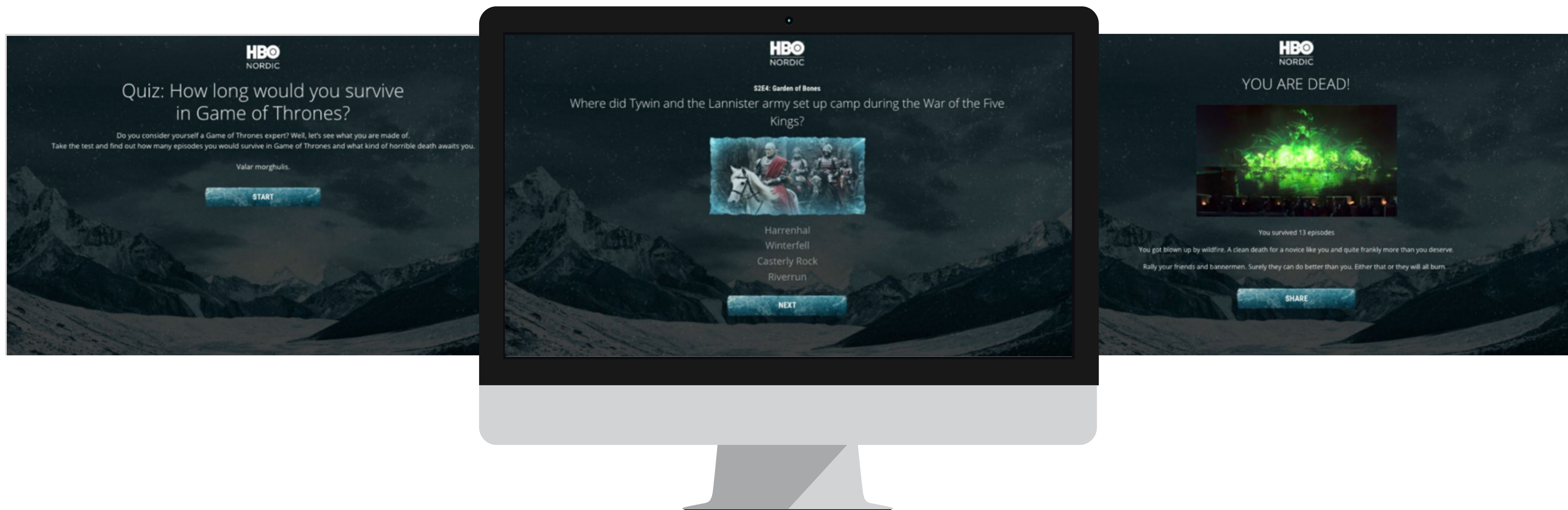
<-150% higher conversion rate
300% higher sales ->
250% higher time spent ->

HBO 60 question GoT quiz

High engagement - low conversion - super value

+750.000 unique participants

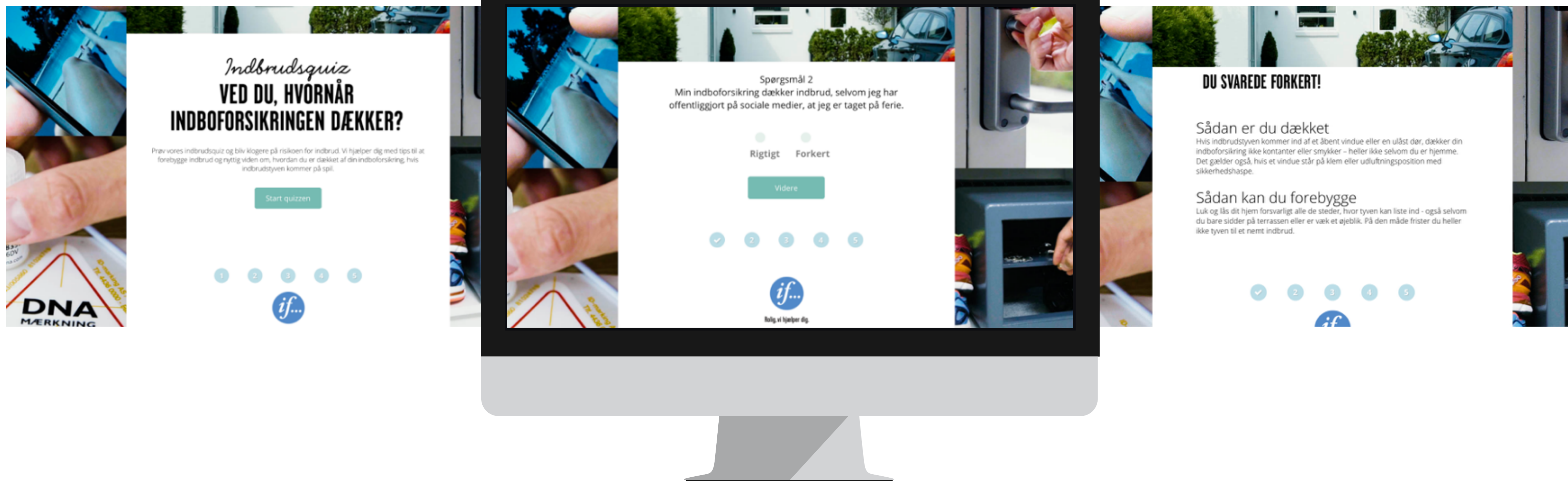
2.200.000 participations



IF INSURANCE

LOW INTEREST BECOMES HIGH INTEREST

BORING CAN BE ENGAGING



FROM OFFLINE TO ONLINE: GAME MECHANICS AND OMNICHANNEL

ALDI

56.000 visits / 20.000 unique participations



AWARENESS

IDÉmøbler & ILVA

FREQUENCY + GAMIFICATION - BETTER CHANCES FOR BEING REMEMBERED?

IDÉmøbler

Vendespil

Vind et gavekort på 1000 kr. til IDÉmøbler

	IDÉmøbler	IDÉmøbler
IDÉmøbler	IDÉmøbler	IDÉmøbler
IDÉmøbler	IDÉmøbler	IDÉmøbler
IDÉmøbler	IDÉmøbler	IDÉmøbler



Udover at være med i den årlige konkurrence på 25.000.- får ILVA's nyhedsbrevsmottager hver måned:





IDÉmøbler

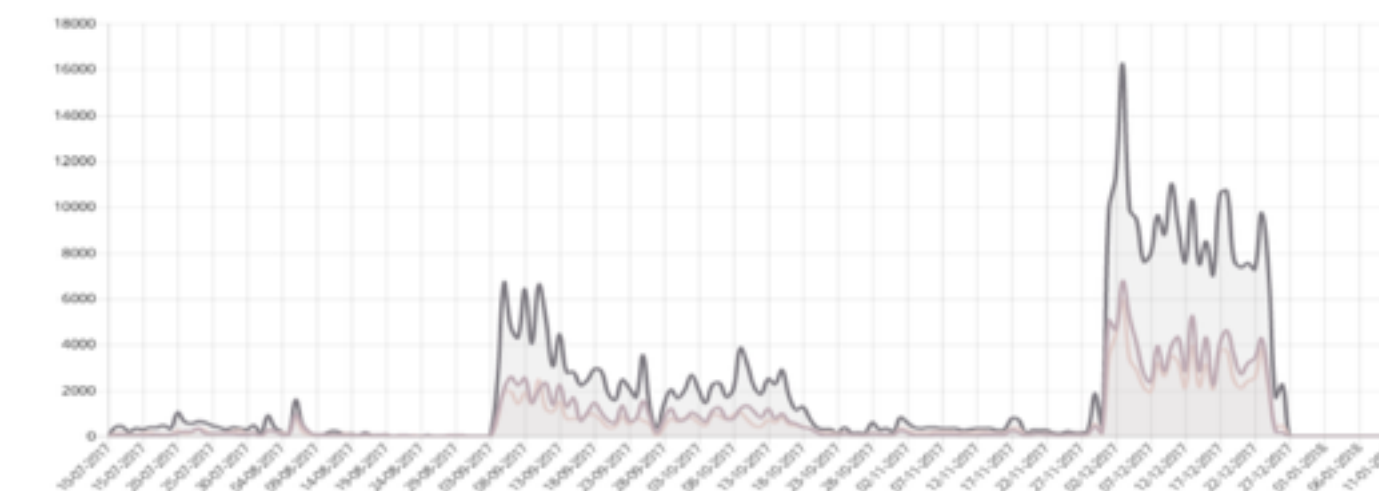
Vendespil

Vind et gavekort på 1000 kr. til IDÉmøbler

SPIL & VIND

Har du set alle vores pæne forårsnyheder? Nu har du chancen for at vinde et gavekort til IDÉmøbler på 1.000,-, som du kan bruge til den nyhed, du bedst kan li'. Læs vendespillet og vær med i konkurrencen.

[Start vendespillet](#)



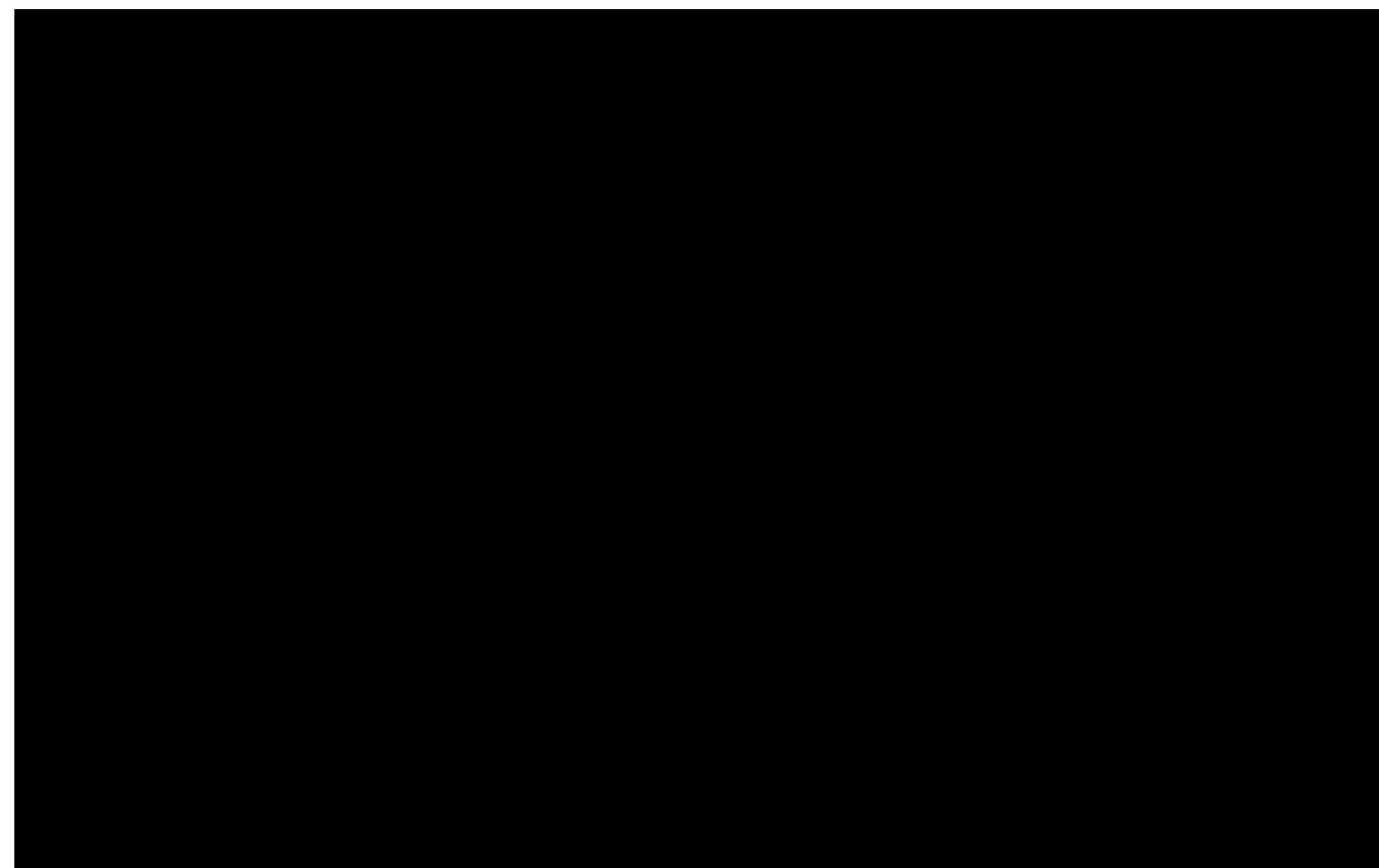
BESØGENDE I ALT 1502403	REGISTRERINGER 1190495	AKTIVE KAMPAGNER 1	AKTIVE POPUPS 0
-----------------------------------	----------------------------------	------------------------------	---------------------------

FROM DIGITAL ACTIVATION TO POS

Bones Restaurants

1.200.000 PARTICIPATIONS

24 AVERAGE TRY/PARTICIPANT



SUM UP

THE VALUE OF GAMIFICATION

- Easy to activate the audience -> high conversion rate
- Build positive and strong brand awareness
- Increase knowledge about your company, products and services
- Keeps you remembered
- Collect more data on participants (if there's a registration)

GETTING STARTED

TIPS N' TRICKS

Do not make it too easy - stimulate the competing nature

Set the objective and pick a suitable game concept

Be careful with luck based games (have a plan ready)

Launch campaigns with out prices and leads

The price size is not the key trigger

Let them know what's going on

Test, test, test

TACK SÅ
MANGE TAK
THANK YOU
MYCKET

GET IN TOUCH



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