

Make your permission focus playable and boost your database



Dennis Rohde Ladegaard
Partner Manager
Email: dr@playable.com
Tlf: 60 18 97 55



Martin Bjørn Madsen
CEO
Email: mbm@playable.com
Tlf: 23 10 93 72

Agenda

1. Kort intro + et par ord om playable marketing
2. Cases
 - Kop & Kande
 - Costcutter
 - Kristeligt Dagblad
 - Unisport
 - Ecooking
 - HelloFresh



A portrait of Johan Huizinga, a Dutch historian and cultural theorist, is shown in a dark blue, semi-transparent overlay on the left side of the image. The portrait is a close-up, showing his face and upper torso. He has short, light-colored hair and is wearing a dark suit jacket over a white shirt and a dark tie. The background of the portrait is a solid dark blue. The right side of the image is a solid light yellow color.

**"We play because
it is in our nature to do so"**

— Johan Huizinga

Dutch historian and cultural theorist, author *Homo Ludens* 1937

Core behavioral triggers



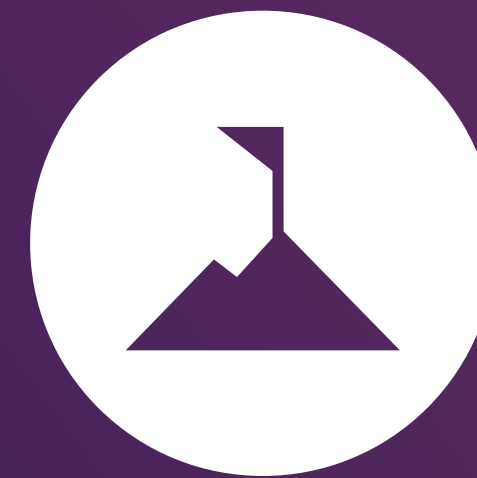
Compete



Have Fun



Mirroring



Challenge



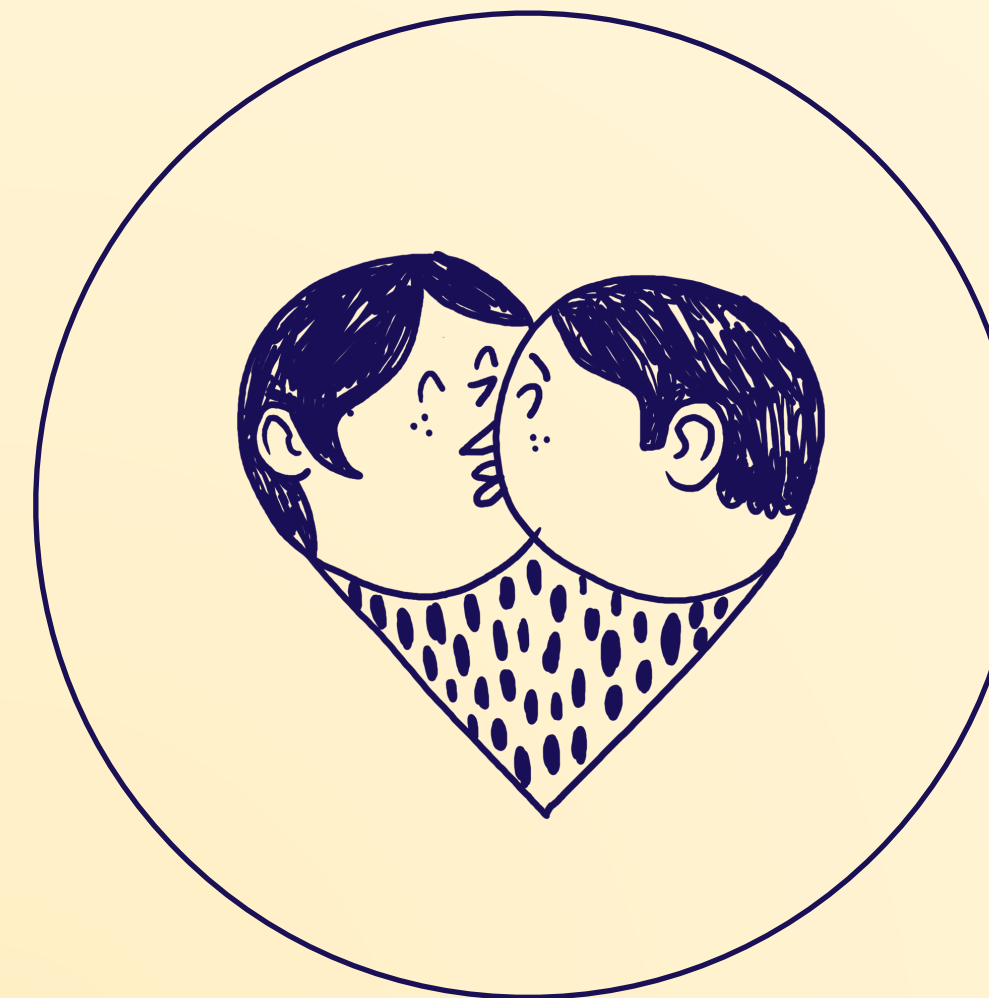
Reward

The power of **play**

Hardwired

Humans are hard wired
to enjoy games and
to compete.

Source: Gartner



Remember

Games make the audience
enter a world where dopamine flows, helping
brands to be remembered.

No other marketing technique can do that.

Source: Nicolas Babin

Dose

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

**"Play requires an active
and alert state of mind."**

Peter Gray, Developmental Psychologist,
author 'Free to learn'

Engagement

1+ Billion Sessions

+750 Million Game Plays

+120 Million Users

+5 Million Hours of Engagement

Time Spent with Brand

The number of seconds each user spends in the campaign starting from first 'in-game action' until last flow page is reached.

67 secs

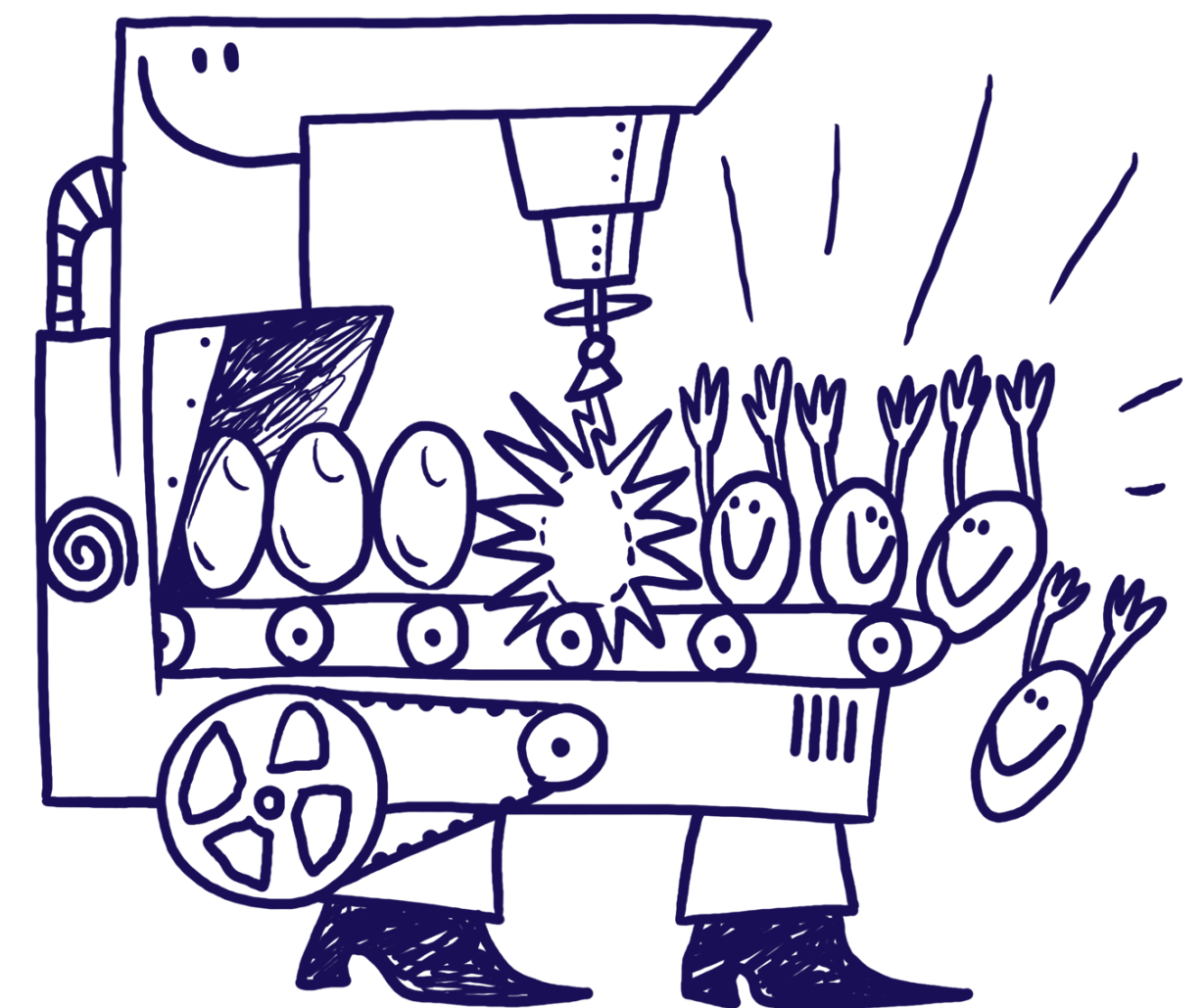
**Average Time Spent across
all campaigns**

Play is sustainable!



Cases

playable



1. Game engine - 30+ different playable experiences

Carefully developed to support various challenges

Luck games



Wheel Of Fortune



Scratchcard



Slot Machine



Roll The Dice



Product Selector



Rock Paper



Lucky Number



Spin The Bottle

Skill games



Drop Game



Spot The Difference



Shoot It



Poll



Swipe



Snake



Hit The Target



Memory



Sliding puzzle



Shell



Puzzle

Knowledge games



Quiz



Personality Test



Hide And Seek



Weekly Calendar



Guess The Picture



Prediction



Video Quiz



Advent Calendar



Prio Puzzle



Priority Puzzle



Guess The Word



Survey



Level Quiz



Place The Item

These brands engage millions
of consumers every month

RITUALS...

VERO MODA®

coop

NESTE



JACK&JONES

Costcutter[®]



GRUNDFOS®



bahne

SPORT 24



ILVA



Kop & Kande x Stelton

- Julekalender
- 29.900 unikke deltagere
- 15.000 nye permissions
- Vigtigt datapunkt ift. omnichannel
- Click-to-Open-Rate på 92.43%



[Link til case](#)

Costcutter – påskekampagne

- Henvendt både eksisterende permissions og for tiltrækning af nye
- 18.000 unikke registreringer
- 8.000 nye permissions
- 4.500 klik på “find nærmeste butik”

Play our Easter Egg-stravaganza!

You've got to be in it to win it! Crack as many eggs as possible in the time limit BUT watch out, if any of those pesky eggs **hit you**, that's **GAME OVER**.

The aim of the game is to **shoot the eggs** with the rabbits slingshot to build up your points. You will need to score 250 points in 60 seconds to be entered into our prize draw to win 1 of 2 Nintendo Switches! You could also be one of our lucky daily winners with a chocolate treat

Simply click the play button to join in. Come back every day to increase your chances of winning!

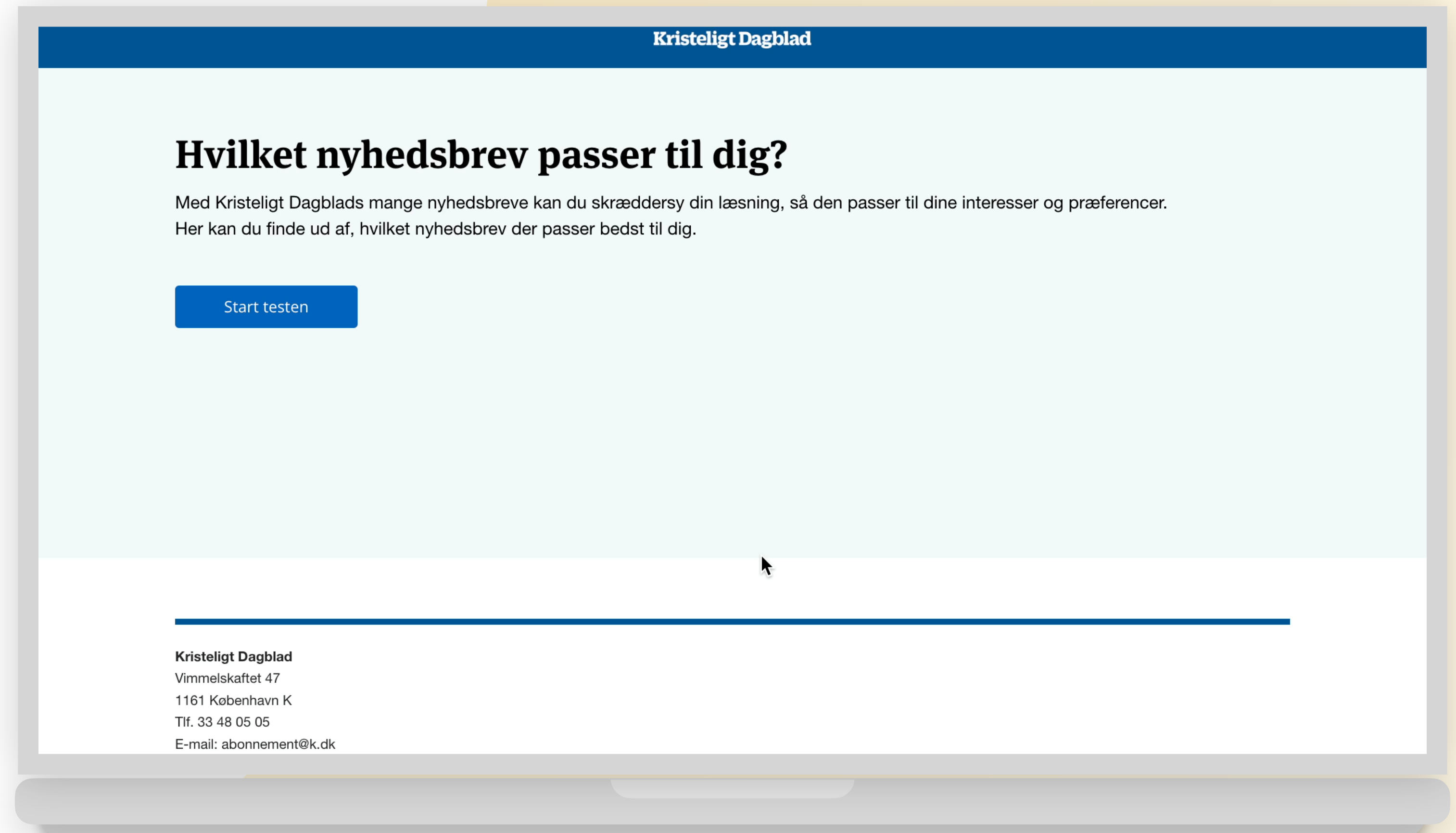
PLAY



[Link til case](#)

Kristeligt Dagblad

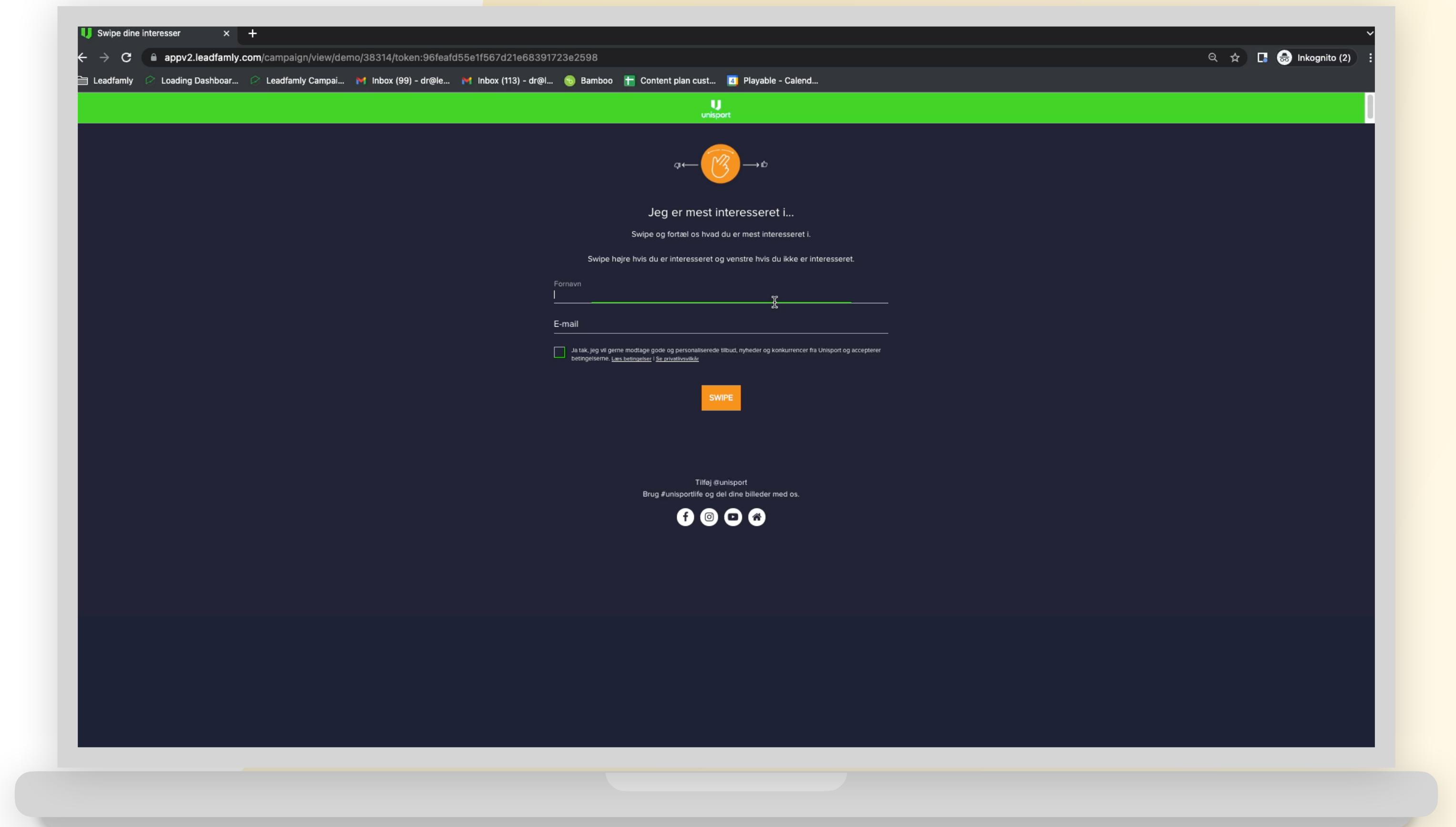
- Strategisk arbejde med nye permissions
- Berige permissions med relevante datapunkter - personalisering
- Højere engagement og højere konvertering igennem kunderejsen



[Link til case](#)

Unisport

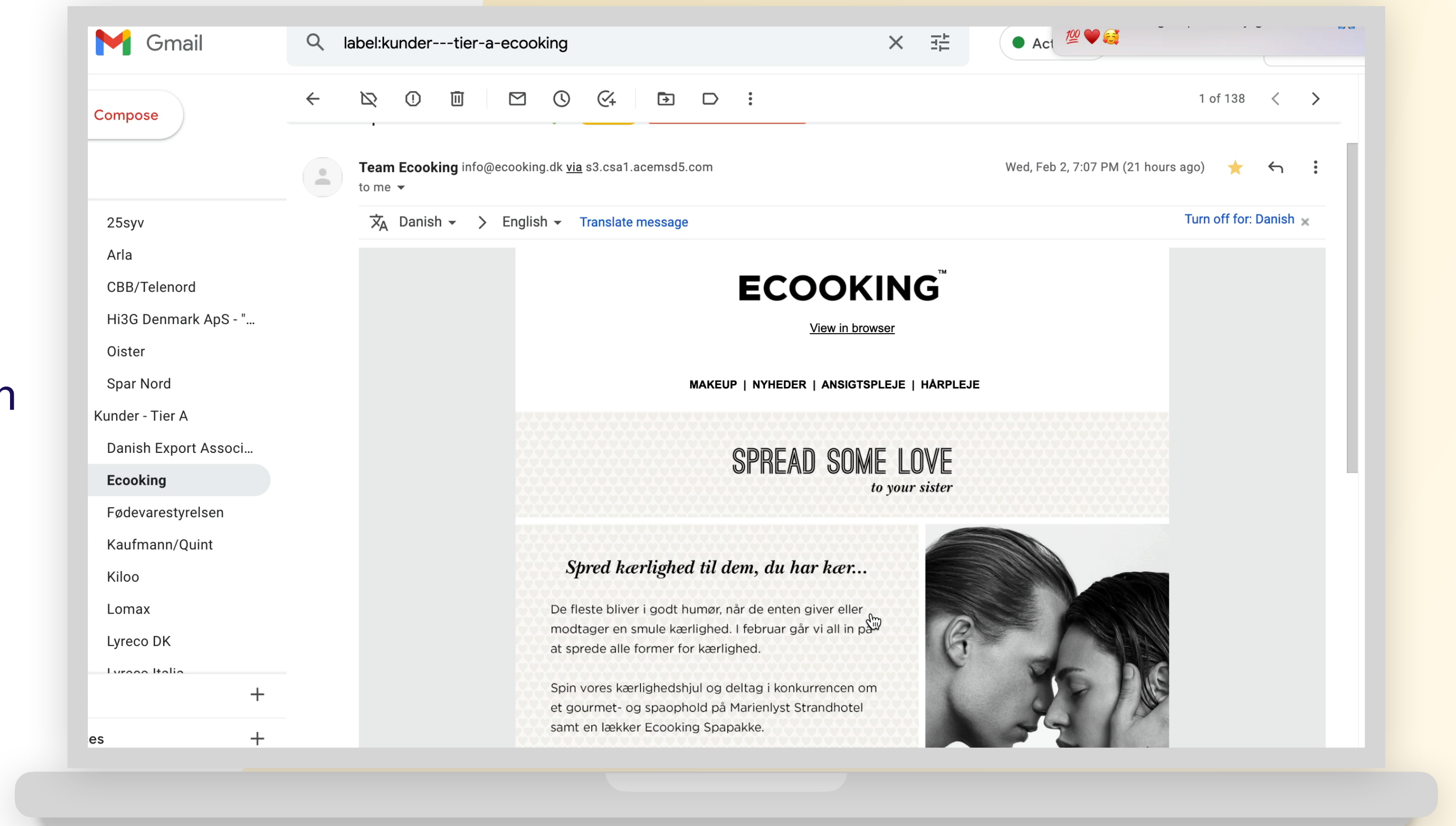
- Samme sang som Kristeligt Dagblad
- Straight to the point - skarp forventningsafstemning med kunden



[Link til case](#)

Ecooking

- Brug af spilmekanikker i automation
- Markant højere opening rate på mails med spilbare budskaber
- Stor trafik-driver til website



HelloFresh NL

- Quiz med fokus på USP'er hos Hello Fresh
- Promoveret på egne kanaler - herunder email
- +8 % genaktivering af tidligere kunder



[Link til case](#)

The 5 Game mechanics



Compete

Desire to win over someone else



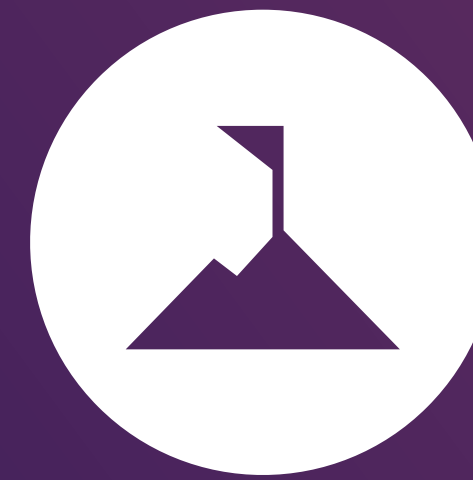
Have Fun

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



Mirroring

The opportunity to compare ourselves to others



Challenge

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



Reward

Incentive, feedback, or even the challenge itself