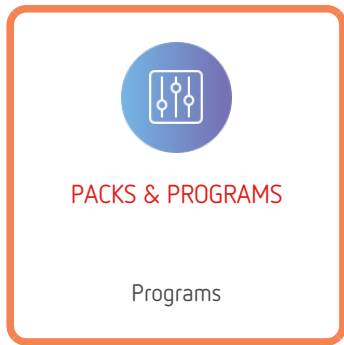


Gamification Program



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
- landing page with detail of the activation (if necessary)
- **option:**
 - instore stopper
 - commercial display - pack small

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

