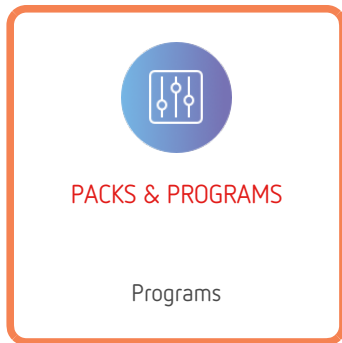


# Gamification Program



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
- 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

