

Activating Your Audience With  **May 13th**  
at 13:00 CEST / 12:00 BST

# GAMIFICATION



**Annika Östman**  
Digital  
Acquisition Manager

**RITUALS...**



**Mads Ejning**  
Product  
Specialist

**LeadFamly**



**Sara Moulton**  
Content Marketing  
Manager

**LeadFamly**

# Agenda.

\_\_\_ **Keep the train moving**

\_\_\_ **1 game concept, 3 ways: How Rituals activates their audience**

\_\_\_ **Inspiration station**



# Meet Mads and Sara.



**Mads Ejsing**

Product Specialist & Senior  
Client Manager

Mads is an expert when it comes to developing high-performance gamification campaigns.



**Sara Moulton**

Content Marketing Manager

Sara looks after LeadFamily's content, including the website, sales enablement, and social media.

# **About** LeadFamily.



# About us



— **What's new at LeadFamly:** Focus on customer success and sharing with our customers how to maximize the benefits of the LeadFamly platform

— We're excited to welcome our newest customers including **Flammen, HDI Global, Krüger A/S, MTV,** and **Velkommen.dk.** We have the best customers, including **Coca Cola NL, Coop, Grundfos, McDonald's, Pfizer, TogetherTV, Vero Moda, Volvo,** and many more.

# Agenda.

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**Keep the train** moving.



# "Thou shalt not cut marketing spending during slow times."

**600** companies analyzed

**Looked** at marketing spend in recession

**275%** avg sales growth for firms that maintained or ↑ spending

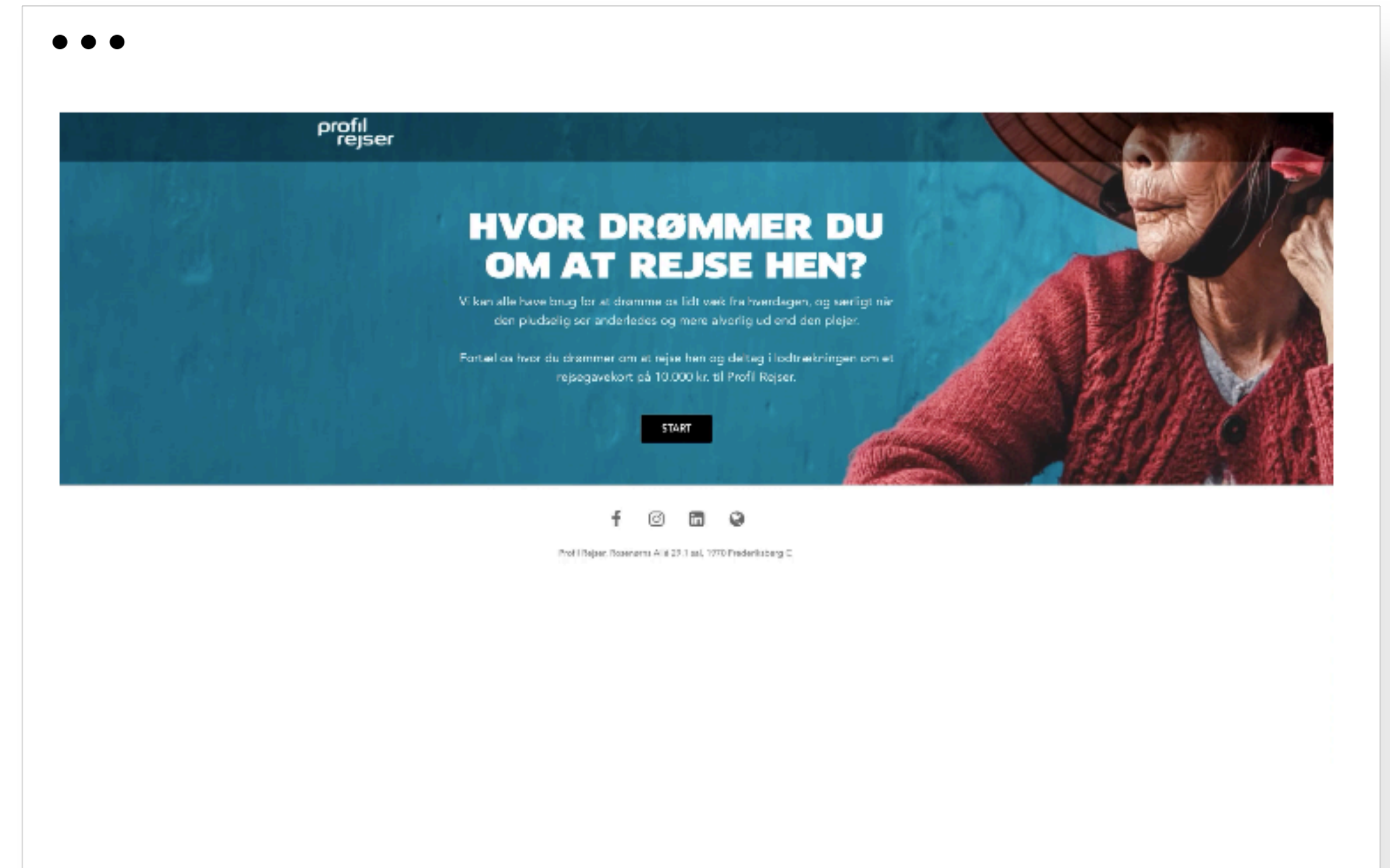
**19%** avg sales growth for firms that ↓ advertising

**Source:** McGraw-Hill Research study; % sales growth was tracked for 5 years post-recession.




# Keep moving

- Now is not the time to stop your marketing efforts
- Demand is dwindling, but there's an opportunity
- Stay top-of-mind and reap the benefits later
- Do you want to grow 275% or 19%?\*



# What will stick?

- How have the needs evolved since Covid-19?
- Consider how your long-term plan will have to change
- The : Make it positive and keep focusing on the experience

GLOBAL – WEEK 8 – APRIL 24–27, 2020

## Exhibit 3 | Consumers' Personal Experiences Impact Their Expectations About Long-Term Changes

Canada, UK, and US data (representative of developed markets)



Source: BCG COVID-19 Consumer Sentiment Survey, April 24–27, 2020 (N = 2,933 Canada; 3,126 UK; 2,783 US), unweighted, representative within ±3% of census demographics.

Note: Question text: "In what ways has/will the coronavirus permanently change how you live?"; typos were corrected in responses.

<sup>1</sup> 17% of respondents were categorized as "N/A" or "other," 4% were categorized as "emergency preparedness," and 3% were categorized as "economic worries."

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# GUJEST



**Annika Östman**

Digital Acquisition Manager



# **Rituals** Why are we fans of gamification?

- Great way for a brand like Rituals to activate and engage with their audience
- Rather than focusing on transactions, games offer value through interaction with content
- Time spent with brand is higher with gamification versus other ad content

# Rituals Sinterklaas NL

## Purpose:

Engage and activate Dutch audience

## Results:

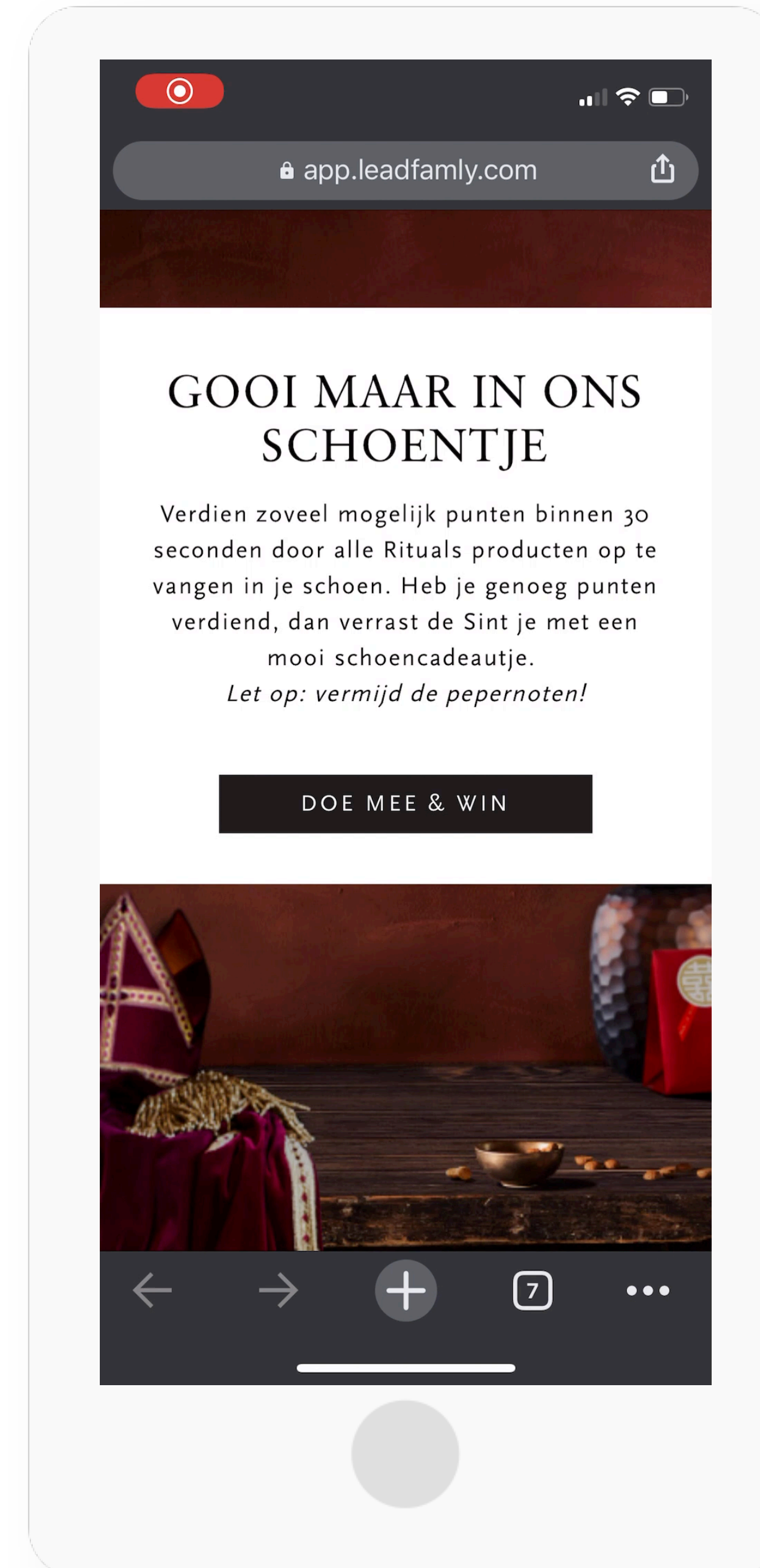
~70,000 registrations

~10,000 new newsletter registrations

01:35 minutes average time engaged

~ 5,000 transactions

Paid & Organic reach



# Rituals Three Kings Day ES

## Purpose:

Activate and engage Spanish audience

## Results:

~26,000 registrations

~1,500 new newsletter registrations

01:26 minutes average time engaged

~200 transactions

All organic reach



# Benchmarking the two

	<b>The Netherlands</b>	<b>Spain</b>
<b>Redemption rate</b>	7.14%	0.77%
<b>Signed up</b>	50%	13%



# Rituals Sample Activation DE

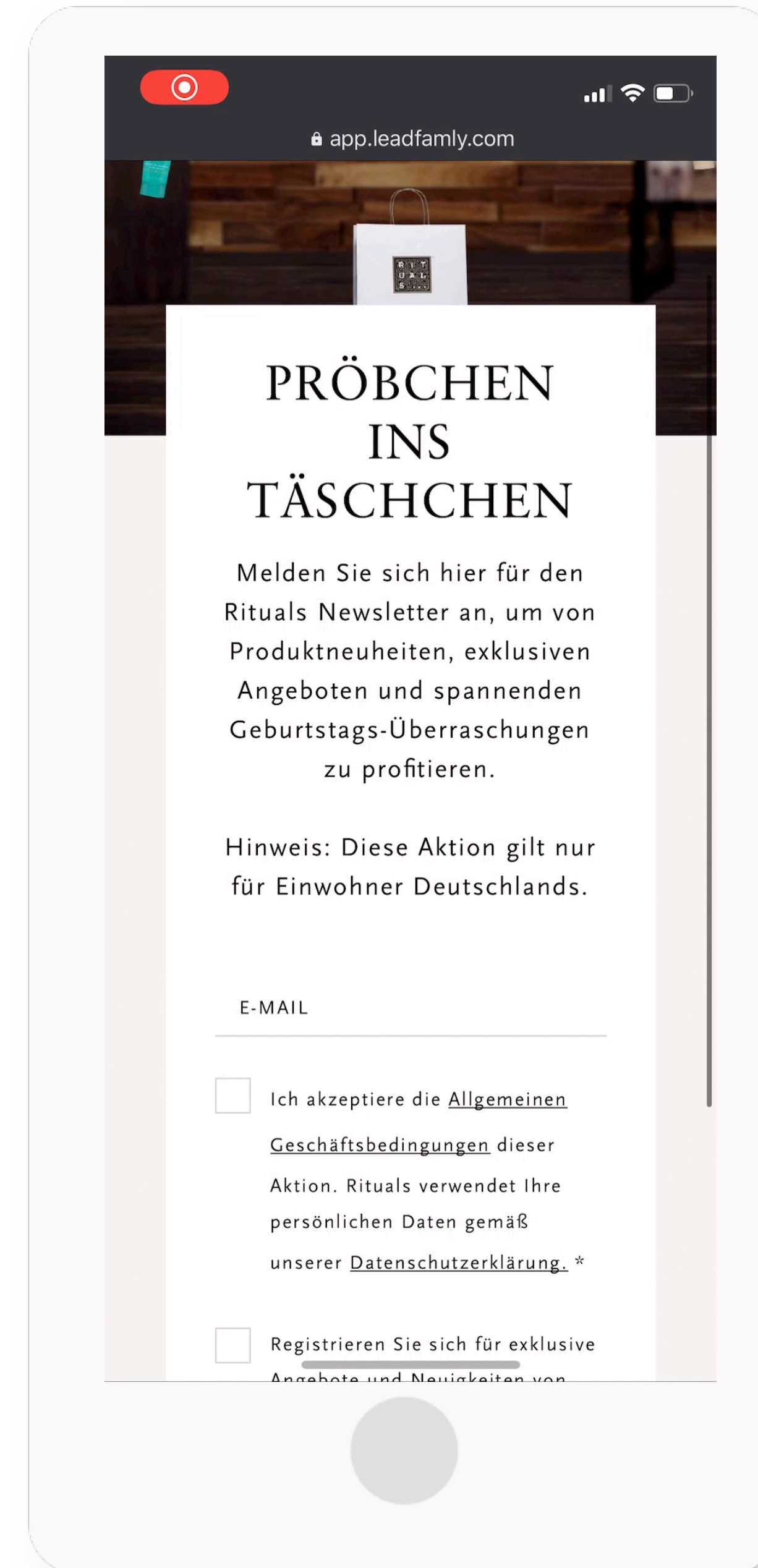
## Activate double opt-in audience

### Purpose:

Sample focus product categories in the German market & generate new newsletter subscribers

### Results:

- 00:58 seconds average time spent
- ~47,000 registrations (still active)
- ~40,000 samples claimed
- ~7,000 new newsletter subscriptions (incl. DOI)



# Learnings

— Gamification engages the target audience and invites them to interact and spend time with your brand.

— Recycle best performing game concepts and localize content to scale up across markets.

— Shift focus from the value of the transactional and short-term result and leverage the long-term values of brand likability and recall.



# Agenda.

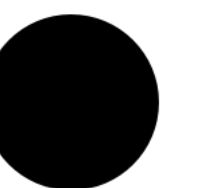
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# Inspiration station.



# The power of games

## Spotlight theory of attention

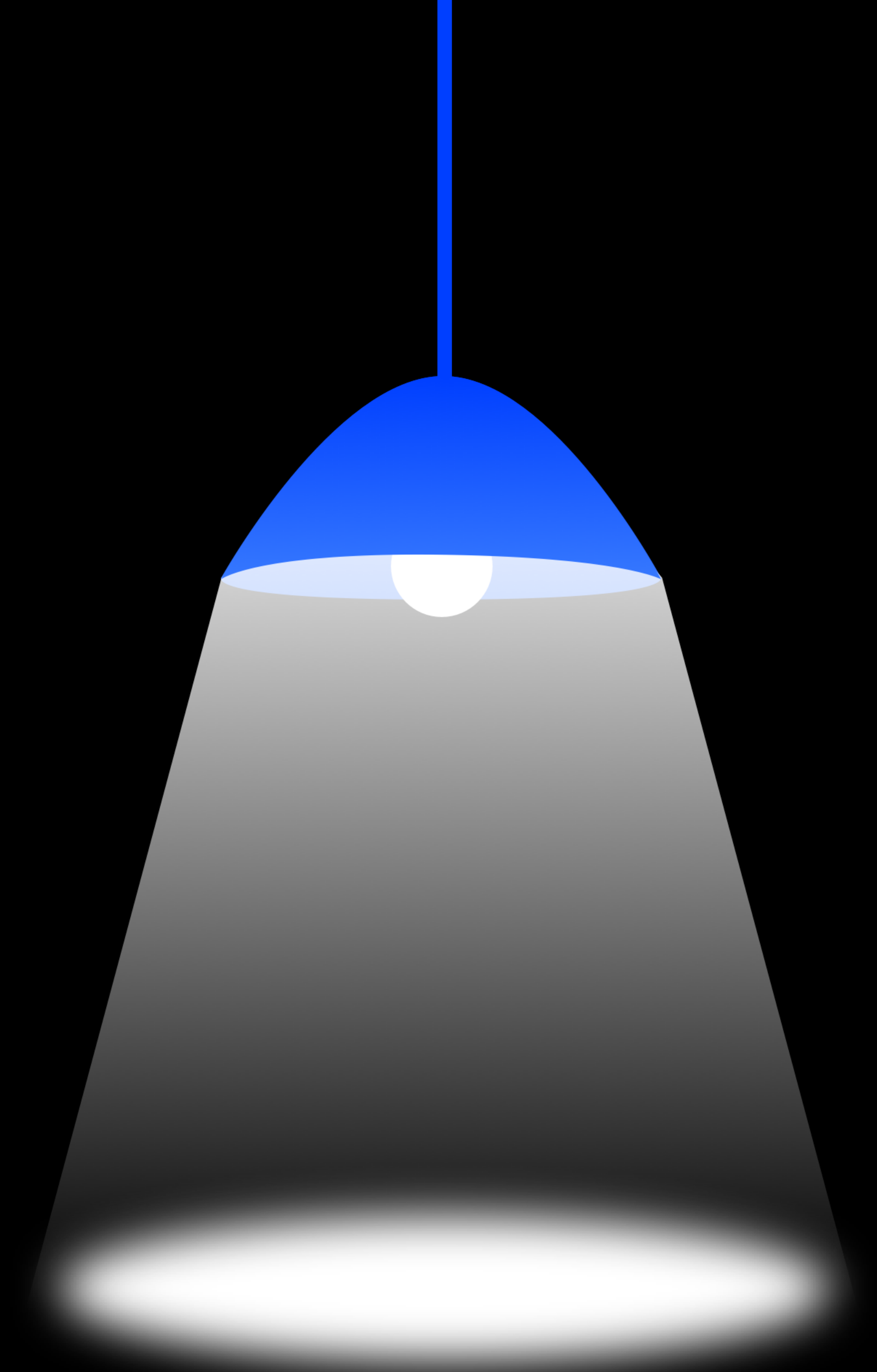
Humans can only 'attend' to one region of space at a time.

## Snow World helps patients undergoing treatment for severe burns.

### Impact 92%

of the time patients discovered they were able to control what they were thinking and feeling


Doctors were able to reduce the level of medication and dramatically improve pain management at the same time



# Show, **activate**, acquire

## Results

142,500 visits across markets  
33,000 unique participants  
25% of all participants  
visited the website  
= 36,000 'free' clicks  
2,770 hours of engagement  
time with the target audience



Google Chrome

### COUNTDOWN TO CHRISTMAS

With our Advent Challenge and win a beautiful assortment of full-size products worth £150.

FIRST NAME \*  
mads

LAST NAME \*  
ejsing

E-MAIL \*  
mads\_738@hotmail.com

I accept the [Privacy Policy](#) and [Terms and conditions](#) of Rituals \*

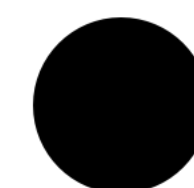
Yes I want to receive the Rituals newsletter (optional)

Rituals will use your personal data as described in our [Privacy Policy](#).

START GAME



# Be relevant

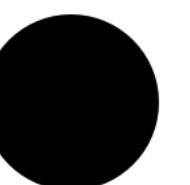
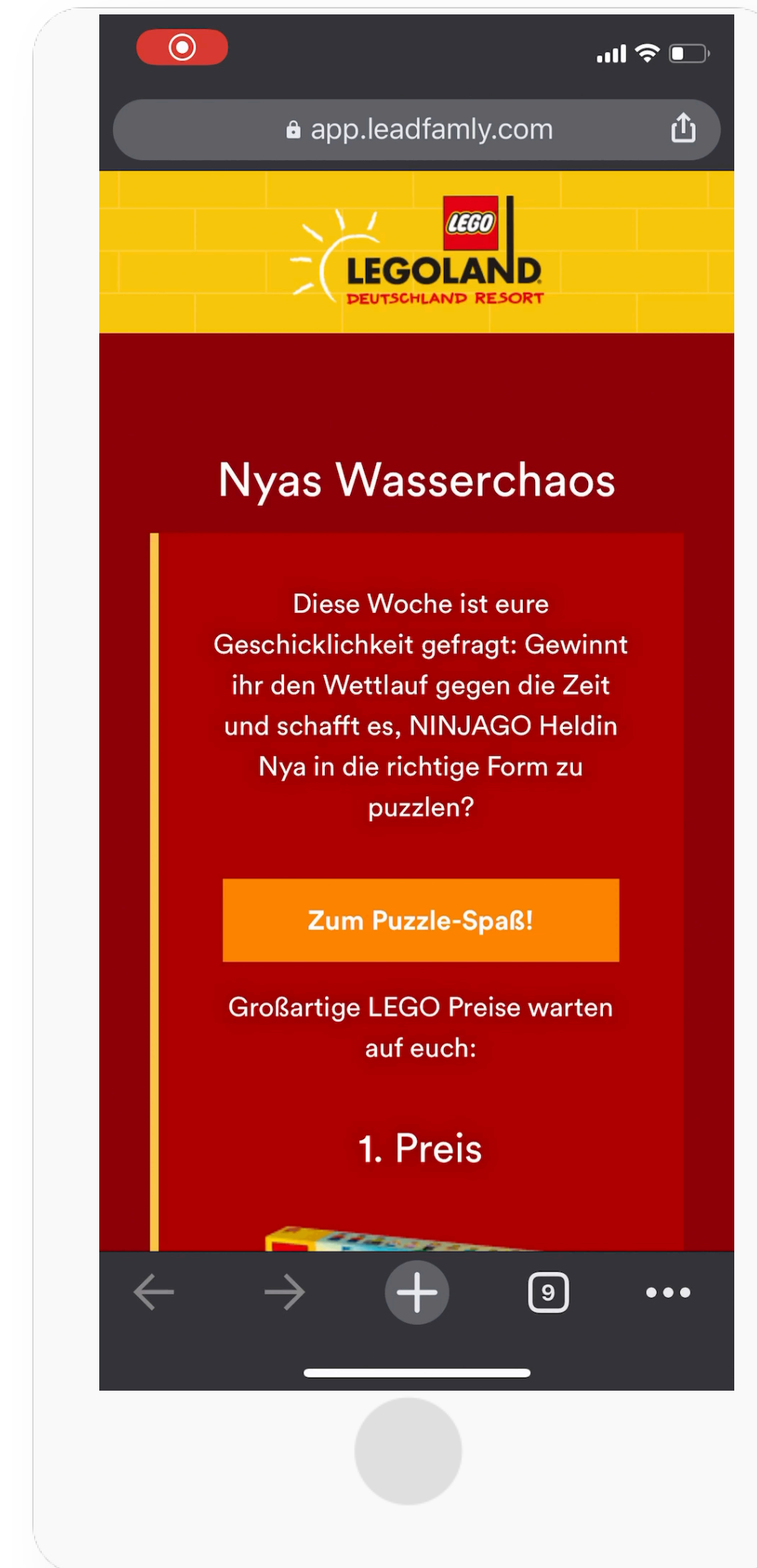


# Create a digital universe

## Results

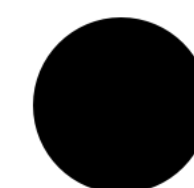
02:33 minutes average time spent per game play

~48% conversion





# Activate on SoMe



# Key Takeaways.

\_\_\_\_\_ **Be relevant to the current situation.** Rethink your omnichannel strategy – how can you make it digital?

\_\_\_\_\_ **Use gamification to spotlight the positive.**

\_\_\_\_\_ **Now is not the time for silence.** If you want loyalty from your audience, think about how you can do the same for them.

\_\_\_\_\_ Gamification can **engage and activate** your harder-to-reach audience segments.



**Q&A**