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Social Gamification: Case 3

Marketing & AdGames

Immersive events for attention, fun and analytics

Promotional activities are getting increasingly sophisticated and expensive. At the same time customer engagement is a frequent necessity.

Marketing- & Ad-Games offer straightforward, highly interactive, memorable and accessible marketing for conferences, trade shows and public events. These fun games can be used as a guerilla marketing tool to capture the on-the-fly customer segmentation. Through analytics the games produce an open book to read about your customer needs.

How it works

Marketing & AdGames deployment does not require special equipment. The target customer segment is given a business card with an access code with instructions. Individuals play games using their tablet, smart phone or laptop during the event. They earn prizes, as your company gains market presence. This event format has been proven to be highly motivating during exhibitions and road-shows, and in university cafeterias etc. where social gaming is especially integrated.

What customers say

The creative production agency **xmachina GmbH** in Heidelberg, Germany offers media services to the medical industry. The agency presented a memorable alternative to gummy bears and sweets during a medical industry fair. The business fair audience were thrilled to join a day long competition about the field of rehabilitation. The top 3 gamers won a tablet at the awards ceremony at the end of the event.

- » This has been a real immersive action. It was fun and people paid a lot of attention to our agency services.
- » The game helped us to get in contact with many companies and potential clients. We gained a lot of hard facts about our target group.

How we did it

- » **Marketing & AdGame development:** joint authoring of 30 items
- » **Game technology management:** Provision of a cloud based game solution
- » **Game event performance:** Participants received a business card with a web address and access code when entering the fair. They played as much and as long as possible. Winners were awarded prizes at the end of the day