staffwise
staffing made simple

Gamification in numbers

93% MARKETERS LOVE GAMIFICATION	**+22%** SOCIAL SHARING
+13% SOCIAL COMMENTING	**+68%** ACTIVITY FEED
+48% USER ENGAGEMENT	

*Data - growthengineering.co.uk, June 2023

Staffwise Gamification

Trusted by

NATURAL HISTORY MUSEUM

KRULIVE

OmnicomGroup

ONEWORLDRENTAL
Global IT Hire

IMPERIAL BRANDS

RETAIL MARKETING GROUP

Gamification

Why?

Gamification provides an immersive, engaging and fun experience with your brand and will help customers to remember your name and this is the biggest advantage of a gamified campaign. This marketing strategy can be used by any business, across any industry, and it is one of the most effective ways for brands to deliver their message in a creative way to their users. Brands can implement a variety of gamified elements in their marketing strategies. We of course welcome any ideas you may have for new games.

7 benefits of gamification

1. Increase and improve user engagement

2. Helps to grow brand awareness and loyalty

3. Helps to gather useful customer data

4. Increases conversion rates

5. Makes the promotional offers more interesting

6. Educates the customer with your products or services

7. Helps to interact with customer more often

How much does it cost?

A typical spin to win gamification add-on to your data capture will cost £1950. This may vary depending on exact requirements.

What types of games are there?

01

Spin to win
Spin the wheel and land on a prize.

02

Scratch to win
Scratch to reveal a prize.

03

Branded photo frame
Send branded photos to participants.

04

Pairs
Remember the location of the matching pairs to win the game.

05

Q&A
Choose the correct answers from multiple choice questions to win the game.

06

Q&A scratch to win
Scratch the correct answer from multiple choice questions to win the game.

07

Spot the ball
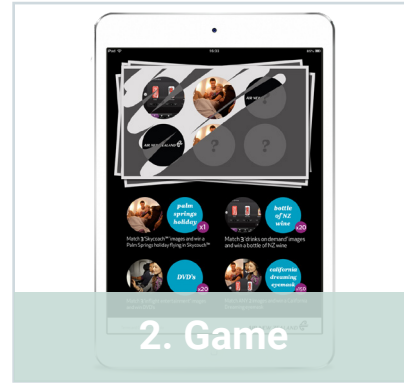Guess the position of the ball from a sporting picture.

Spin to win

Typical game flow

1. Intro
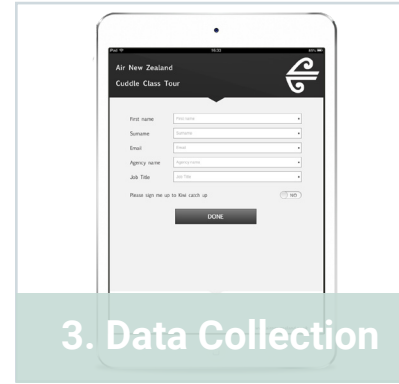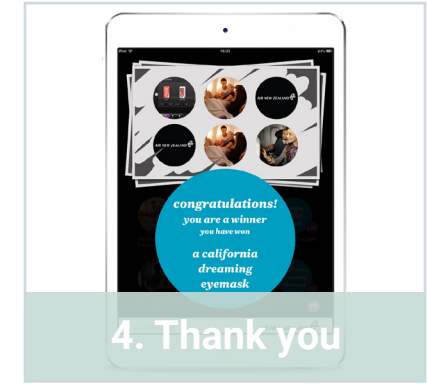
Create an intro page to give information and entice customers to play. This can also be played on the users phone via a QR code.

2. Game

The game page allows prizes to be spread evenly across the live activity days using random daily winning moments.

3. Data Collection

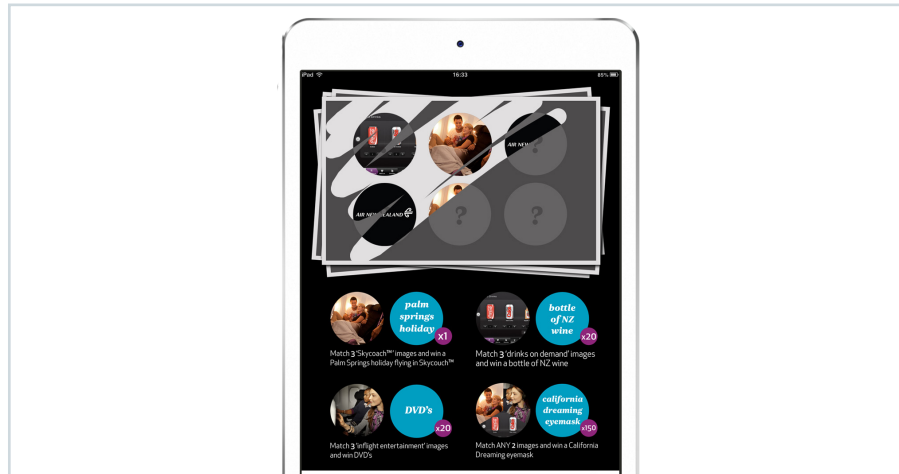Add your survey questions and terms.
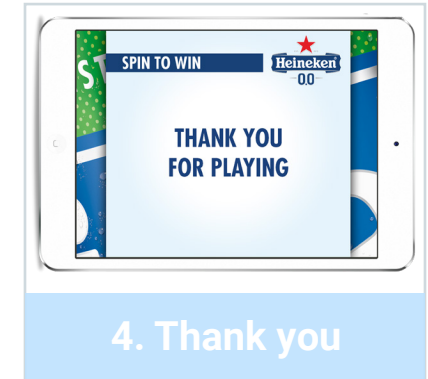
4. Thank you

Custom thank you page.

What we need from you

1. Branding guidelines and assets to design your game.
2. The total number of each prize available.
3. The exact dates the activity is running.
4. The time the activity starts and finishes each day.
5. The total number of devices being used on each day of the activity.
6. The terms and conditions/privacy policy for the activity.

Previous work

New York Bagel Co.

Logic

Heineken

Coca Cola

Scratch to win

Typical game flow

1. Intro

Create an intro page to give information and entice customers to play. This can also be played on the users phone via a QR code.

2. Game

The game page allows prizes to be spread evenly across the live activity days using random daily winning moments.

3. Data Collection

Add your survey questions and terms.

4. Thank you

Custom thank you page.

What we need from you

1. Branding guidelines and assets to design your game.
2. The total number of each prize available.
3. The exact dates the activity is running.
4. The time the activity starts and finishes each day.
5. The total number of devices being used on each day of the activity.
6. The terms and conditions/privacy policy for the activity.

Previous work

Air New Zealand

McDonalds
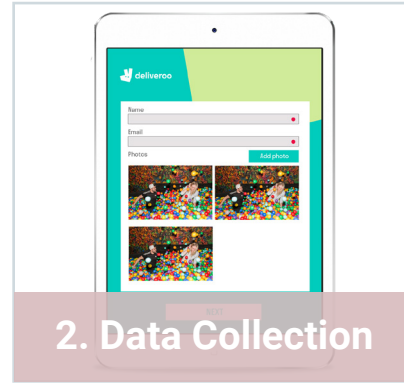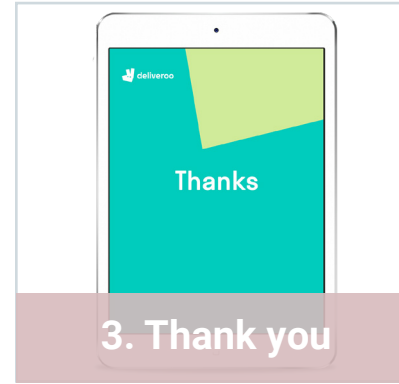

Imperial Tobacco
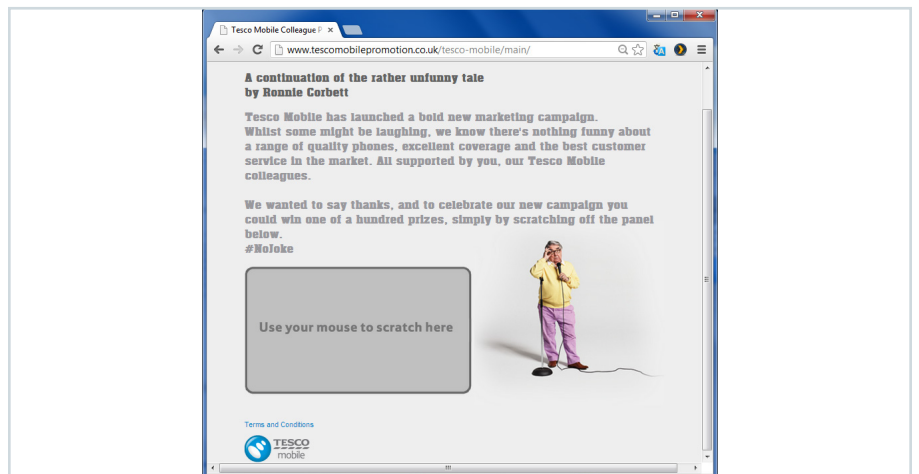
Tesco (Online)

Branded photo frame

Typical game flow

1. Intro

Create an intro page to give information and entice customers to play. This can also be played on the users phone via a QR code.
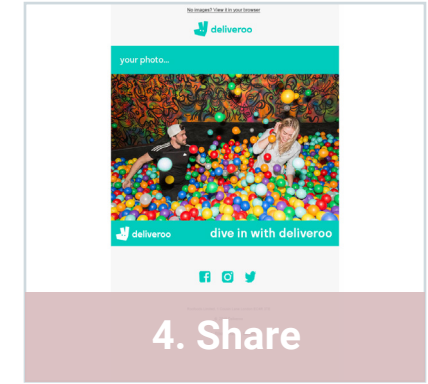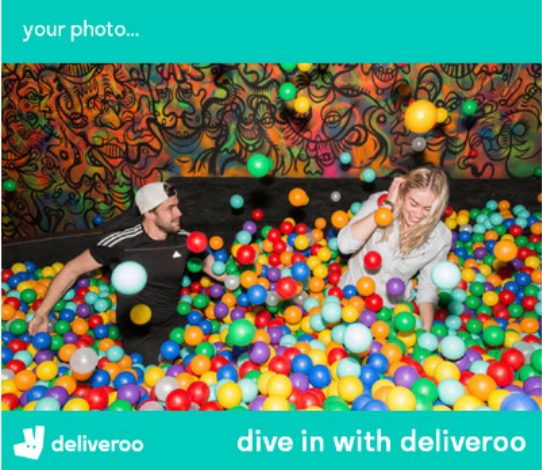

2. Data Collection

1. Customer adds their details.
2. Take a selection of photos.
3. Customer picks a photo they like.

3. Thank you

Custom thank you page.

4. Share

Branded photo emailed to customer to share.

What we need from you

1. Branding guidelines and assets to design your game.
2. The total number of each prize available.
3. The exact dates the activity is running.
4. The time the activity starts and finishes each day.
5. The total number of devices being used on each day of the activity.
6. The terms and conditions/privacy policy for the activity.

Previous work

Heart Radio

Deliveroo
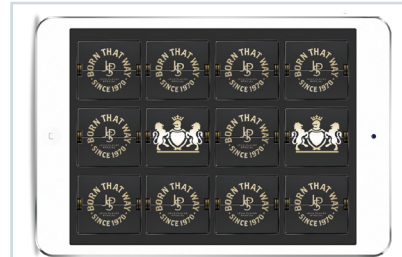

Vodafone

Capital FM

Pairs memory game

Typical game flow

1. Intro

Create an intro page to give information and entice customers to play. This can also be played on the users phone via a QR code.

2. Game

The game page allows prizes to be spread evenly across the live activity days using random daily winning moments.

3. Data Collection

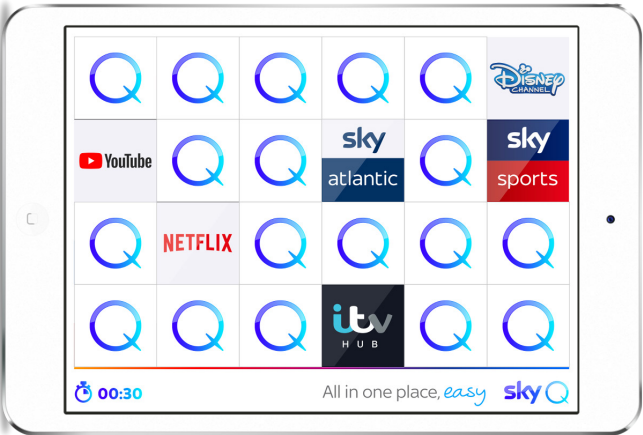Add your survey questions and terms.

4. Thank you

Custom thank you page.

What we need from you

1. Branding guidelines and assets to design your game.
2. The total number of each prize available.
3. The exact dates the activity is running.
4. The time the activity starts and finishes each day.
5. The total number of devices being used on each day of the activity.
6. The terms and conditions/privacy policy for the activity.
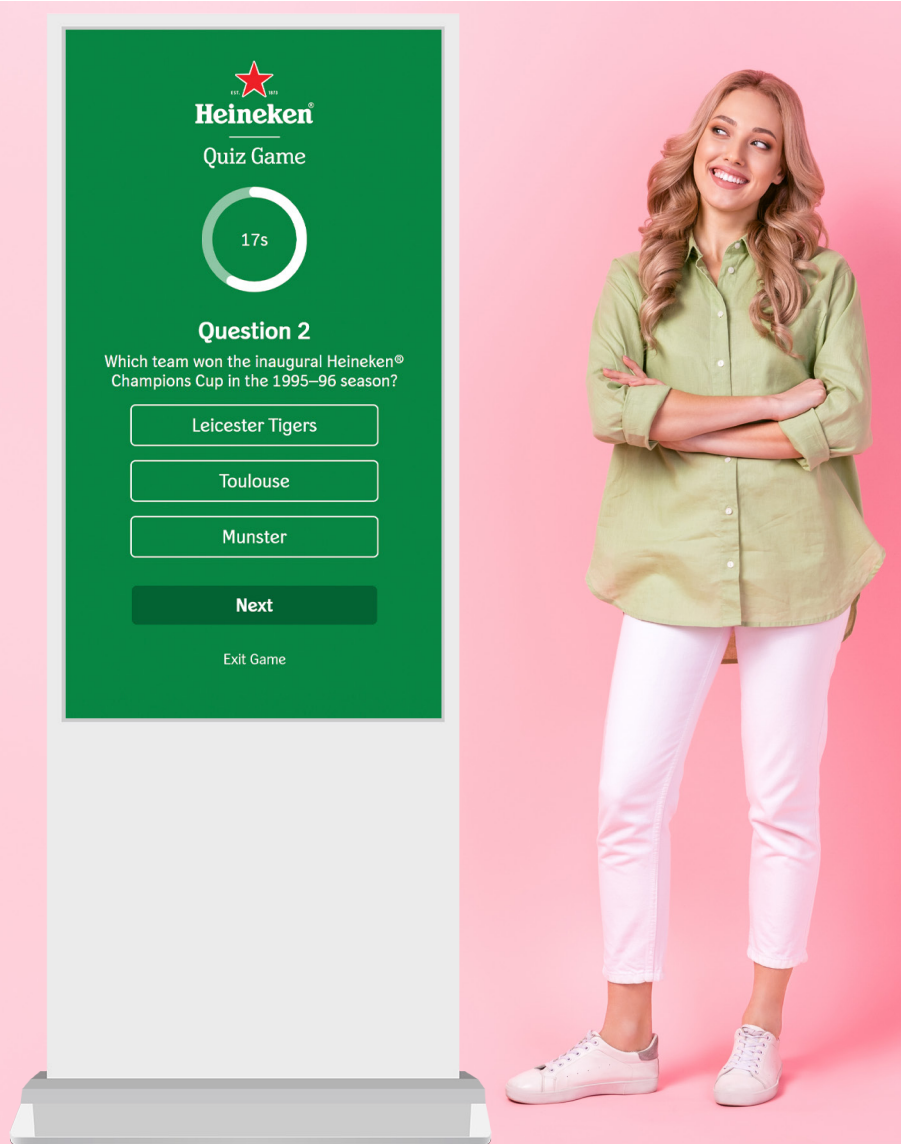
Previous work

Sky

Imperial Tobacco

Philip Morris

Leaderboard game

Heineken
Quiz Game

Put your Heineken® Champions Cup and general Heineken® knowledge to the test!

The person with the most correct answers in the shortest amount of time wins the glory and a prize!

Enter your name to play

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123   enter

Heineken
Quiz Game

17s

Question 2

Which team won the inaugural Heineken® Champions Cup in the 1995–96 season?

Leicester Tigers

Toulouse

Munster

Next

Exit Game

Leaderboard game

Heineken®

Quiz Game

Leaderboard

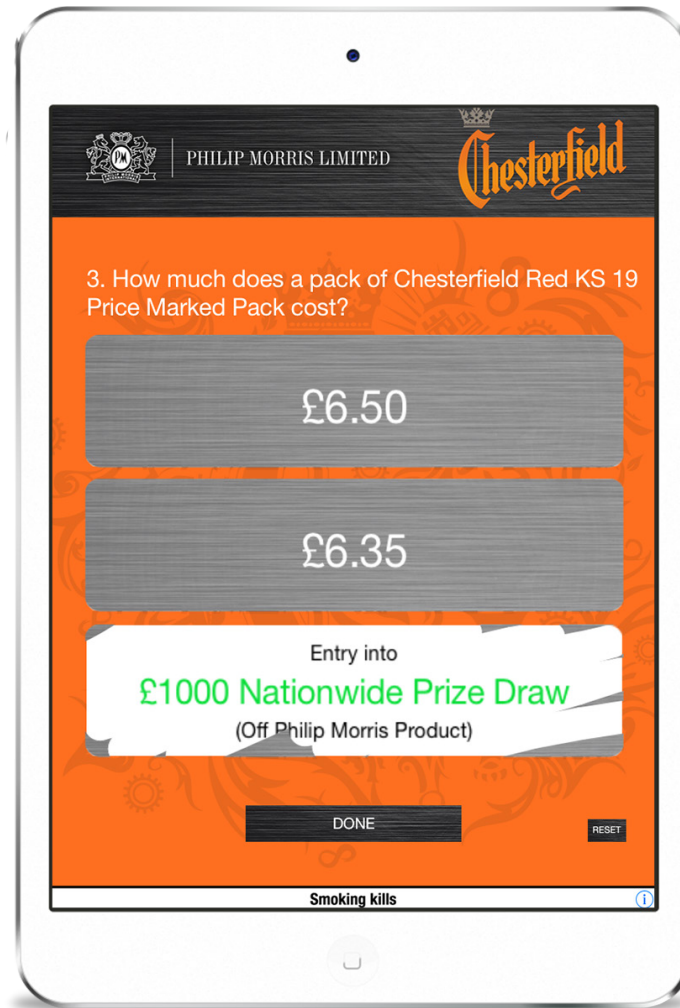| Name	Score
Conall O Toole	9
James Deasy	9
ava molloy	8
jd	7
John Smith	6
aoife deasy	6
ROG	6
natalie lough	5
gsc	5
Nicole Richardson	5
ruth	5

Q&A game

Q&A game

Q&A scratch to win

Heart Radio

Q&A scratch to win

Philip Morris

Spot the ball
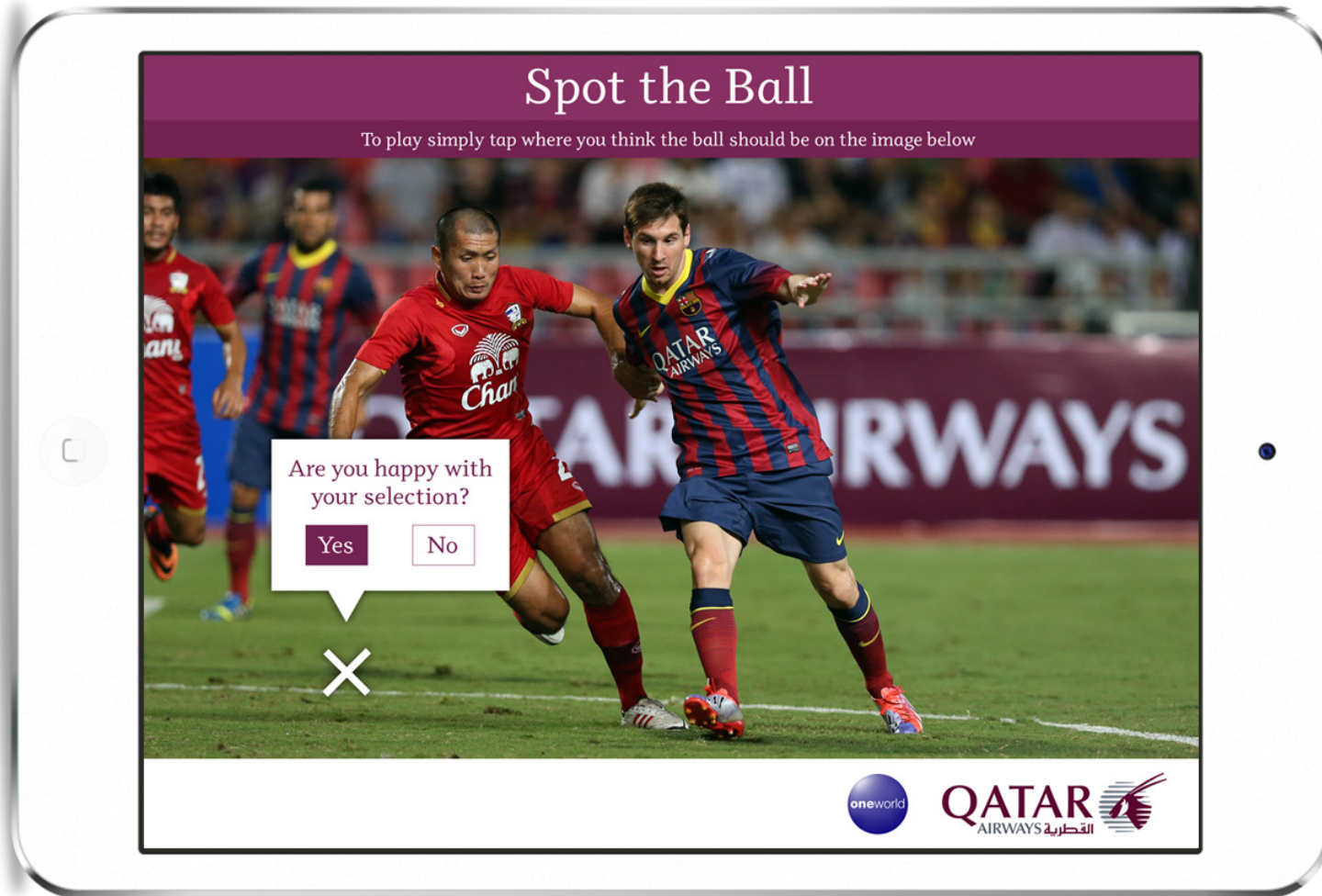
Qatar Airways

Spot the ball

Stella Artois

Thank You

Work smart.
Think fast.
Be wise.

Call
Mark 07801 431 261

Visit
33b elm road, ss9 1sw

Email
hello@staffwise.io

Web
staffwise.io