

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 Case Studies

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Case study



Wimbledon digital multi-player Q&A quiz with a digital leaderboard

- Aim**

The aim of the activity was to collect player data and distribute a new Stella Artois branded chalis and a chance to win Wimbledon tickets in a fun, memorable way.
- Action**

We created a branded digital multi-player game for upto 10 players, each player was provided with a branded iPad to answer questions.

Step 1 - Players enter name and email address to play.
Step 2 - Players answer multiple choice questions.
Step 3 - Players results are visible on a digital leaderboard in the style of a tennis match.

Full control of the game via an admin control panel on an iPad or Laptop.
- Result**

Players are fully engaged and willing to submit personal data for the chance to win branded prizes.
- Budget**

Approx. \$18,000 AUD.



Case study



Q15

The craftsmanship of the Wimbledon groundstaff is vital to the style of play on the courts. What type of grass seed is sown to help battle the increasing speed and wear of the modern game?

A Kentucky Bluegrass

B Perennial Ryegrass

C Fine Fescue



PLAY FOR A CHANCE TO WIN
WIMBLEDON TICKETS

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Case study



CONGRATULATIONS!

MARK WADDINGTON

You won the perfectionist's quiz. Please make your way to the umpire to collect your prize: 1 pair of tickets to Wimbledon 2014 as well as return rail travel from London Waterloo to Wimbledon and access to the Stella Artois Clubhouse.



— PLAY FOR A CHANCE TO WIN —
WIMBLEDON TICKETS



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Case study



#	PLAYERS	Q1	Q2	Q3	Q4	Q5	Total
1	Mark Jones	X	X	X	X	X	5
2	Gemma Hayes	X	X	0	X	X	4
2	Matthew Brown	X	0	X	X	X	4
3	Alice Walker	0	X	X	X	0	3
4	Sam Thompson	0	X	0	0	X	2
5	Christopher Smith	0	0	0	X	0	1
5	Sarah Williams	0	0	0	0	X	1

SCORE BOARD

Case study



Heineken digital Q&A game with digital leaderboard

Aim
The aim of the activity was to collect data from participants and distribute branded prizes in a fun and interactive way.

Action
We created a branded digital Q&A game and a digital leaderboard to display top players.

- Step 1 - Players enter name and email address to play.
- Step 2 - Players answer as many correct questions as possible.
- Step 3 - Players with the most correct answers are displayed on a branded leaderboard.

Full control of the game via an admin control panel on an iPad or Laptop.

Result
Players are fully engaged and willing to submit personal data for the chance to win branded prizes.

Budget
Approx. \$14,000 AUD.



Case study



Heineken
EST. 1873

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

Heineken
EST. 1873

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

Case study



Hot Wheels digital leaderboard

- Aim**

The aim of the activity was to drive awareness of a hero product - the 'Hot Wheels Ultimate Garage'.
- Action**

A multi-track racing experience was created for teams of 4 to beat the clock to design their own epic track, and select their Hot Wheels car and high scores were displayed on the digital leaderboard. We used prize allocation using 'winning moments' to even distribution of prizes over the duration of the activity.

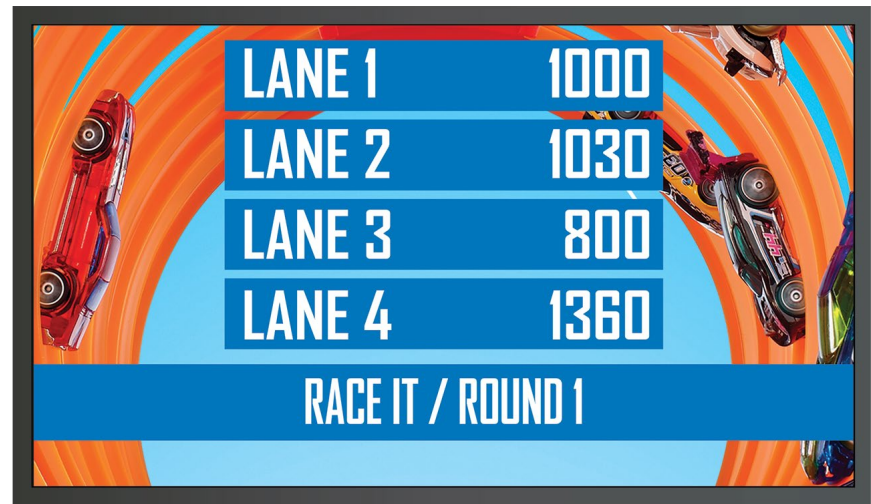
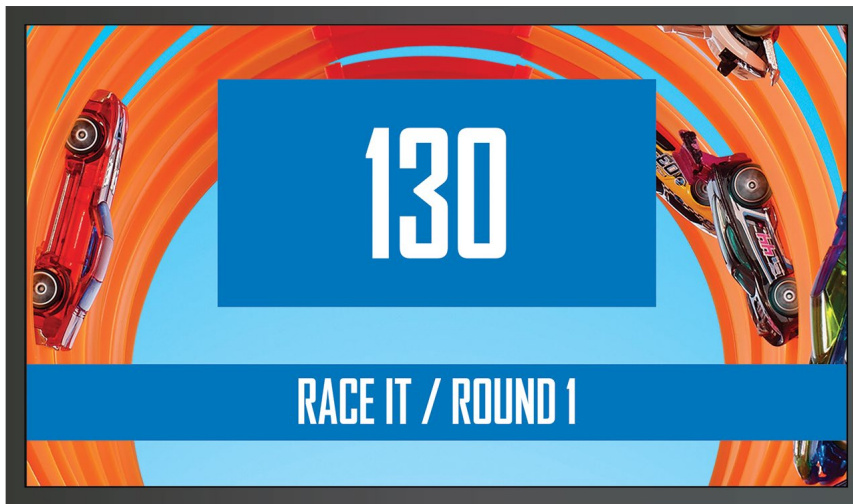
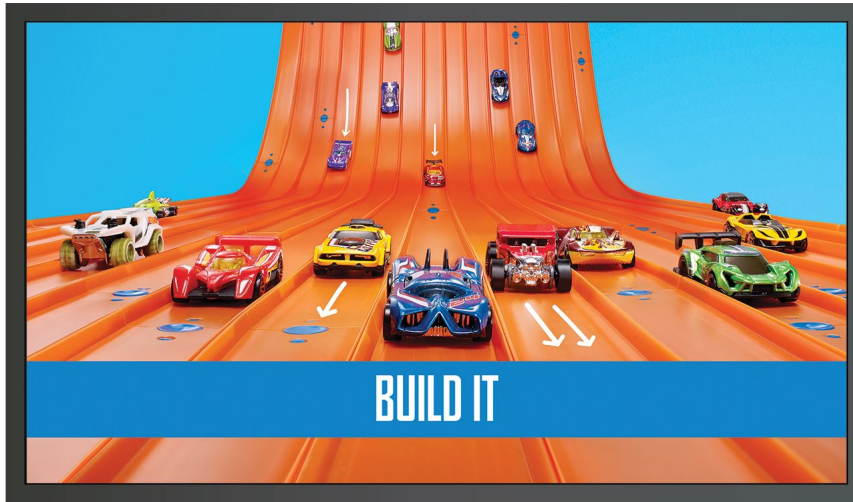
Full control of the game via an admin control panel on an iPad or Laptop.
- Results**

Fun, interactive activity for the whole family.
- Budget**

Approx. \$12,500 AUD.



Case study

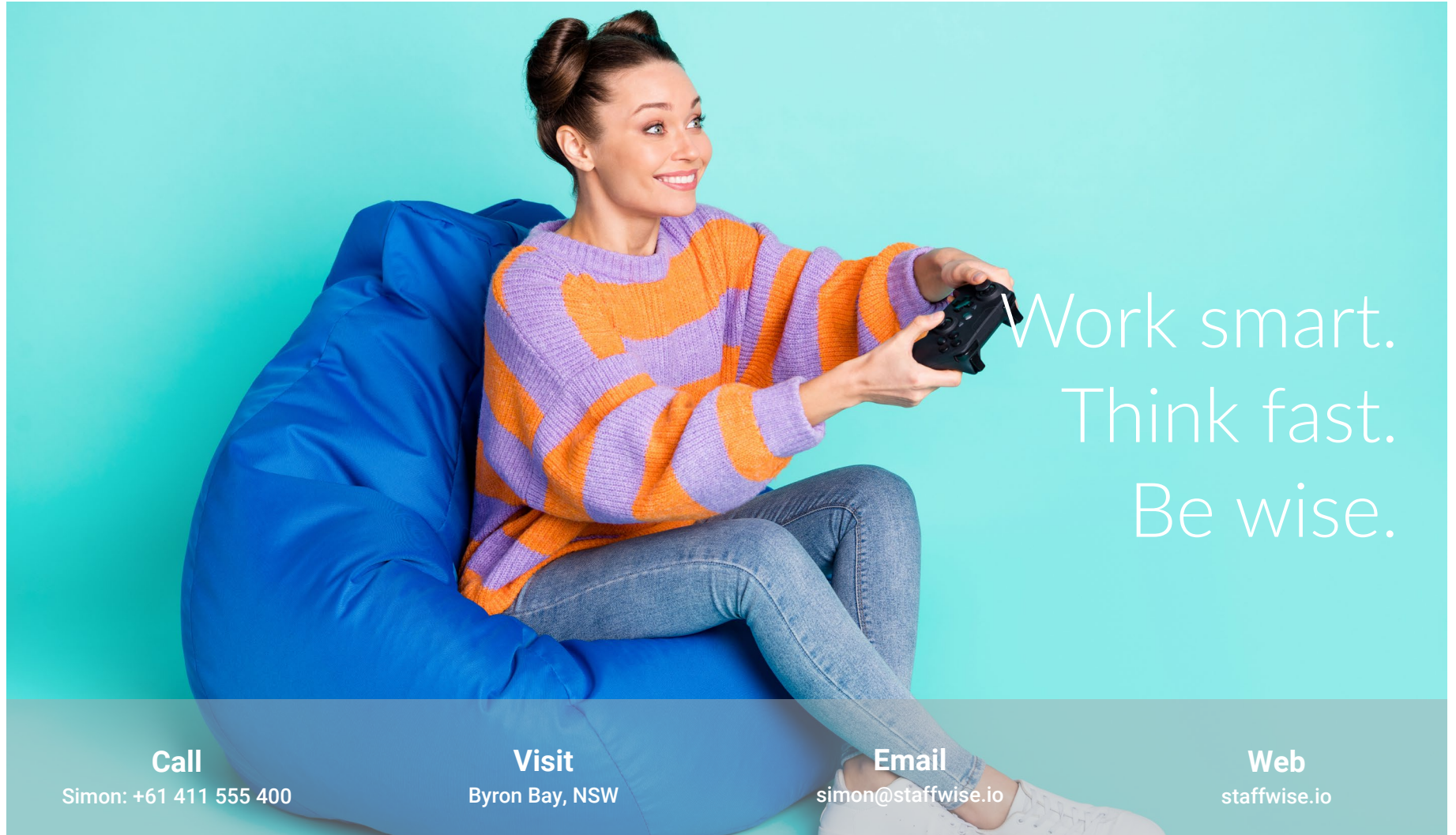


Case study

A digital scoreboard with a black background and a large white digital display showing the time 0:33. Below the display is a list of 15 teams, each with a rank, name, and score. The scoreboard has a blue and orange striped background for the team names and scores.

9.	HOTRODS	570	12.	EDWARD ROCKETS	560
10.	C	567	12.	TK2	560
10.	D	567	13.	TEAM MILLWALL	555
11.	TROUBLESOME THOMAS	565	14.	TWINMILL	535
11.	THE HAMMERS	565	15.	POKEMAN MOSTERS	525

Thank You



Work smart.
Think fast.
Be wise.

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