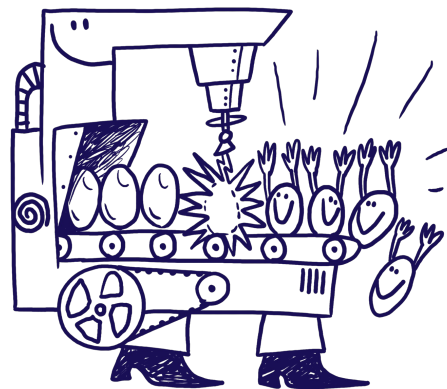


Kohdeyleisön aktivointi pelillistämällä liveympäristössä

Max Söderholm / Playable
Matti Markkola / Nelonen Media Live



playable

Playable

playable

About Playable

- The gamification platform for marketers - a flexible SaaS platform to create, tailor and deploy marketing gamification campaigns.
- Founded in 2017 in Denmark - expert teams in Aarhus, Copenhagen, Amsterdam, Helsinki and London.

650+

Powering the playable marketing of 650+ brands globally.

15

game plays every second from our platform.

99.4%

Customer support satisfaction rating.

Game-changing marketing with Playable

The gamification platform for marketers

playable

The power of play

Play is the most ordinary human instinct - it's how we connect, learn and grow.

Hardwired

To have fun, compete, be rewarded and feeling a sense of belonging.

1st screen attention

Minds enter an active and alert state, securing 1st screen focused attention like no other content format.



Dose

Play triggers our brains to release feel-good hormones, leaving a lasting impression.

Memorability

Games allow audiences to enter that world, enabling brands to be etched in our memories—a feat unmatched by any other marketing technique.

Play & gamification = Playable marketing

Combining the power of play, with the application of game mechanics, as marketing gamification, unlocks 'playable marketing'.

Compete

Desire to win over someone else.

Challenge

A task set for the player that is nontrivial to accomplish, typically an obstacle to overcome.

Mirroring

The opportunity to compare ourselves to others.



Have Fun

To feel easy-going, lighthearted, and happy.

Reward

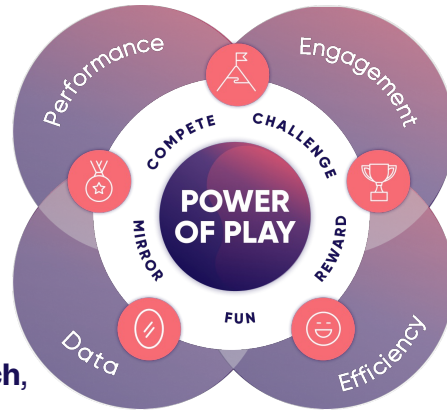
Incentive, feedback, or even the challenge itself.

Play & gamification = Playable marketing

Inspiring meaningful relationships.

As a **performance-driven** solution, playable marketing supports a wide range of KPIs across every touchpoint of the customer journey.

An inherently **data-focused approach**, it provides valuable insights to help marketers acquire, grow, and personalize audience experiences.

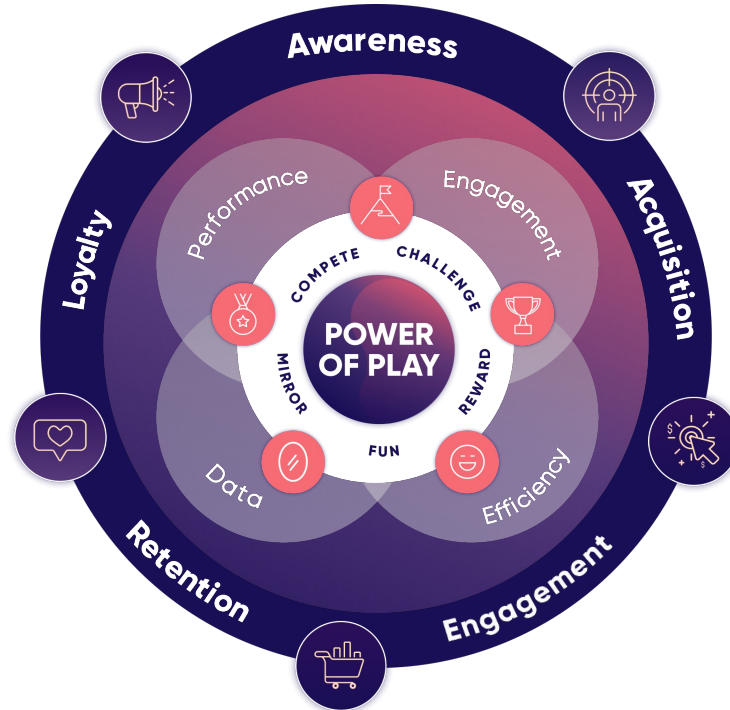


Using **interactivity to engage**, marketers can connect deeper with their audiences to create more memorable brand experiences.

Proven to be both **efficient and effective**, delivering measurable and impactful results that optimize marketing budget spend and focus.

Unparalleled marketing performance

Whatever your marketing goals, transform your brand impact throughout the customer journey for unparalleled results.



How to use game mechanics in marketing?

Marketing gamification in a nutshell

1. YOU AS A MARKETEEER

Utilize game mechanics
...to transform your
content
into a **playable** format.



2. YOUR AUDIENCE WILL...

Interact
Engage
Be more focused
...with your brand



3. IMPACT TO YOUR BUSINESS

Your audience will...
Remember your
brand much better.
Learn and understand better
the value you offer them.
Convert to the next phase in
the customer journey with
higher conversion rate.

Platform

playable

Total game overview

Luck games



Wheel Of Fortune



Scratchcard



Slot Machine



Roll The Dice



Lucky Number



Rock Paper Scissors



Spin the bottle



Roulette

Skill games



Drop Game



Spot The Difference



Shoot It



Hit The Target



Snake



Sliding Puzzle



Shell



Memory



Puzzle



Slice It

Knowledge games



Quiz



Personality Test



Advent Calendar



Guess The Picture



Prediction



Video Quiz



Priority Puzzle



Guess The Word



Survey



Place The Item



Swipe



Poll



Product Selector

40+ native integrations available

AP SIS

ActiveCampaign >

agillic

act-on

braze

bloomreach

ClickDimensions

COPERNICA

Custobar

Campaign Monitor

drip

dotdigital

emarsys

emarketeer

eloqua

globase

HubSpot

KLAVIYO

Marketo

mailchimp

omnisend

peytz&co

REVINATE

spotler

salesforce
marketing cloud

salesforce
sales cloud

selligent
MARKETING CLOUD

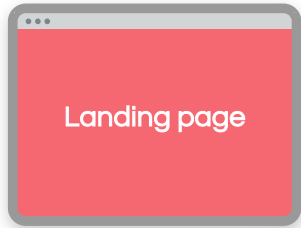
ubivox

Voyado

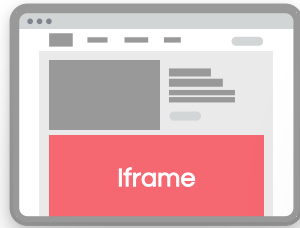
watsons

webpower
marketing gets personal

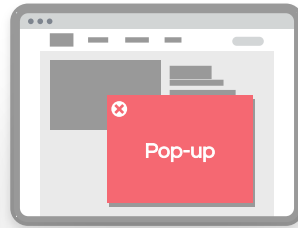
Embedding campaigns where and when it makes sense



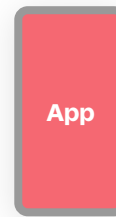
Create a landing page in the Playable platform that will add to the digital universe of your brand.



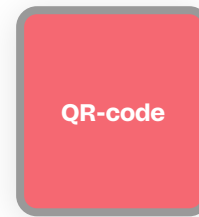
Embed gamification campaigns where it makes sense, whether that's a homepage, app, or where you want it to be.



Use the Playable pop-up builder to easily integrate gamification campaigns on to a page to activate site visitors.



Integrate game campaigns in your app so that they are displayed as part of that digital universe.



Integrate game campaigns in your offline activities or OOH advertisement just scan the code and connect your offline ad to digital universe.

Cases

playable



Try this!

Engage your audience in physical environment

Where?

- Sport events
- Festivals
- Fairs
- Retail environment

Benefits

- Engage the audience
- Collect marketing permissions
- Activate to buy merchandise, food & beverage
- Drive footfall to physical store and activate to buy
- Leave a positive image about your company

Retail

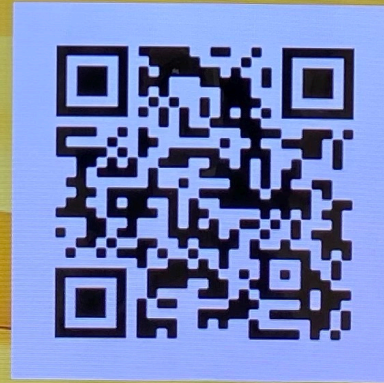
Suosiko onni sinua?

Pela Kaaren onnenpyörää ja voit voittaa Kaari ostoskassin. Pelaamaan pääset lukemalla QR-koodin tai osoitteessa www.kauppakeskuskaari.fi/edut-ja-tarjoukset

KAARI
KAUPPAGESKUSKAARI.FI

Clear Channel

Pelaa Kaaren onnenpyörää ja voit voittaa Kaari ostoskassin. Pelaamaan pääset lukemalla QR-koodin tai osoitteessa www.kauppakeskuskaari.fi/edut-ja-tarjoukset



Retail



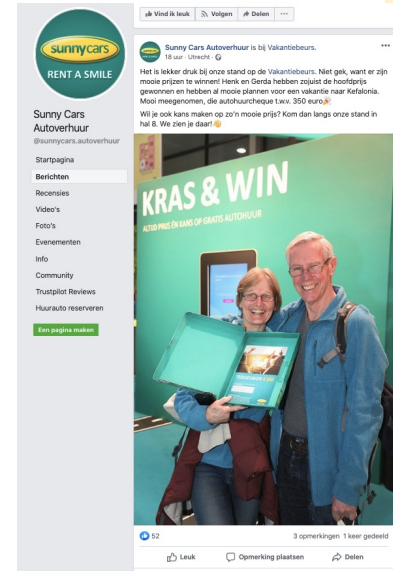
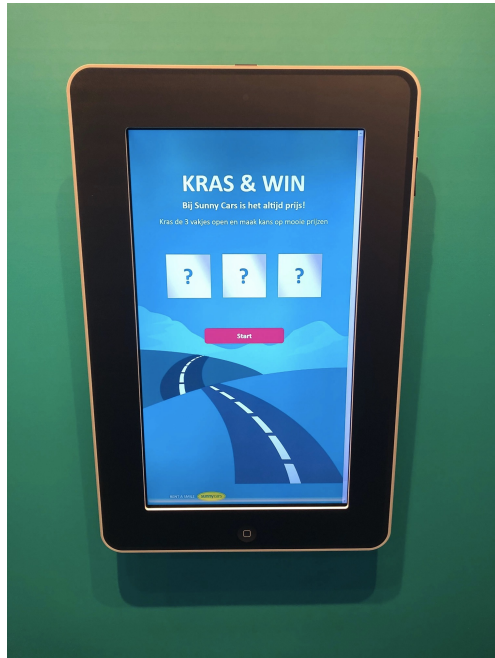
Retail



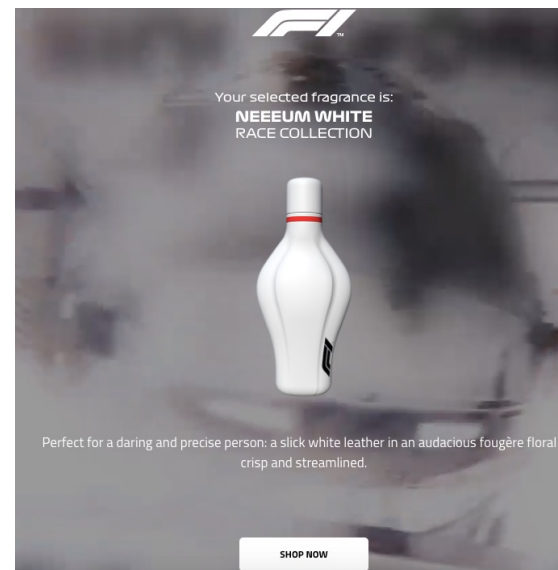
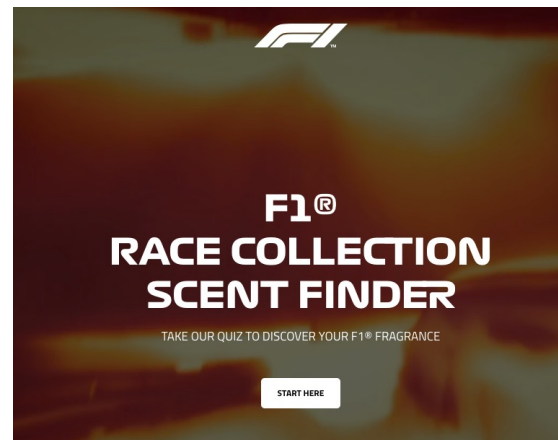
Promotion via QR-codes



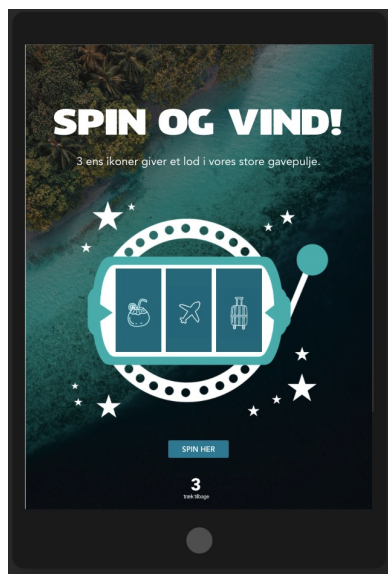
Events



Events



Events



Events



Offline media

Aller

VIND DIT LYKKENUMMER TIL DET STORE LØKKESPI



Vind den flotte Toyota C-HR Hybrid C-LUB Premium Selected og mange andre lækre præmier i Det Store Lykkespil!

Det Store Lykkespil er en del af Aller Plus – en ny app fyldt med rabatter, underholdning og sjove spil til dig, der læser Aller ugeblade.

Så hent app'en med det samme og indtast eller scan dit unikke lykkenummer – så er du automatisk med i konkurrencen. Der er et nyt lykkenummer hver uge.

VIND
Toyota C-HR
Hybrid

Præmier for over 300.000 kr.



LYKKENUMMER

3 års fødselsdag

Vind værdien af dit indkøb* eller ekstra fødselsdagskuponer

Du får en ny chance eller boost nyt indkøb!



- ✓ Scan
- ✓ Spin
- ✓ Vind

RYST VENERNE SAMMEN

VIND DIN EGEN HÅVEFEST

I DIN EGEN HAVE



DIN EGEN COCIO SOUNDBOKS



SCAN QR KODEN

DJ'S FRA STELLA POLARIS

DELTA PÅ WWW.FACEBOOK.COM/COCIODANMARK

Alle data indsamles og gemmes til videre brug af Facebook til markedsføring og til at identificere brugere. Facebook vil bruge de indsamlede data til at målrette annoncer og til at forbedre deres tjenester. Facebook vil også kunne overføre data til andre virksomheder, der er tilknyttet til Facebook. For yderligere oplysninger om Facebooks databehandling, se Facebooks databehandlingspolitik på www.facebook.com/policy. Dette kan ændres uden forvarsel.

In product / Point of sales





**nelonen
media
LIVE**

Nelonen Media Live – Rockfest-visa

Matti Markkola
Head of Marketing

Nelonen Media Live: Suomen suurin festarijärjestäjä

KUOPIOROCK
25.-27.7.2024 \ VÄINÖLÄNNIEMI

**HIMOS
JUHANNUS**
20.-22.6.2024/HIMOS PARK/JÄMSÄ

HITMIX
JYSÄRI
4.-6.7.2024 HIMOS PARK

**SUOMIPOP
FESTIVAALI
2024**
11.-13.7.
JYVÄSKYLÄ LUTAKONAUKIO
OULU ROUSISAARI

20.-22.6.2024
**TAHKO
JUHANNUS**

**TAMMER
FEST** 18.-20.7.
2024



RMJ

20.-22.6.2024
OTANLAHDEN RANTAPIISTO
RAUMA



**ISKELMÄ
FESTIVAALI 2024**
Himos 27.-29.6. Pori 28.-29.6.

**WANAJA
FESTIVAL**
5.-6.7.2024
HÄMEELINNA LIIKUNPUISTO

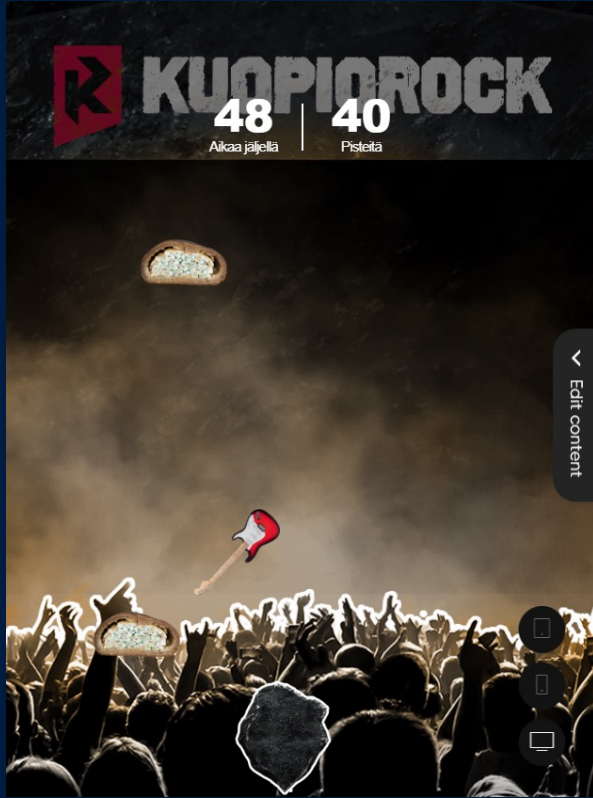
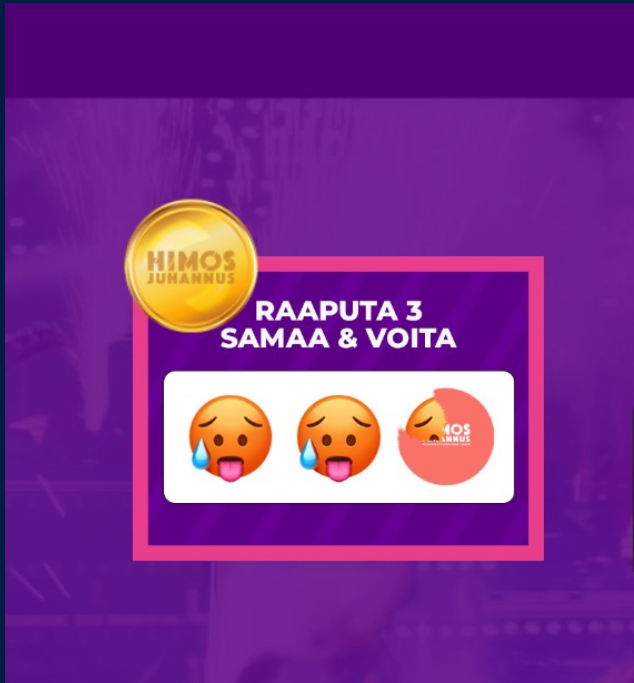
ROCKFEST

TIKKURILAFestivaali
18.-20.7.2024

13 kesäfestivaalia plus
konserteita, risteilyjä ja
 muita tapahtumia.


Rockfest – Suomen suurin rockfestivaali





Aiempia pelejä – millainen peli Rockfestille 2023?

Mitä päätettiin tehdä

A tattooed rock musician is captured in a dynamic pose on stage, leaning forward while playing an electric guitar. The musician has extensive tattoos on their arms and neck, and is wearing a black t-shirt and a bandana with a white fringe. The background is filled with vibrant stage lights in shades of red, orange, and blue, creating a high-energy atmosphere. The musician's head is tilted back, and their body is angled towards the right side of the frame.

Jotain mikä esittelee Rockfestin ohjelmistoa, viihdyttää sekä ennen tapahtumaa että tapahtumassa ja inspiroi ja haastaa erityisesti Rockfestin (ja Radio Rockin) ydinkohderyhmää, joka on rockin ja festarit tosissaan ottavat musiikin ystävät.

Radio Rockin Rockfest-tietäjä -visa



8.-10.6.2023 HYVINKÄÄN LENTOKENTTÄ

LIPUT



LÄPÄISE RADIO ROCKIN ROCKFEST-VISA JA VOITA LIPUT 2024 ROCKFESTIIN!

OTA HAASTE VASTAAN JA LÄPÄISE RADIO
ROCKIN ROCKFEST-VISA JA VOITA LIPUT 2024
ROCKFESTIIN

PELAAMAAN

Video pelistä

Missä pelistä kerrottiin?



**PELAA RADIO ROCKIN
ROCKFEST-VISAA JA VOITA
LIPUT 2024 ROCKFESTIIN!**



ROCKFEST.FI/VISA

*Tapahtuman
screeneillä,
baareissa ja
juonnoissa*



Olussa

**DRINK RESPONSIBLY. ROCK HARD.
DRINK HARD. ROCK RESPONSIBLY.**

HYVINKÄÄLLÄ PANTU ROCKFEST-OLUT
NAUTITAAN TÖLÄISTÄ TAI TUOPISTA, KYLMÄNÄ,
RAAKANA, SELÄISENAAN, NAUTI OLLUT MIELIITEN
KULUMAAN KESÄPÄIVÄNÄ FESTAREILLA.
SOPIVAN RAJUSTI ROKATEN.

**PELAA
ROCKFEST-TIETAJA
-VISAA JA VOITA
LIPUT**



**SKANNAA KOODI TAI
ROCKFEST.FI/VISA**

**0,44 L
ROCKFEST.FI**



ALU **Panttu 0,15 €**



Radiossa

Plus tietenkin somessa ja nettisivuilla.

Pelin statistiikkaa



11.094

TOTAL SESSIONS



89.104

REGISTRATIONS



5.911

UNIQUE REGISTRATIONS



803,2%

CONVERSION

Engagement

Time spent per visit

05:16

Time spent total (hours)

737,2

Device distribution

14% Desktop

1% Tablet

85% Mobile

The numbers above indicate the distribution of devices across all players of the campaign

KIITOS!

Kysymyksiä tai kommentteja?

