

# 21 gamification campaigns you can learn from

# Why these campaigns?

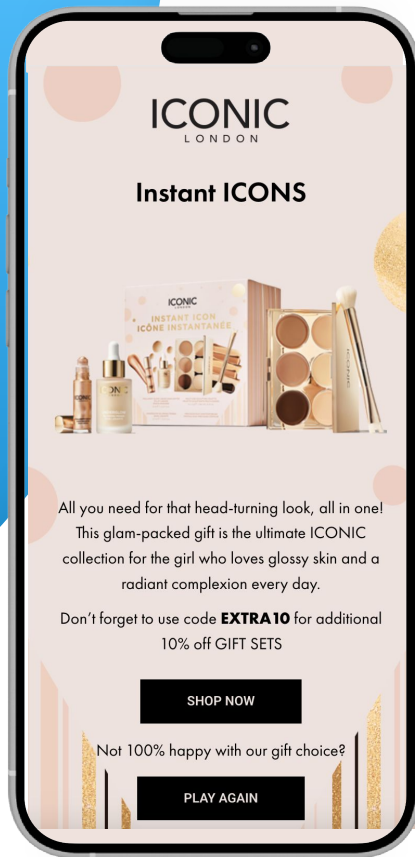
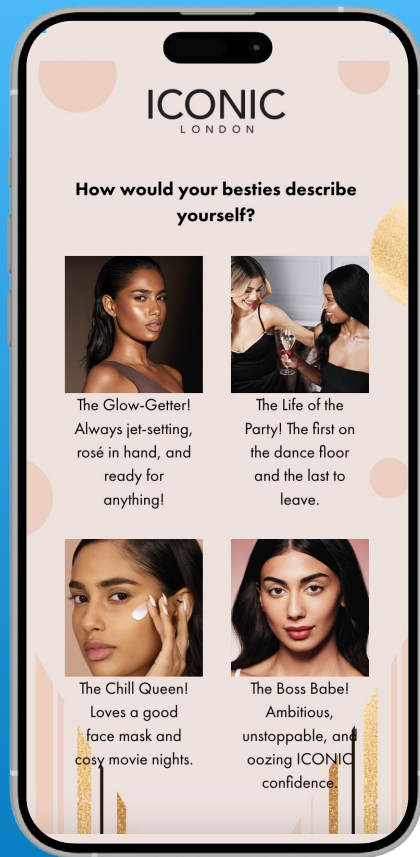
Want to see how top brands turn engagement into experiences people love?

This playbook dives into 21 brilliant campaigns with a unique use of gamification - whether it's an innovative approach, a surprising twist, or a clever use of game mechanics.

Discover how brands across industries captivate audiences, boost loyalty, and drive real results. Get ready to be inspired and unlock ideas you can use in your own strategy!

**9+**  
industries

**Explore game type, prize, and campaign objectives!**



ICONIC  
LONDON

Beauty brand (retail)

## Iconic London



Personality test



Product recommendations

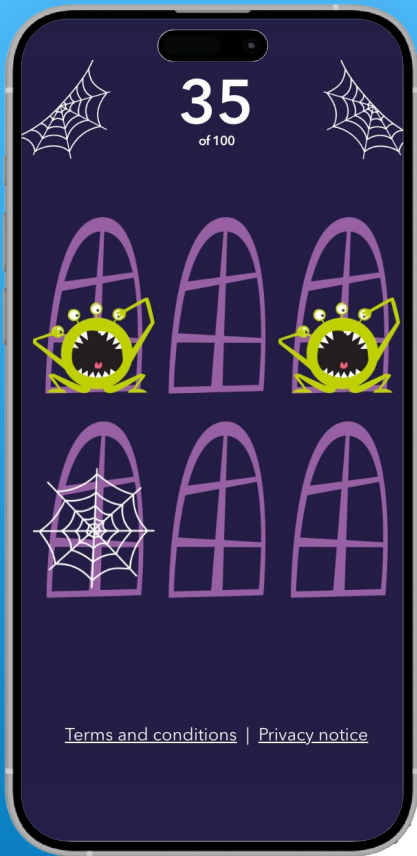
### Objective

Increase sales

Data enrichment

### Why do we love it?

This personality test brilliantly matches buyers with accurate product recommendations based on their needs and budgets.



Grocery retail (retail)

## Co-op



Hit a mole



Money off next shopping

### Objective

Engage members

Increase sales

### Why do we love it?

Not only does this campaign feature an eye-catching “spooky” seasonal design, but it also shows how gamification can effectively reward members and drive sales.

DIY store (retail chain)

# BAUHAUS



Drop game



Gift cards or free products

## Objective

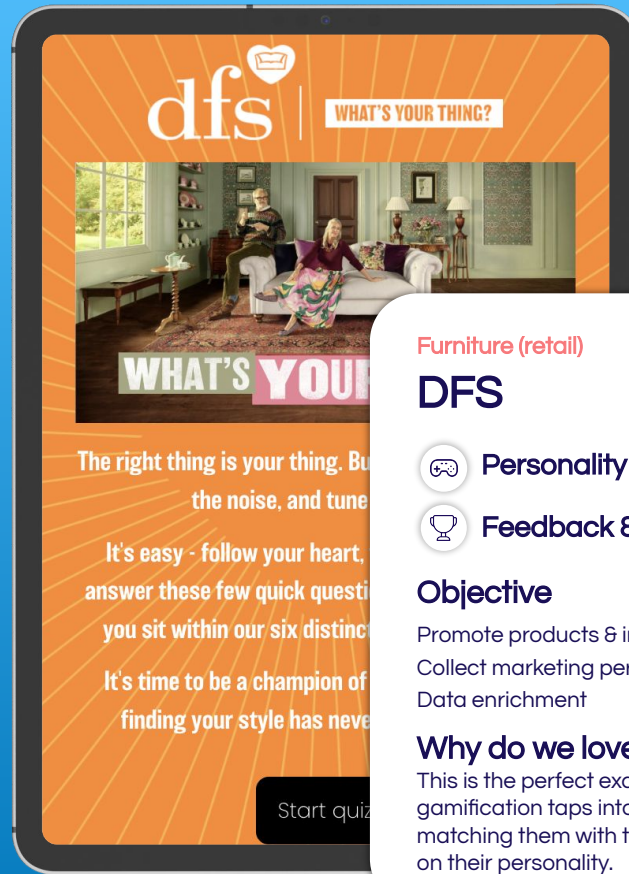
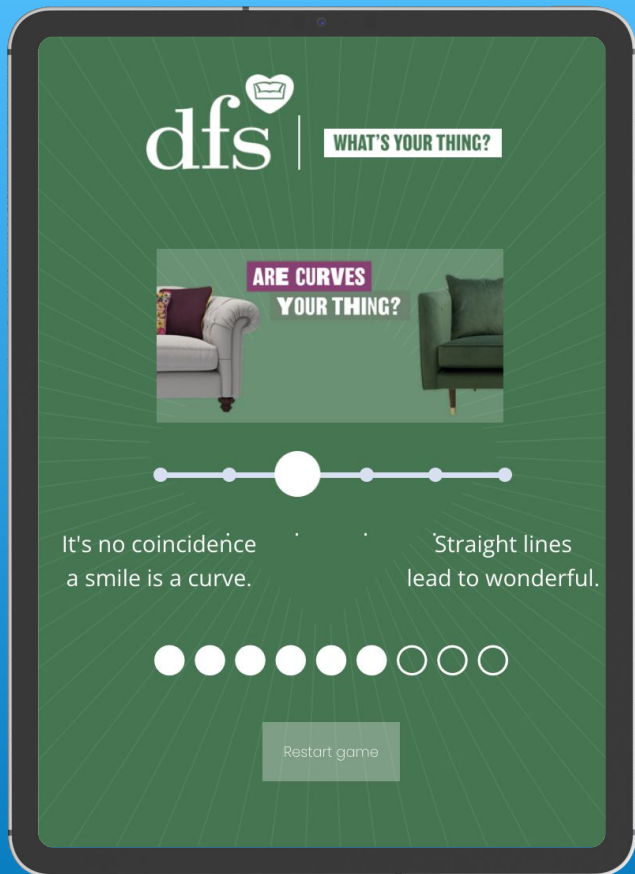
Increase engagement

Boost sales

## Why do we love it?

This Easter-themed game illustrates how companies can tap into seasonal events and holidays to engage their audiences and increase sales.





Furniture (retail)

## DFS



Personality test



Feedback & product suggestions

### Objective

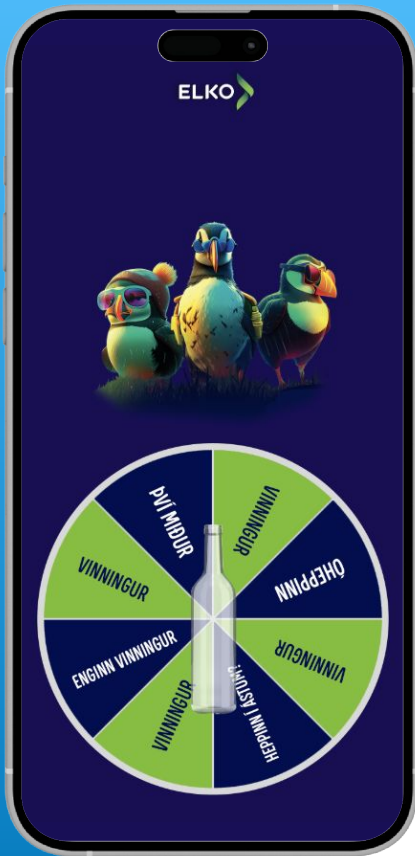
Promote products & increase sales

Collect marketing permissions

Data enrichment

### Why do we love it?

This is the perfect example of how gamification taps into shoppers' needs, matching them with the best products based on their personality.



Electronics retailer (retail)

# ELKO



**Spin the bottle**



**Gift card**

## Objective

Engagement

Collect marketing permissions

## Why do we love it?

This gamification campaign shows how retailers can use enticing prizes to boost engagement and encourage sign-ups with email addresses.



Comwell  
HOTELS

## WIN A GIFT CARD OF 1500 DKK.

Take our holiday test and find out what holiday type you are.  
Then you are in the draw for a gift certificate of 1500 DKK to Comwell.

### HOW TO PARTICIPATE:

Fill in your information and start the test.  
You can take the test 3 times a day. The winner will be drawn on July 31, 2024.

[READ MORE ABOUT THE AWARD](#)

Are you already a member of Comwell Club?  
Simply enter the information you are registered with.

First name

Surname

E-mail

1593-01-01

☐ Read and accept our marketing consent ☒ Read and accept our competition terms and conditions

NEXT

When you take our summer test, you also sign up for Comwell Club. You will therefore receive news and offers from Comwell A/S and our hotels tailored to you via email, text message, and digital and social media.  
You can change your preferences or unsubscribe at any time via the newsletter or on your club profile.

Comwell  
HOTELS

## THE BEST THING ABOUT HOLIDAYS IS

Choose the answer that you think best suits you.

... at udforske byens hemmeligheder og kulturelle perler

... at føle jord under fødder og den friske luft omkring

Next question

SAVE 20% ON SUMMER VACATION

SAVE 20% ON SUMMER VACATION

Hotel chain (hospitality)

## Comwell Hotels



Personality test



Gift card

### Objective

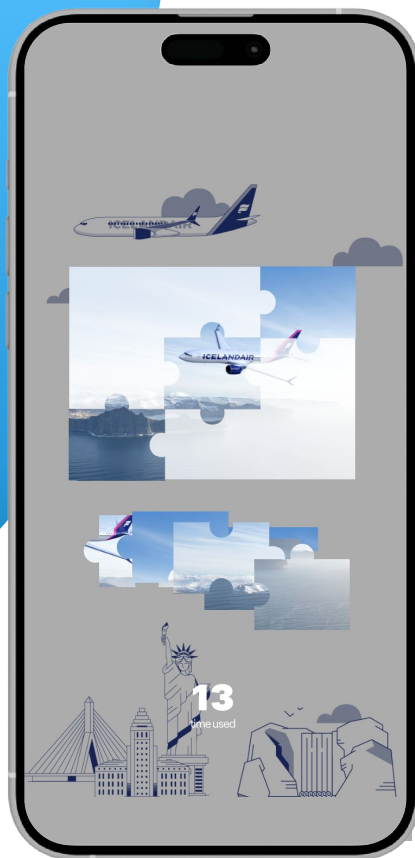
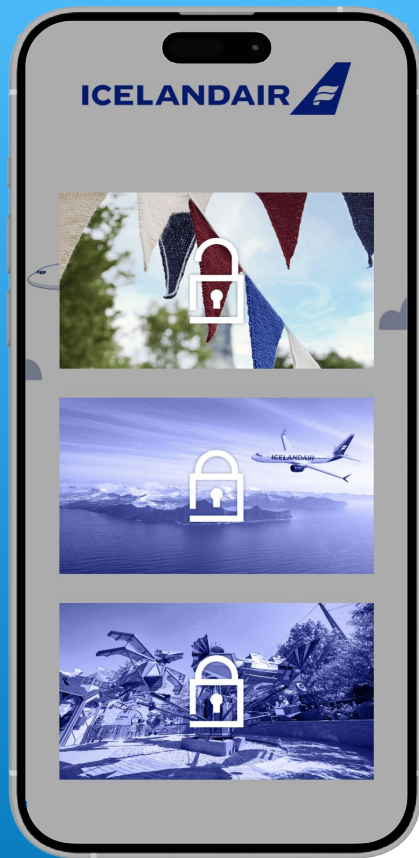
Collect marketing permissions

Data enrichment

### Why do we love it?

This campaign offers an enticing reward plus an engaging experience that helps the company collect data and collect marketing permissions.





ICELANDAIR

Airline (travel)

## Icelandair



Treasure hunt with 4 games



Giftcard

### Objective

Grow email list

Increase engagement

### Why do we love it?

This campaign highlights how understanding your audience (in this case, Icelanders living in Denmark) and targeting them with a high-intent campaign leads to amazing results!



Zoos & parks (entertainment)

## Odense Zoo



Wheel of fortune



Free entry tickets

### Objective

Grow email list

Increase engagement

Boost visitor experience

### Why do we love it?

This game adds a fun twist with the wheel of fortune, giving players a chance to win free entry tickets while building anticipation for the Christmas calendar and keeping them engaged with exciting reminders.

ODENSE  
**ZOO**

Before you can spin the wheel of fortune, we need to know a little more about you so we can contact you if you win. Enter your details below to enter the competition.

Name

E-mail

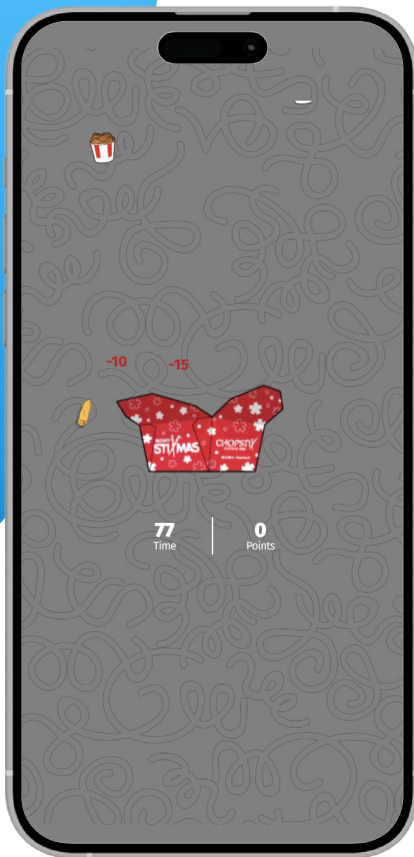
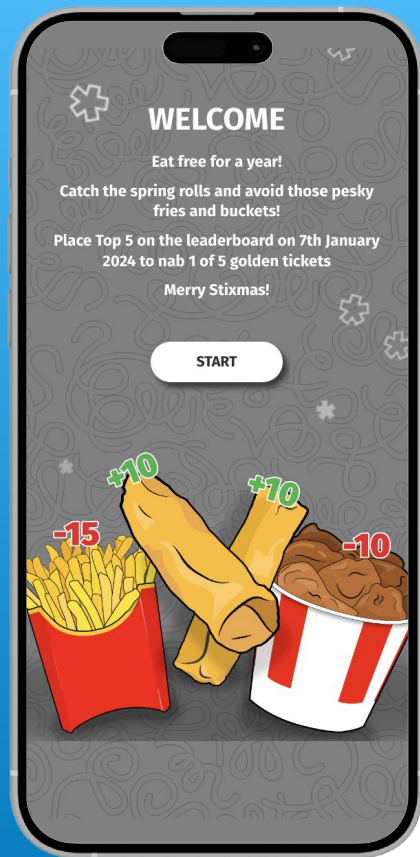
☒ I subscribe to Odense ZOO's newsletter and accept Odense ZOO's personal data policy and competition conditions.

☐ I am signing up for reminders about Odense ZOO's Christmas calendar, where I can win gifts in December.

**Start**



*playable*



**CHOPSTIX**  
NOODLE BAR

Restaurants (hospitality)

## Chopstix Group



Drop game



Eat free to a year

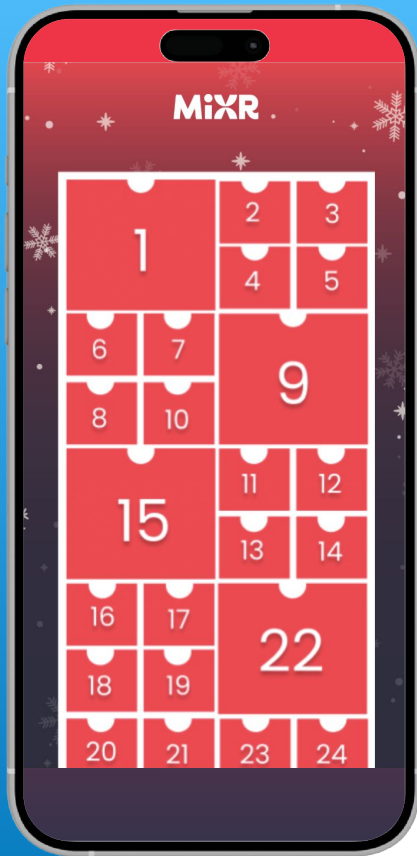
### Objective

Brand awareness

Generate leads

### Why do we love it?

This campaign taps into the Christmas season, one of the highest engagement periods of the year, using competitive game mechanics to drive participation and fuel the race for the top spot on the leaderboard.



playable

Pub chain (hospitality)

# Stonegate Group

Stonegate Group



Calendar (in-app)



Sponsor-branded prizes, loyalty points

## Objective

Engage members

Increase footfall traffic

## Why do we love it?

We're particularly impressed by the seamless integration with Atreemo, ensuring in-app rewards are delivered straight to users' wallets - talk about convenience! This campaign effectively engages members by encouraging them to return day after day.



Sports club (sports)

# Aston Villa



**Poll**



**Shirt** (with the chosen player's name)

## Objective

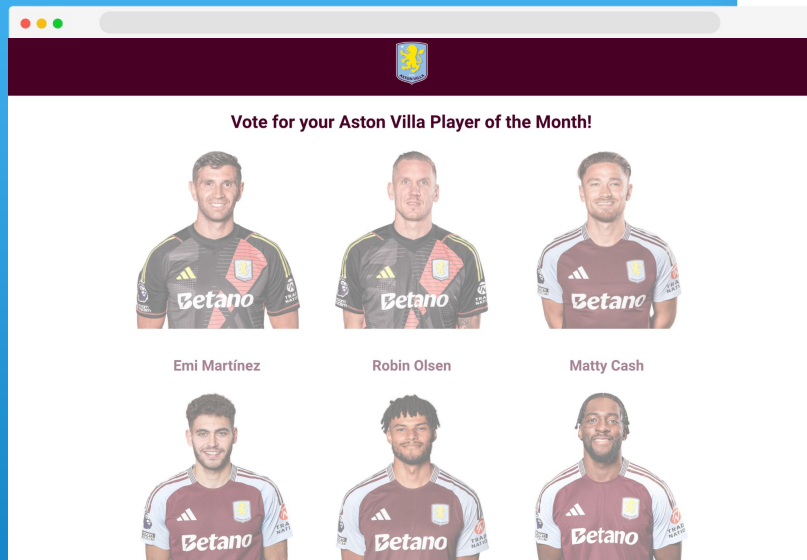
Increase engagement

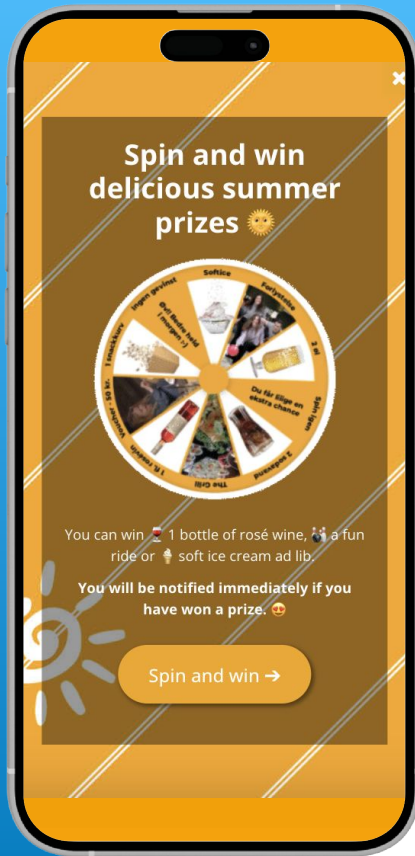
Collect marketing permissions

Support lasting loyalty

## Why do we love it?

After voting, fans can sign up for a chance to win a shirt with the players they voted for, making the experience truly personalized and memorable.





Bowling center (leisure)

## BowlInFun

**BOWL**IN**FUN**



Wheel of fortune in pop-up



Prizes to be redeemed in the bowling center

### Objective

Grow loyalty members

Data enrichment

Increase footfall

### Why do we love it?

This campaign adds an element of surprise and instant gratification, turning website visitors into engaged customers while seamlessly driving foot traffic and loyalty club sign-ups.





playable

Beverages (consumer goods)

## Carlsberg Group



Lucky number game



Fan merchandise

### Objective

Manifest strong brand association with football

Engage fans

Drive sales

### Why do we love it?

This campaign shows how to leverage major events (like Euro 2020) and use campaign codes on products (in this case, beer cans) to let people instantly find out if they've won - creating excitement and engagement all at once!



Food (consumer goods)

## Rawbite

**RAW•BITE**  
THE ORGANIC FRUIT & NUT BITE



Memory game



Free products

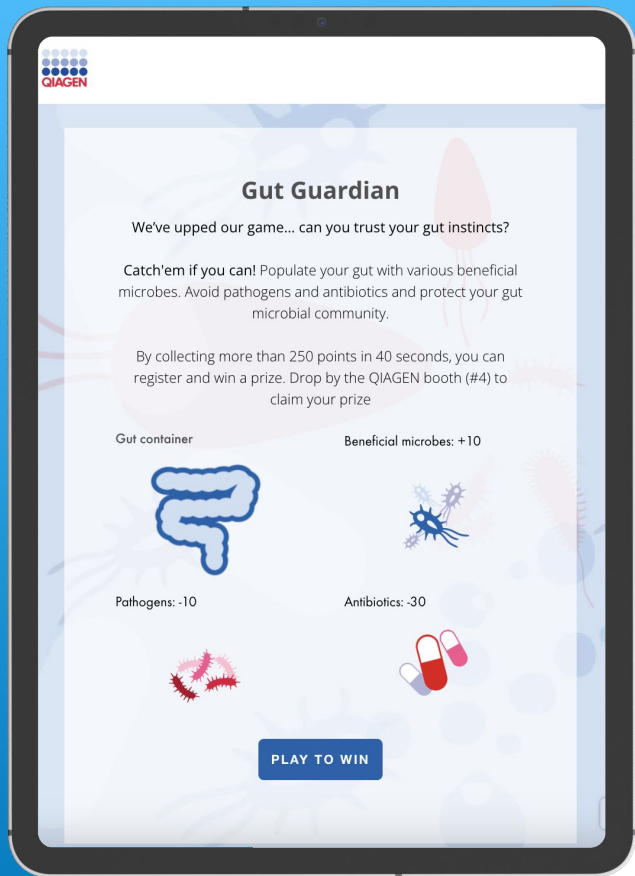
### Objective

Increase product awareness

Introduce new product

### Why do we love it?

This campaign is a great example of gamification driving excitement for a new product launch. Rawbite cleverly used a memory game to engage customers, offering free products of their new protein bars as rewards.



playable

Biotechnology research (B2B)

# QIAGEN



Drop game



Health-themed board games

## Objective

Educate & engage

Generate leads

## Why do we love it?

Does anyone still believe that gamification is not a good match for B2B companies? This campaign debunks the myth; showing how a biotechnology research brand can increase engagement and generate leads with gamification during events.

NORLYS

NORLYS

## See immediately if you have won



Pull the one-armed thief, hit the target with 3 footballs and win 8 tickets to Silkeborg IF's next home game:

SIF-RFC Sunday, November 10 at 2:00 p.m.

We will choose one winner who will be able to invite 7 friends or family members to JYSK Park. The winner will **receive the tickets by email**, so keep an eye on your inbox if you are the lucky winner.

Fill in your information:

Name

E-mail

Telephone number

☐ Yes, please, I consent to the Norlys Group's three companies\* sending me marketing within Norlys' product categories\*\* and collecting data about my interaction when I opt in to marketing via emails and text messages. I can always [unsubscribe here](#). Read how we process your personal data in our [Privacy Policy](#).

\*Norlys Energi A/S, Norlys Digital A/S and Norlys Erhverv A/S \*\*Internet, entertainment services, telephony, energy, charging and the smart home.

See [conditions here](#).

FURTHER

NORLYS

Get 3 footballs and you'll win 8 tickets to the next home game.

3

spins left



SPIN!

Internet & TV provider

Norlys



Slot machine



Football match tickets

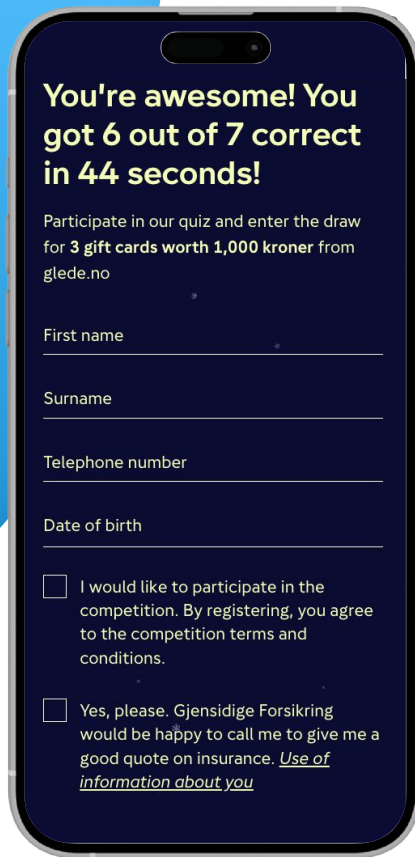
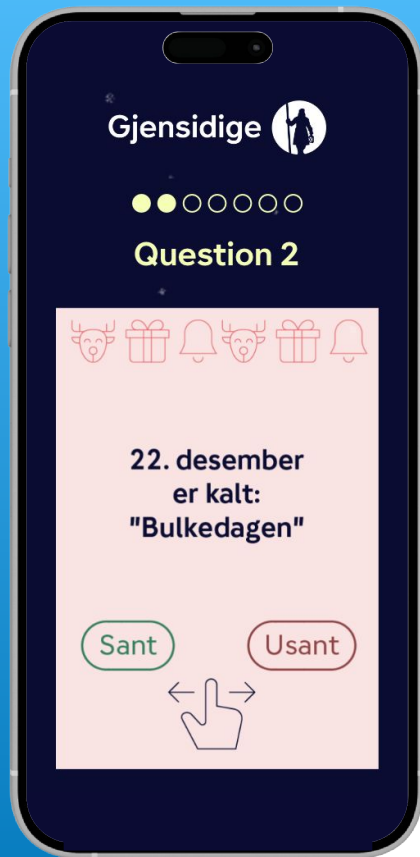
## Objective

Collect marketing permissions

Increase engagement

## Why do we love it?

This campaign is a great example of how companies can leverage major sporting events to increase engagement and collect marketing permissions.



Insurance company

# Gjensidige



Quiz (swipe it)



Gift cards

## Objective

Educate & engage

Collect marketing permissions

Generate leads

## Why do we love it?

This campaign turns safety awareness into an interactive game, making learning fun while seamlessly driving lead generation through an engaging swipe-to-answer mechanic.



GYLDENDALS  
LÆSEKLUB 

**2. Hvilke genrer læser du oftest? (vælg op til tre)**

- ☐ Romaner
- ☐ Lyrik og poesi
- ☐ Børnebøger
- ☐ Fantasy
- ☐ Krimi
- ☐ Romance
- ☐ Biografier
- ☐ Faglitteratur

**Andet (angiv venligst)**

0/255

Næste

Publishing company (media)

## Gyldendal



Survey



Free book of winner's choice

### Objective

Collect data

Data enrichment

Collect marketing permissions

### Why do we love it?

Gyldendal nailed gamification with their survey, turning data collection into a rewarding experience by offering a prize for participants who signed up, while gaining valuable insights into people's reading habits.



GYLDENDAL



THIS IS  
BASEL

Tourism association (tourism)

## Basel Tourism



Puzzle



Romantic dinner for 2

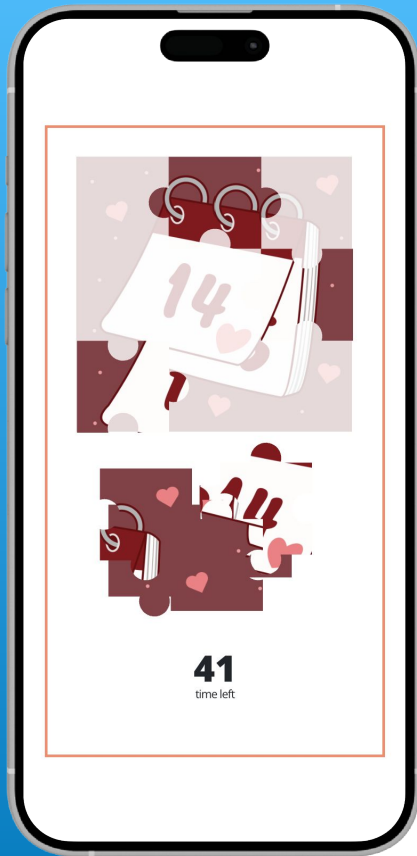
### Objective

Increase marketing permissions

Boost engagement

### Why do we love it?

This campaign perfectly ties into the Valentine's theme, using a fun puzzle to engage participants before entering them into a draw for a romantic dinner.



RUKA!  
SKI RESORT

Ski resort (hospitality)

# Ruka



Calendar



Gift cards and season tickets

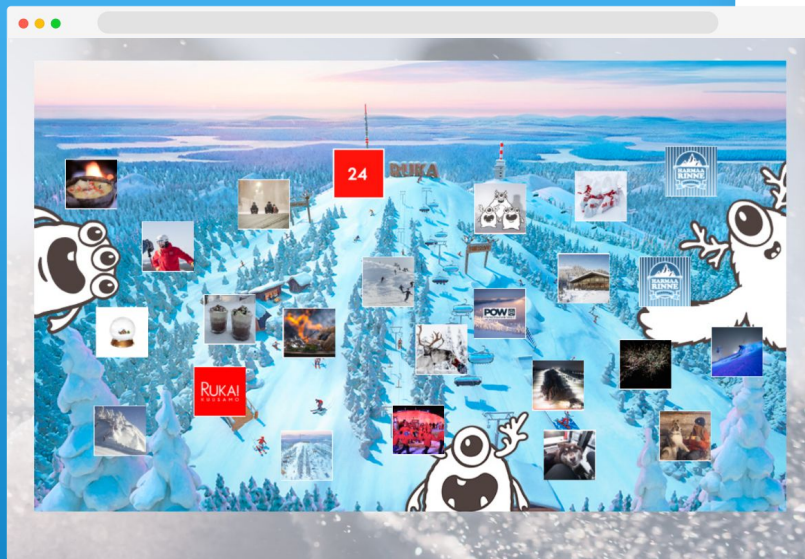
## Objective

Increase engagement

Collect marketing permissions

## Why do we love it?

The calendar drives repeat engagement by encouraging players to open all the doors, increasing their chances in the draw and spending more time with the brand.





Fundraising services (NGO)

## Takk



Priority puzzle/ quiz



Gift certificates for hot springs resort

### Objective

Generate leads

Boost donor conversion rates

### Why do we love it?

This campaign shows how gamification can drive awareness and action for NGOs, using a puzzle and quiz to educate participants while encouraging support for the Women's Shelter.

### Þekkir þú mynstur ofbeldis í nánun samböndum?

Raðaðu þessum stigum í rétta tímaröð.

1

2

3

4

Afneitun  
og ró

Sættir  
og von

Beiting  
ofbeldis

Spenna  
byggist upp

# Bringing it all together

Marketing gamification is a powerful strategic tool that can help you boost engagement, drive action, and increase conversions regardless of your industry.

The campaigns you saw in this playbook prove that with the right game mechanics and objectives, any brand can turn interactions into memorable experiences.

Now it's your turn. Ready to implement gamification into your marketing strategy?

[Learn more about Playable](#)