



playable

Foreword

Welcome to the Christmas Inspiration Guide, brought to you by Playable. We are excited to showcase 10 remarkable seasonal Christmas campaigns from our customers that have truly “sleighed it.”

At Playable, we have a special affinity for advent calendar campaigns as it was our very first game type back in 2017. Since then, it has become an annual favorite from our customers and we have seen 100s of campaigns from brands using advent calendar campaigns with diverse marketing objectives across various industries.

In this guide, you’ll discover some of these inspiring real-world examples spanning festive cheer, heartwarming goodwill, and creative Christmas magic. This guide is here to ignite your imagination, inspiring you to create even more enchanting and effective Christmas marketing campaigns this year.

Get ready to transform your Christmas campaigns into something truly extraordinary.



Andreas Fabricius
Co-CEO and CCO
Playable



Group of loyalty programs

Air Miles' 12-day advent calendar campaign

Air Miles crafted a very successful 12-day advent calendar campaign in 2022. In the calendar, starting from December 12th, participants could find different games with different prizes every day. For example, on Day 12, they could try their luck with a slot machine game, and on Day 20, they were challenged with a memory game.

The calendar and daily games were not gated, prioritizing engagement over gaining marketing permissions. But after playing the games, to participate in the daily draw, you had to fill in a registration form.

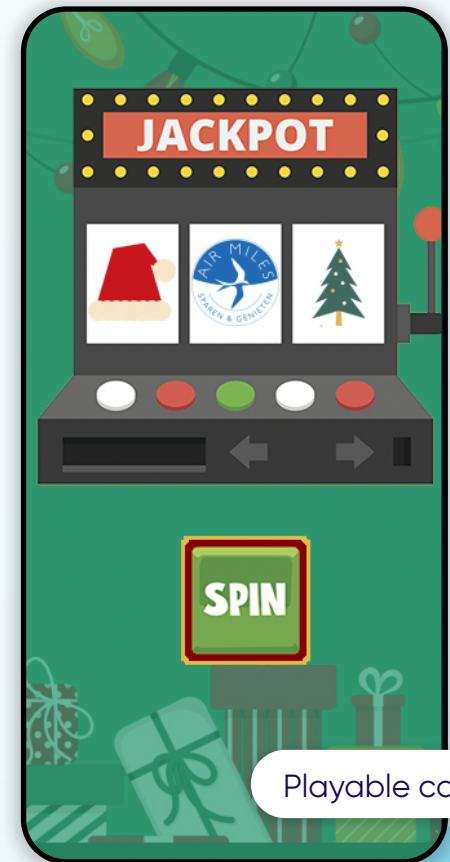
Nancy Troquet-Eering, content marketer at Air Miles, also mentioned that after filling out the form, participants were encouraged to download the Air Miles app for easy access to the calendar daily.

Incentive

Different prizes each day, e.g., Extra Air Miles, overnight stay for 2 persons at a hotel, etc.

Marketing objectives

- 1 Drive awareness & engagement
- 2 Increase app usage



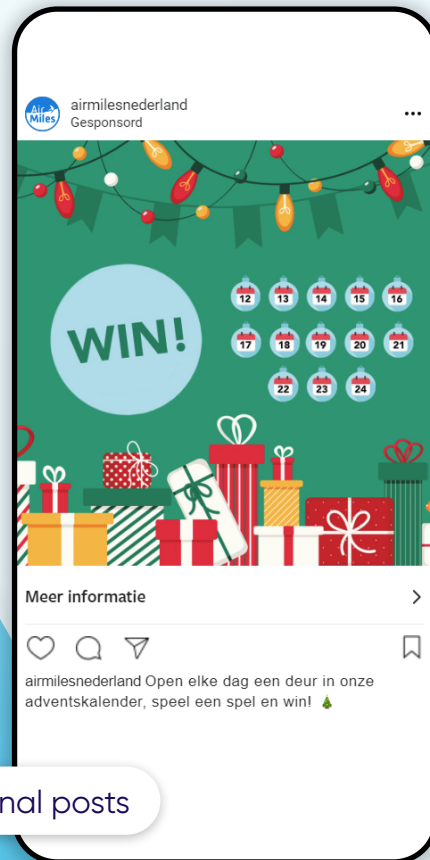
Playable campaign



Group of loyalty programs

Promotion strategy

Air Miles' calendar was shared in their monthly newsletter and it was promoted as a paid campaign on Facebook and Instagram. They also featured a banner on their website's homepage, and upon logging in to their account on the website, members could find a coupon with a direct link to the advent calendar.



Promotional posts



40,000

email clicks to the advent calendar

14,14%

CTR with their Meta campaign (Their highest Meta CTR recorded, with the lowest cost as well)



137,000+

sessions on the advent calendar in total

10,500

sessions on the daily games in average

26% increase

in app downloads in December 2023 (compared to Nov. 2023)

Arla Foods' classic roll the dice Christmas contest

Arla Øko, a branch of Arla Foods, ran a classic Christmas competition in 2022. The prize: a Sage Barista espresso machine.

The game? Roll the dice. Players had three attempts per game to roll a 6 and win an entry to the prize. They could play as often as they liked to accumulate more entries - in fact, some participants played over 50 times!

The game's simplicity and easy "win" condition made it highly engaging for Arla Øko's audience. The registration form of the game was strategically placed after participants rolled a 6, so they could enter the draw.

Incentive

A prize draw to win a Sage Barista espresso machine

Marketing objectives

- 1 Drive awareness and engagement
- 2 Gamify your content



Dairy Company
Danish & Swedish
multinational cooperative





Dairy Company
Danish & Swedish
multinational cooperative

Promotion strategy

Arla Øko promoted their roll the dice Christmas campaign using paid promotion on Facebook and Instagram. They also promoted the game on their website using banners on recipe pages. Finally, they had QR-codes leading to the campaign on their Arla Øko on-pack code!



Promotional posts



80,000 approx.
sessions from paid social ads

92,000 approx. 
sessions from the milk-packaging

300,000+
sessions in total

1,895
hours spend with the brand



Basel Tourism's advent calendar with 24 prizes from partners

Basel Tourism created an advent calendar that allowed people to sign up every day throughout December for a chance to win 24 prizes across various tourism categories, such as Food & Drinks, Leisure & Adventure, and more.

Every day participants could open the daily doors, and learn more about one of the partners of Basel Tourism (e.g., restaurants, hotels, leisure activities, etc.), and see what was the daily prize. Then, they could fill out the registration form to participate in the contest with an option to subscribe to Basel's newsletter.

The primary objective of the campaign was to raise awareness about how much Basel has to offer during the Christmas season and to gather as many newsletter registrations as possible.

Incentive

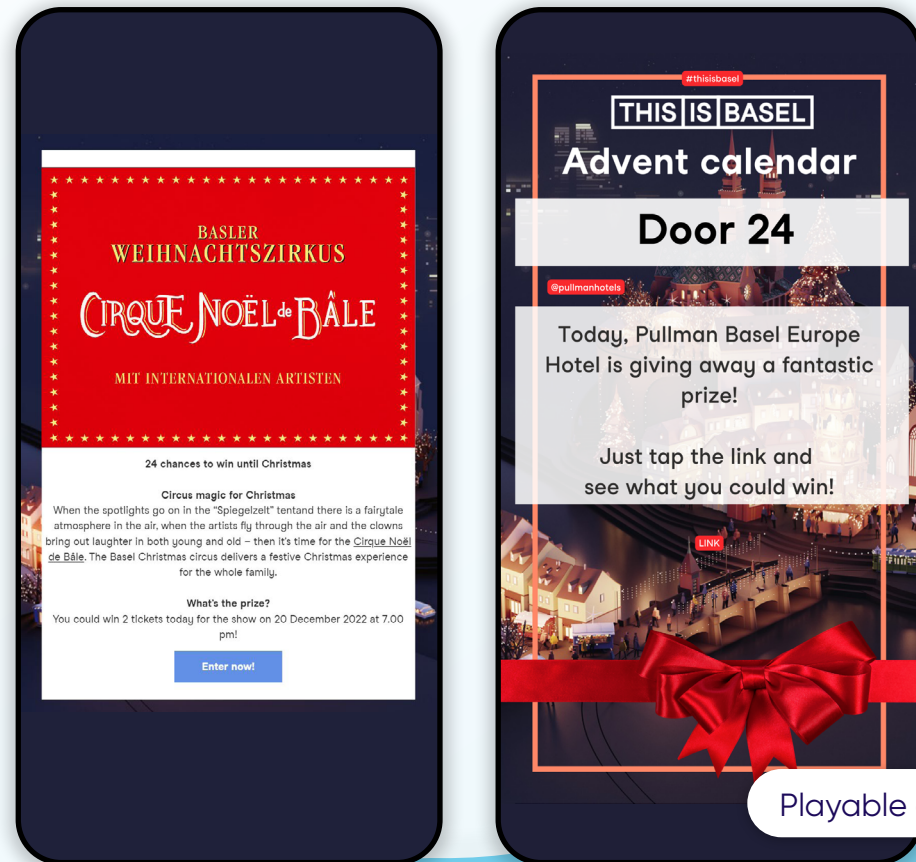
24 different prizes from Basel's partners (e.g., Tickets for the Christmas circus, overnight stay at a hotel, etc.)

Marketing objectives

- 1 Drive awareness and engagement
- 2 Gamify your content

THIS IS BASEL

Tourism association promoting the city of Basel, Switzerland



Playable campaign

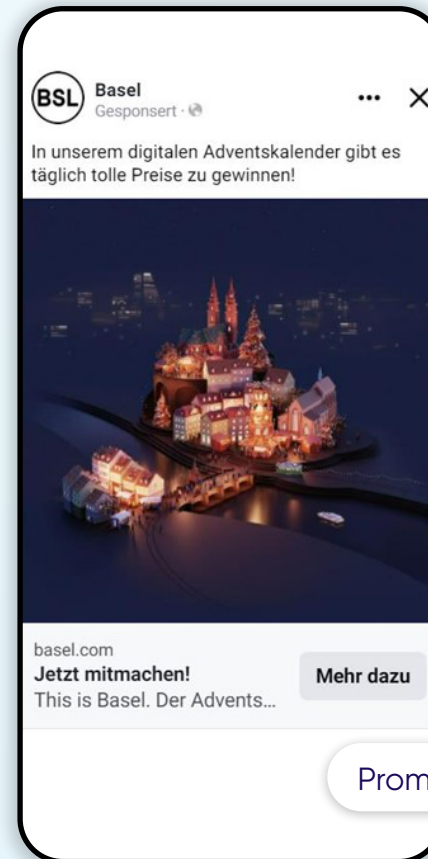
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THIS IS BASEL

Tourism association
promoting the city of Basel, Switzerland

Promotion strategy

Basel promoted their advent calendar campaign through pop-ups on their website, available in five different languages. Additionally, they conducted daily organic promotions on Instagram and utilized paid advertising on both Instagram and Facebook.



820,000+
impressions &

16,500+
participants in total

7,200+
new newsletter registrations



Bahne's 24 doors Christmas calendar campaign

For Christmas 2022, Bahne designed an advent calendar with 24 doors, each door showcasing items from their stores that not only served as the daily prizes but also inspired participants in their gift-giving endeavors.

What set their calendar apart was the clever approach of revealing the daily prize upfront, enticing clicks. To claim the prize, participants had to click, open the daily door, and complete the registration form.

After the registration forms, Bahne added excitement with various daily games such as slot machines, puzzles, and scratch cards, making the experience interactive and fun for their audience.

Incentive

Possibility to win prizes worth more than 40,000DKK (approx. €5300)

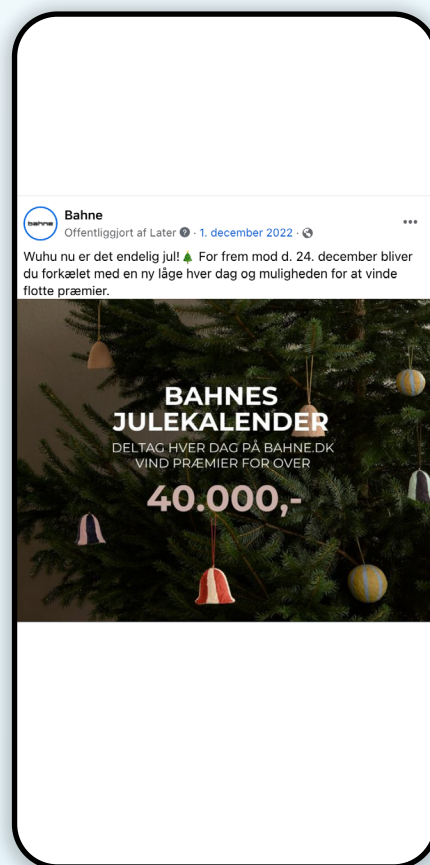
Marketing objectives

- 1 Collect permissions
- 2 Drive awareness and engagement



Promotion strategy

Bahne used paid ads on Facebook and Instagram, along with online store pop-ups, to promote their advent calendar. Additionally, they posted daily organic posts on Instagram and Facebook to showcase the daily calendar doors. Furthermore, they featured the calendar in their weekly email newsletter.



Promotional posts

65,000

reach &

155,000

impressions with Meta paid ads

20,000+

reach in average
in the daily organic posts



Top 5 URL referrer

to Bahne.dk (Which proves direct
traffic to their website)

10,000+

unique registrations

Name It's very engaging advent calendar campaign

name it

Children clothing
part of the Bestseller group

Name It's advent calendar had several goals, including audience engagement, the collection of marketing permissions, and data enrichment. To access the calendar, participants were initially presented with a registration form, where they were required to provide their name, email, country, the number of children they had, and the gender and age of each child.

Each day of the calendar featured a different game, such as quizzes, a wheel of fortune, or roll the dice, along with unique prizes. Additionally, there was a major grand prize: a one-year supply of Name It clothes.

Some games, like quizzes, were also used as opportunities to gather consumer data, such as shopping behaviors from Name It customers.

Incentive

Different daily prizes (e.g., 25% discount code), and a grand prize of a one-year supply of Name It clothes

Marketing objectives

- 1 Capture consumer data
- 2 Collect permissions



Playable campaign

playable

name it

Children clothing
part of the Bestseller group

Promotion strategy

Name It promoted their Christmas calendar through paid ads on Facebook and Instagram. Additionally, they utilized email marketing both as a dedicated campaign, and appearances in other email initiatives. The calendar was also promoted across on their app and website, in various forms.

Promotional post



Happy 1st of December!

This is your chance to win a year's supply of NAME IT clothes



It's December 1st, and we want to celebrate!
Participate in our Christmas calendar for a chance to become 1 of 3 winners. Remember, you can also win amazing daily prizes every day during the month of December!

PARTICIPATE

Promotional email

10,1%

CTR on the Danish dedicated email campaign

47%

CVR on the Danish paid ads (converting to leads)



15,800+

unique registrations

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Soya Concept's promotional advent calendar campaign

SOYACONCEPT
Fashion clothing retailer

Soya Concept's primary objective with their advent calendar campaign was to engage and retain customers in a fun manner, spread Christmas cheer, and promote their brand and available collections.

Their advent calendar consisted of 24 doors with 6 different games (including guess the word, memory game, etc.), where participants could click on the door of the day to reveal the daily prize behind it.

Subsequently, they were presented with a lead form that only requested their first name and email address, along with an option to subscribe to the newsletter. The daily prizes included a variety of items, including discount codes, gift cards, goodie bags, etc.

Incentive

Daily prizes such as discount codes, gift cards, goodie bags, etc.

Marketing objectives

- 1 Drive awareness and engagement
- 2 Collect permissions

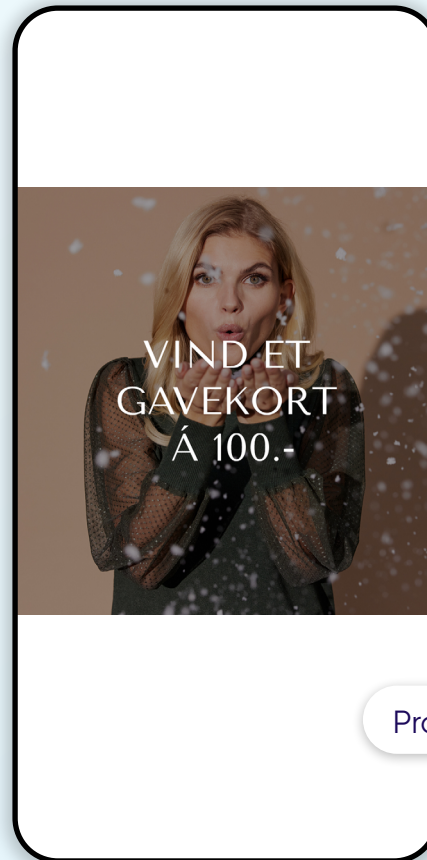
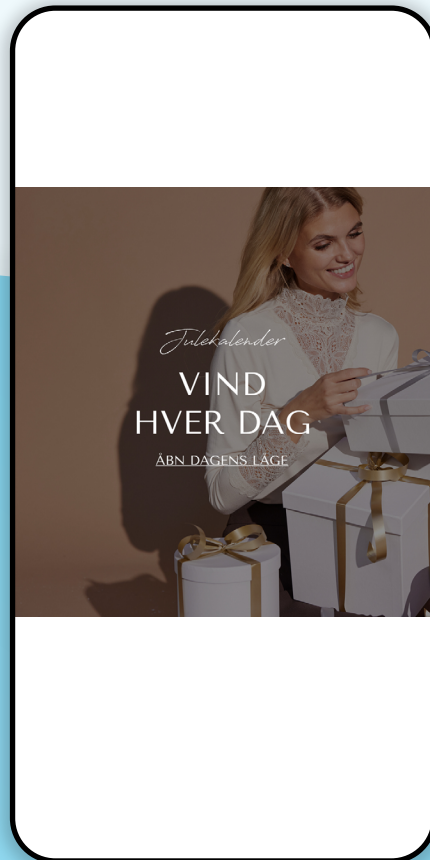


Playable campaign

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Promotion strategy

Soya Concept promoted their advent calendar campaign on Facebook and Instagram through a combination of organic posts and paid ads. They also utilized email marketing, leveraging their extensive customer database and loyal customer club by sending daily reminders to participate. Additionally, they used on-site pop-ups to engage website visitors.



17,500+
sessions on the calendar page,

12,000+
registrations in total

5,200 
clicks on the CTAs

Promotional posts

Beauté Pacifique's 25th anniversary Christmas drop game

Beauté Pacifique celebrated their 25th anniversary by launching a 25-day Christmas drop game from Nov. 30th to Dec. 24th.

By playing the game daily, participants had the opportunity to win daily prizes and additional chances to win a grand prize of a 50% discount on all Beauté Pacifique products.

First, participants were introduced to the game and shown all the daily prizes to encourage participation. Then, they were asked to register with their first & last name, email, birthday, and to agree to receive marketing communications.

After playing the game, participants were presented with a unique brand story, related to the daily prize item, which served as a great way to educate participants on Beauté Pacifique product offerings.

There was also a CTA to learn more about the daily prize item.

Incentive

25 daily prizes from Beauté Pacifique product line and a grand prize of a 50% discount for up to 10,000DKK (approx. €1,300)

Marketing objectives

- 1 Collect permissions
- 2 Drive awareness and engagement

BEAUTÉ PACIFIQUE

Skincare company

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Promotion strategy

To promote the campaign, the primary promotional activity involved a paid social ads campaign. The primary goal was to gather pre-sign-ups for the Christmas game, where users subscribed to Beauté Pacifique's newsletter, ensuring they would receive daily campaign reminders throughout December. The incentive for pre-signing up was the chance to win a physical advent calendar filled with Beauté Pacifique's products.



1800+

hours spent with the brand

9500+

clicks on the CTA buttons



57,6%

increase in unique registrations compared to the previous year

Løgismose's magical advent calendar campaign

Løgismose designed a magical advent calendar campaign for their audience, showcasing a wide range of their products as the daily prizes, including fine wines, caviar, and delectable Christmas treats.

Upon arriving on the campaign page, participants could see the daily door they could open and discover the prize of the day. Following this, they could play the daily games, which included wheels of fortune, quizzes, and scratchcards. Then, participants were prompted to fill out a simple registration form to enter the daily draw, requesting only their first & last name, and email address.

The campaign also had the goal of getting new members to Club Løgismose, as members could purchase the prizes at a discount throughout December.

Incentive

Daily prizes from Løgismose product offerings

Marketing objectives

- 1 Collect permissions
- 2 Drive awareness and engagement

LØGISMOSE

GRUNDLAGT 1965

Food and wine company producing and retailing wine and delicacies



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LØGISMOSE

GRUNDLAGT 1965

Food and wine company producing and retailing wine and delicacies

Promotion strategy

The Christmas calendar was promoted through paid advertising on both Facebook and Instagram. Additionally, they implemented a promotional pop-up on their website and featured the calendar in their newsletter communications as a loyalty-building initiative for their existing club members.



Promotional posts



4,3%

CTR on their paid ad
(2X higher than their usual CTR on lead ads)

14,000+

participants,
of which **55%** were new members

56%

of the new members
are still members today



DitUr's Christmas calendar with special discounts

In 2022, DitUr launched an advent calendar campaign featuring 18 special discounts and 8 different games, depending on the specific day participants were playing.

On days when DitUr aimed to highlight special discounts and boost sales, participants could click on the calendar doors to reveal the discounted offers (e.g., a box of 12 watches at 58% off). By clicking on these offers, participants were directed to DitUr's webshop to make their purchases.

On days when games were featured instead of special discounts, participants were first presented with a registration form, requesting first & last names, and their email addresses. After registering, they could play the games and see if they won!

Incentive

18 special discounts and 8 different prizes (e.g., gift cards, free delivery, etc.)

Marketing objectives

- 1 Drive store visits
- 2 Drive awareness and engagement



Playable campaign

Promotion strategy

DitUr used email marketing to promote their advent calendar campaign, using special newsletter and daily reminder emails.

Promotional posts



58,000+
sessions on the advent calendar

25,000+
clicks on CTA buttons to access the games or special discounts



192,8
hours spent with the brand

Elgiganten's loyalty club Christmas calendar campaign

Elgiganten's Christmas Calendar campaign had a dual purpose: attracting new members to their loyalty club and keeping the current ones engaged.

The calendar included 36 enticing prizes, such as mobile phones, robot vacuums, and headphones, strategically displayed on the first page to capture the attention of potential members and motivate them in participating in the calendar.

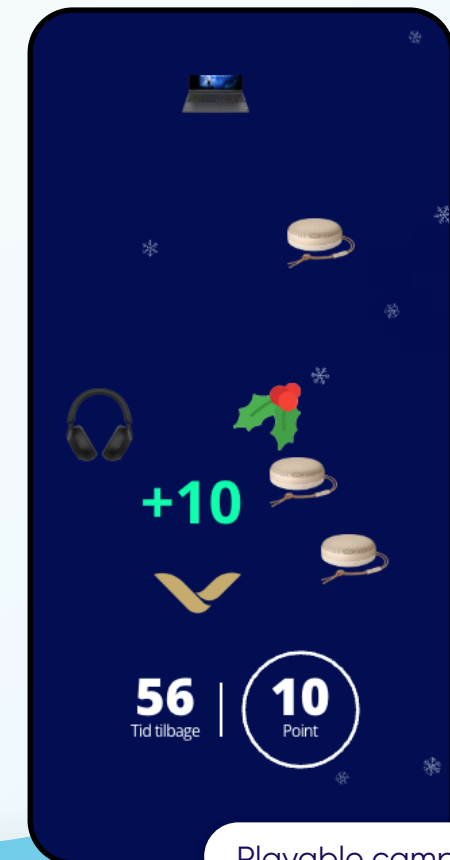
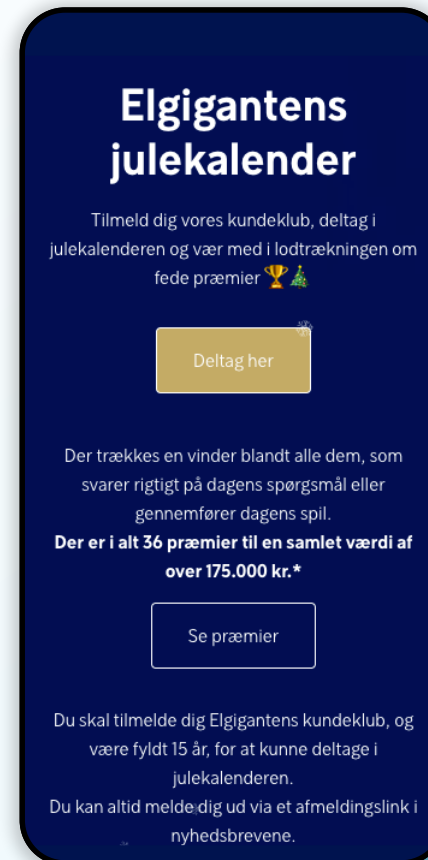
To participate, individuals were required to complete a registration form, providing their first and last names, email addresses, and postal codes. Once registered, participants were presented with a daily quiz or a unique daily game, like snake games and scratchcards. By winning the games, participants automatically entered the daily draw.

Incentive

36 prizes with a value of 175,000DKK (Approx. €23,400)

Marketing objectives

- 1 Collect permissions
- 2 Drive awareness and engagement



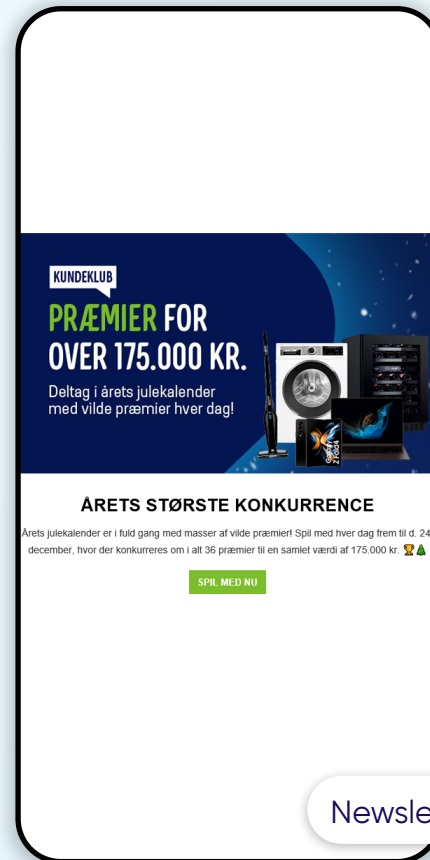
Playable campaign

Promotion strategy

To promote their advent calendar, Elgiganten used Facebook and Instagram ads, alongside promotions in their email newsletter. Additionally, they employed a pop-up and a hotspot banner on their website.



Promotional post



Newsletter

324,000
Meta ad views,
with a CTR of **2,93%**

39,76%
email open rate,
with a CTR of **4,19%**

180,000 approx.
sessions

42,400+
unique registrations



Get in touch

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