



Fall inspiration guide

8 outstanding fall campaigns
from various brands to inspire you!

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Foreword

Welcome to the Fall Inspiration Guide, proudly presented by Playable – the gamification platform for marketers. As the leaves will soon crunch under our feet and pumpkin spice will fill the air, we're thrilled to showcase 8 standout seasonal fall campaigns from our customers that really hit the mark.

In this guide, you can explore those real-world examples spanning Halloween chills, Black Friday thrills, and autumn-themed creativity. We're here to fuel your inspiration, nudging you to break the mold and achieve even better results with your own fall marketing plans.

With years of experience aiding businesses big and small across many industries, Playable is your trusted partner for enabling awesome gamified campaigns! Let this guide be your launchpad, propelling you toward innovative ideas and successful strategies that capture the essence of this season.

Get ready to transform your fall campaigns into something extraordinary.



Andreas Fabricius
Co-CEO, Playable



Natusan's very engaging Shoot the Zombie Cats Halloween campaign

For their Halloween 2022 campaign, Natusan aimed to craft an enjoyable yet thematic experience for the celebrations.

Following a collaborative brainstorming session with the Playable team, the concept of a "zombie cats" Shooting game emerged, designed to evoke the nostalgic appeal of 90s arcade games while maintaining a "cute" and on-brand aesthetic with the zombie cats. Participants engaged in shooting the zombie cats, competing for a chance to secure a year's worth of cat litter supply.

Participants also gained a 15% discount on their next order so they could give their cat a Halloween treat.

Incentive

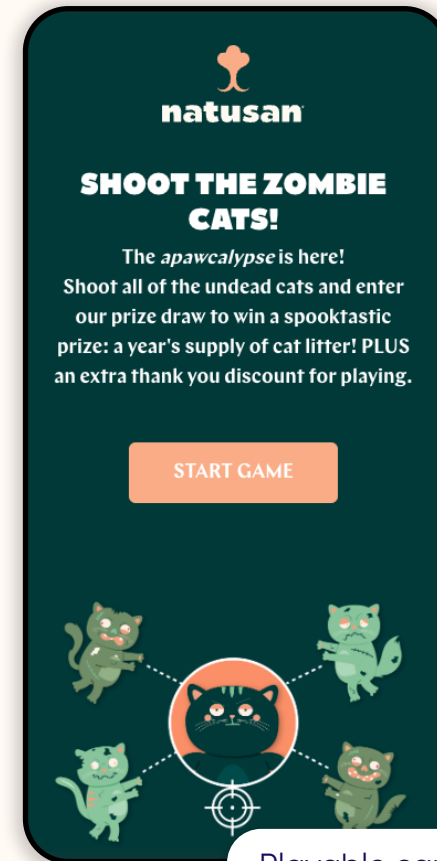
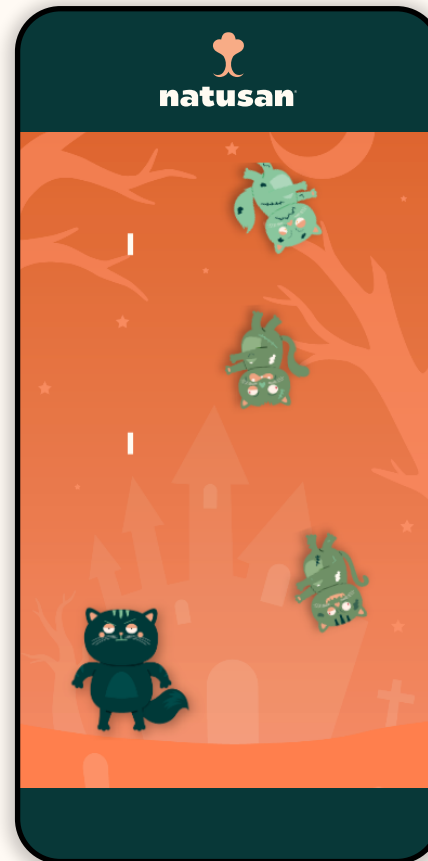
Possibility to win a year's supply of cat litter (worth £215!). Plus, a 15% discount code for playing.

Marketing objectives

- 1 Drive conversions
- 2 Collect permissions



Natural cat litter and eco-friendly cat accessories
Part of Mars group



Playable campaign

Promotion strategy

To promote their Zombie Cat campaign, Natusan leveraged all their channels. This included organic posts on Instagram and Facebook, paid promotions across Instagram, Facebook, and TikTok, as well as a tailored CRM flow to engage their existing customer base with the game.



Promotional posts

6220
sessions

3287
registrations

514
clicks on the "Shop now"
CTA button

0,56
minutes is the average time
a participant spend with
the brand per session



Thorpe Park's Fright Nights Gaming Halloween campaign



At Thorpe Park, Halloween is not a single day, it's a month of festivities under the name "Fright Nights." While the entire park is filled with terror and thrills, Thorpe Park also wanted to reach their visitors on their phones by creating fun horror-themed games.

Participants entered the "Locksmith's Workshop" where they were presented with 6 different doors with keys to unlock different games (including a memory game, a drop game, etc.). Participants had to complete each challenge one by one to unlock the next door.

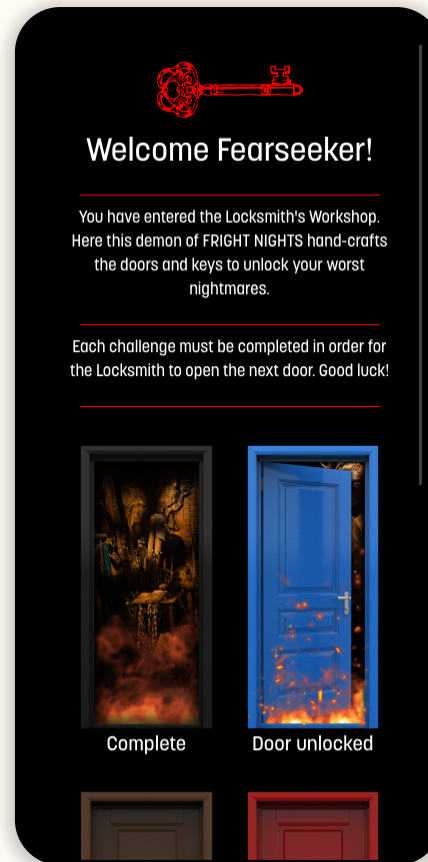
To participate, visitors simply had to fill in a lead form with their name and email, plus agree to receive Thorpe Park's newsletter.

Incentive

The challenge to unlock the 6 different doors and see what's at the end of the experience. Plus, different giveaways.

Marketing objectives

- 1 Gamify your content
- 2 Collect permissions

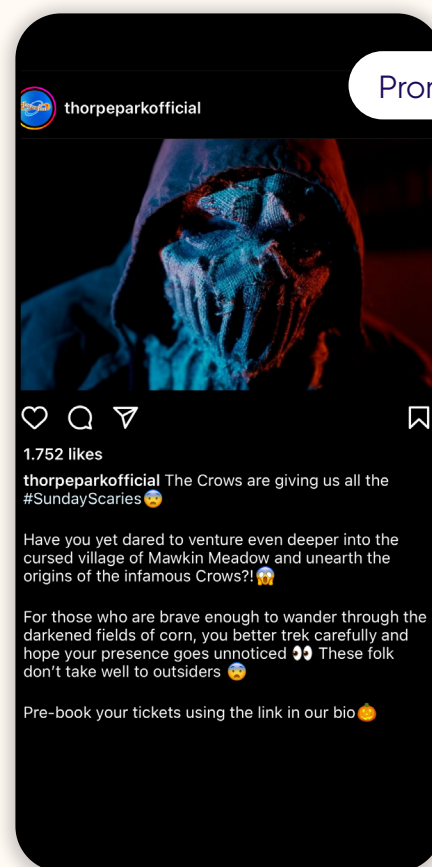
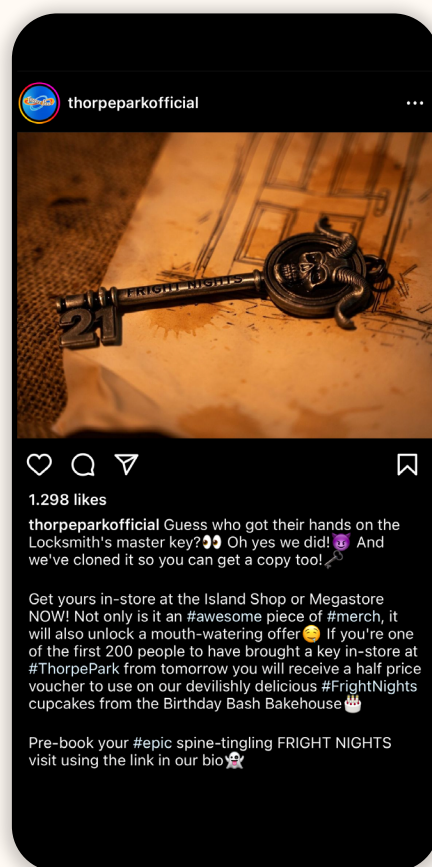




Theme Park

Promotion strategy

The Fright Nights Interactive Games were shared through Thorpe Park's organic social media platforms. Additionally, they were highlighted on the park map and displayed on printed signs throughout the premises.



Promotional posts

499
form submissions

42
time spend with the brand

20
clicks on the CTA to become members

10
minutes is the average time a participant spent with the brand per session



ILVA's Black Friday Wheel of fortune campaign

ILVA's Black Friday campaign featured a wheel of fortune contest, strategically designed to attract new leads ahead of the shopping event.

The competition was live the weeks leading to Black Friday, culminating in the draw of the lucky winner on the morning of the shopping extravaganza.

Participants tried the wheel of fortune for a chance to qualify for the gift card draw, an action not restricted by a lead form. However, to enter the draw, participants were required to provide their contact details, including name, email, birthday, and the nearest ILVA store location from them.

Thus, allowing ILVA to collect valuable data about their new leads.

Incentive

Entering a draw to win a gift card of 10,000kr (approx. 1350€) to shop at ILVA for Black Friday

Marketing objectives

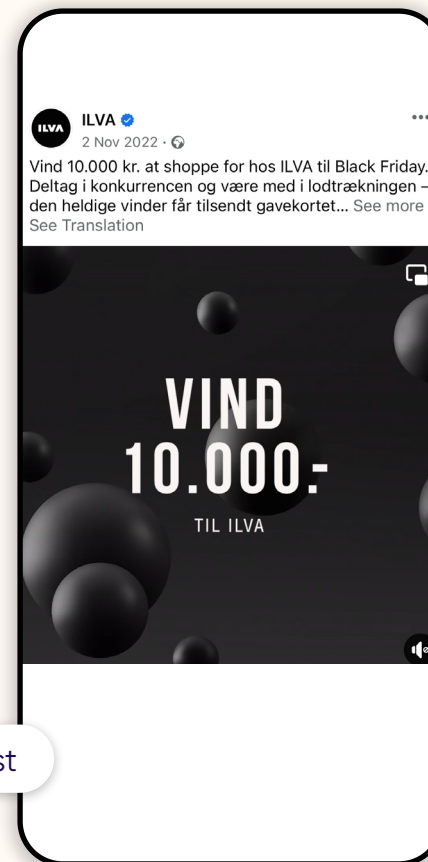
- 1 Collect permissions
- 2 Capture consumer data



Playable campaign

Promotion strategy

ILVA's Black Friday Wheel of fortune was advertised through META (Facebook & Instagram), on ILVA.dk, and in different newsletters (with the intention of obtaining updated permissions from their contacts)



Promotional post

94,95
conversion rate

Over 23,000
unique registrations

1000
clicks on recipes

Over 35,000
clicks to ILVA's website

1,31
minutes is the average time
a participant spent with
the brand per session

904,7
hours of engagement
with the brand in total



Kop & Kande's Black Friday Drop game campaign

During Black Week, Kop & Kande used a Drop Game to generate new qualified leads they could target on Black Friday.

To play the game, participants needed to catch discounts while avoiding paying too much.

The lead form was simple, asking for first and last names, email address, and marketing permissions. In addition, players could participate again and again for extra chances to win, thus multiplying their time spent with the brand. Kop & Kande knew a Drop Game was an experience their customers loved to interact with, and that they would spend a long time playing it. So, they also took the opportunity to highlight their most popular brands at the bottom of the landing page.

Incentive

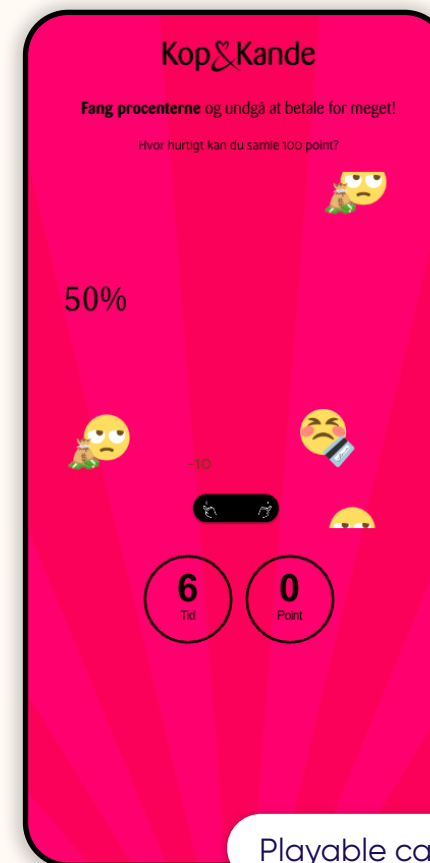
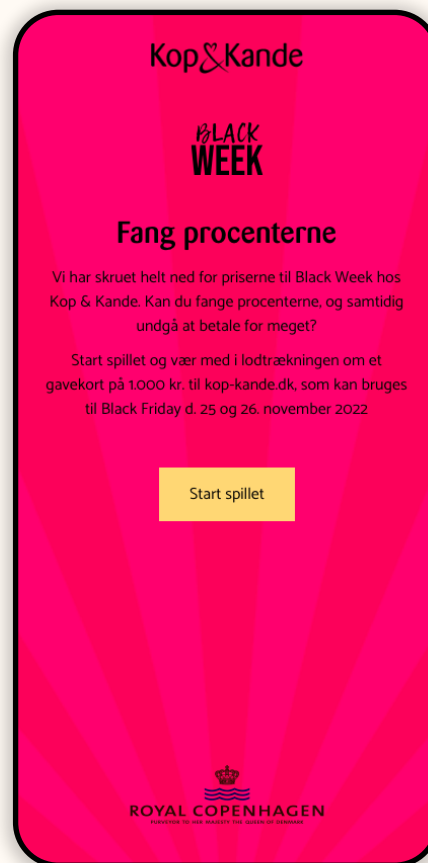
Possibility to win a Kop & Kande gift card of 1.000kr (approx. 135€) that could be used on Black Friday.

Marketing objectives

- 1 Collect permissions
- 2 Drive awareness and engagement

Kop & Kande

Local and online stores
Kitchen equipment, table settings, and gifts



Playable campaign

Promotion strategy

Kop & Kande utilized both organic and sponsored social media ads to promote the Drop Game, aiming to acquire new leads. Additionally, they leveraged their email lists to share the campaign with their current audience, effectively enhancing awareness and engagement surrounding their Black Week offerings.



Promotional post

499
form submissions

42
time spend with the brand

20
clicks on the CTA to
become members

10
minutes is the average time
a participant spent with
the brand per session



Kaufmann's Black Friday Scratchcard campaign

KAUFMANN's campaign, a Scratchcard, was designed to generate leads before Black Friday, amplifying their subscriber base and strengthening their email marketing for the event.

The gamified approach sought heightened user engagement, making it more enticing and fun than a simple sign-up form. Participants who succeeded in gaining 3 of a kind in the Scratchcard game could enter a draw to win a gift card of 1000kr (approx. 135€).

In addition, they could register on KAUFMANN's VIP Black Friday list where they could access exclusive Black Friday offers before everyone else.

Incentive

Possibility to win a KAUFMANN gift card of 1.000kr (approx. 135€) that could be used on Black Friday. Plus, access to KAUFMANN's VIP Black Friday list.

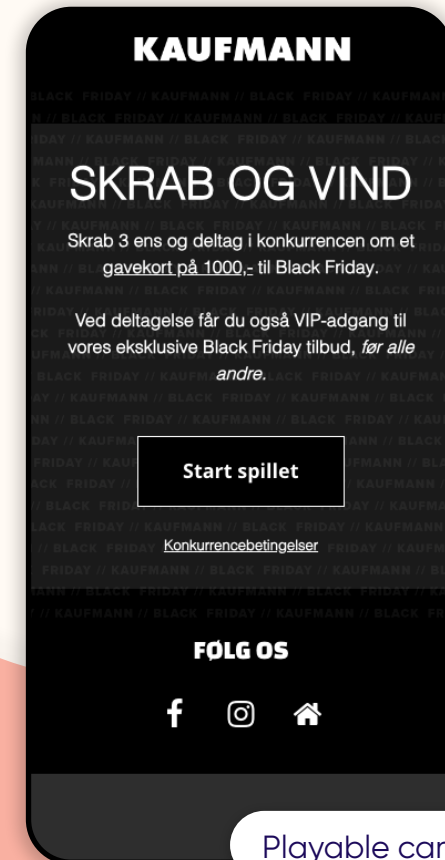
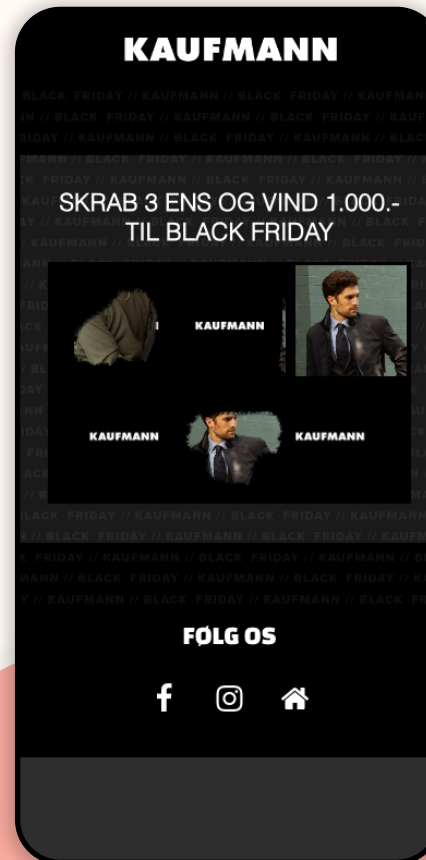
Marketing objectives

- 1 Collect permissions
- 2 Drive conversions

KAUFMANN

SINCE 1908

Local and online stores
Men clothes and accessories



Playable campaign

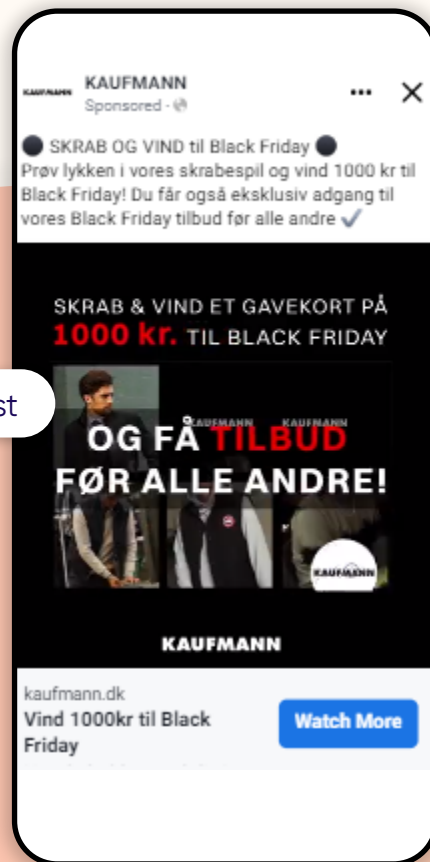
KAUFMANN

SINCE 1908

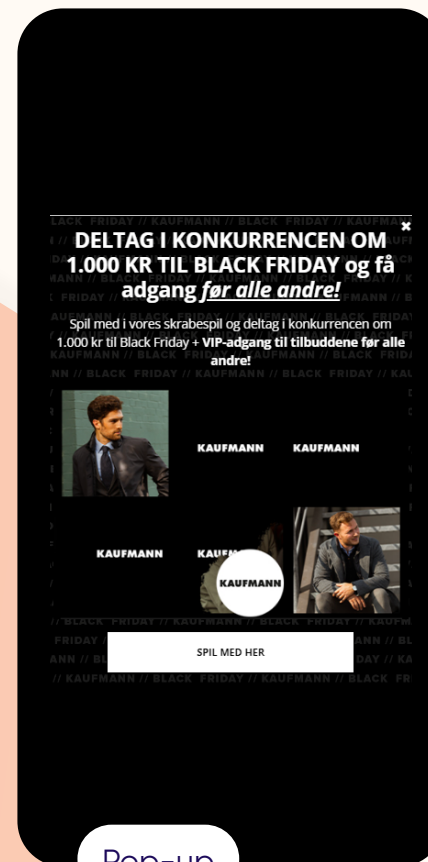
Local and online stores
Men clothes and accessories

Promotion strategy

KAUFMANN's campaign was promoted through paid ads on Facebook and TikTok (with a small budget), featured in their email newsletters, showcased as a website pop-up, and displayed on physical exhibits within their stores.



Promotional post



Pop-up

3,1%
paid ads CTR

3342
sessions

2069
registrations

1795
unique registrations

61,9%
conversion rate

75%
of participants
completed the game

73%
of subscribers are still
active subscribers
and **50%** of those have
become/are customers

playable



Krifa's cold subscribers fall campaign

Krifa launched a Fall Wheel of fortune campaign, inviting cold subscribers to engage in a fun leaf-surrounded game with the possibility to win small and big prizes instantly. The game was a great opportunity for Krifta to learn more about their cold subscribers by asking them their email, telephone number, and job situation.

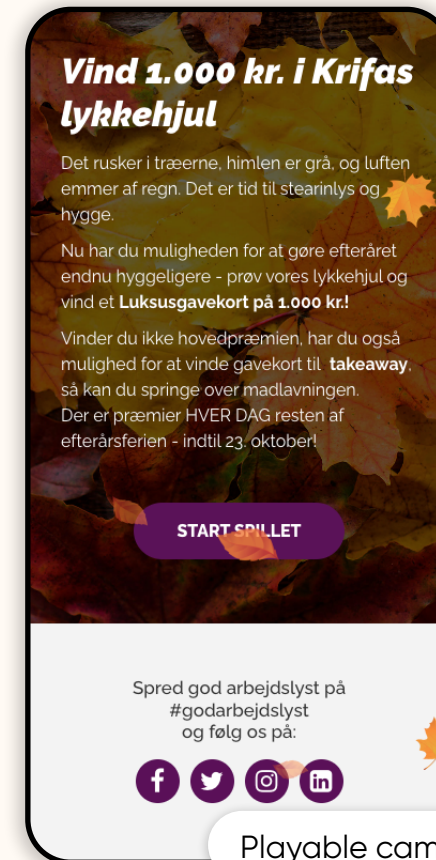
Plus, at the end of the experience, they drove conversions by saying "You didn't win the big prize of 1000kr? No worries, you can still get your 1000kr giftcard by becoming a member today!"

Incentive

Possibility to win 100kr (approx. 13€) in takeaway or a big prize of 1.000kr (approx. 135€)

Marketing objectives

- 1 Collect permissions
- 2 Drive awareness and engagement

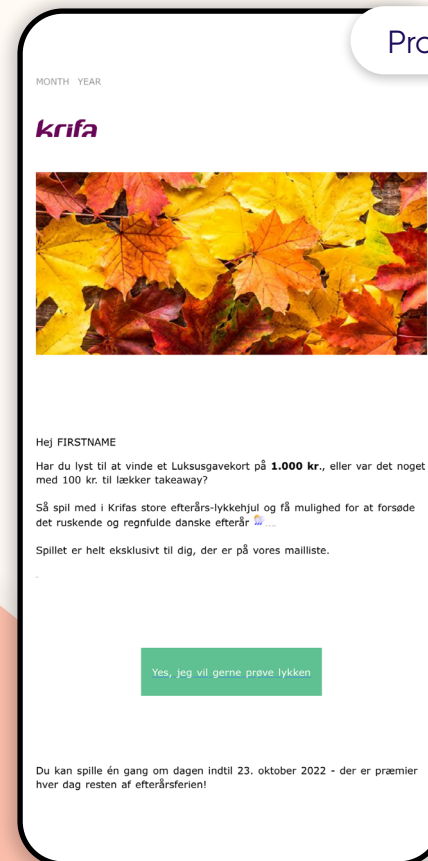


Promotion strategy

Krifa used email marketing to promote their campaign, sending an initial invitation email followed by a reminder, targeting cold leads from their subscriber list.

The selected leads had a registration date older than 3 months and lacked vital data points like phone numbers. In fact, a third of the 23,000 leads had only provided email addresses.

The objective was to enhance these cold leads with data, facilitating their transition from top-funnel stages to lower ones, all while offering them an opportunity to re-engage with Krifta's brand, often for the first time in a while.



Promotional post

499

form submissions

42

time spend with the brand

20

clicks on the CTA to become members

10

leads from this campaign are still paying members



Fri Bikeshop's fall engagement campaign

Fri BikeShop introduced 3 distinct games on their website in October 2022, aiming to engage their audience and extend their time spent with the brand. With the primary aim of fostering engagement, these games were accessible to all visitors without being gated by a lead form.

The initial game involved a Snake challenge where players aimed to expand their "bike" by capturing "Hello October" toggles.

The second game was a Memory challenge, prompting participants to match bike images to complete the game.

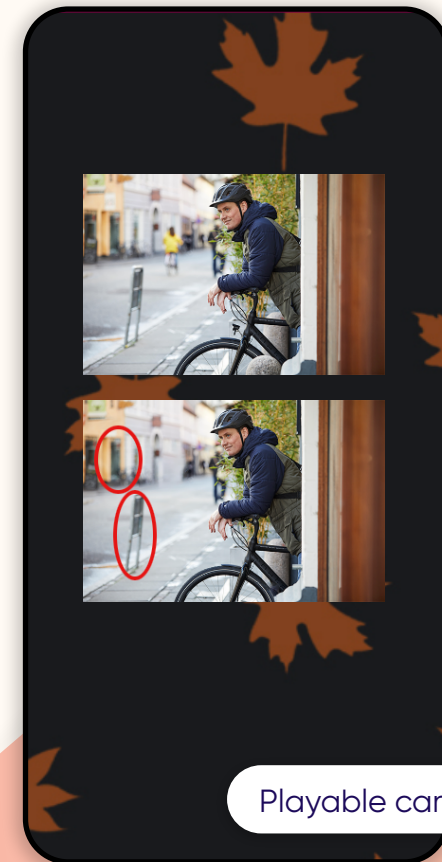
The third game, a Spot the Difference experience, required players to identify 5 differences in an image of a man on a bike.

Incentive

The fact that these games were not gated and were simply there to entertain their audience made it possible for Fri BikeShop to generate success without incentives.

Marketing objectives

- 1 Drive awareness and engagement
- 2 Drive conversions



Playable campaign

Promotion strategy

Fri BikeShop promoted these games both organically and through paid ads on Facebook. Moreover, they used email marketing to reach their current email list. It was a great way for them to have their audience spend some time with their brand in a fun and interactive manner.



Promotional post

Enhanced

brand image

Engaged

audience

Increase

time spent with their brand

Get in touch

hello@playable.com

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