

Best Marketing Gamification Campaigns of 2025



playable

2025

Our choices for best gamification campaigns



January

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RAINS

February

In February, **Sinful**, a leading Danish adult lifestyle e-commerce brand, was highlighted for their use of gamification as an integrated part of their onsite 'Birthday Campaign'!

sinful[®]

March

In March, we gave a round of applause to **Kay Bojesen**, the iconic Danish design brand, for their creative and engaging Euro 2024 campaign!

 KAY BOJESEN

April

In April, we awarded **BAUHAUS** for their brilliant Easter campaign, combining seasonal engagement with attractive prizes!

BAUHAUS[®]

WHITE STUFF

POP VAKUUTUS

Elizabeth Arden

PINCHO NATION

REMA 1000

bahne

May

June

August

September

October

November

In May, **White Stuff**, the British fashion and lifestyle brand, impressed us with a smart yet simple Wheel of Fortune campaign.

Who said insurance marketing was boring? Not **POP Vakuutus**! This June they showed us how it's done!

The winner of August 2025 was – **Elizabeth Arden**, highlighting the benefits of their iconic Eight Hour® Cream Skin Protectant.

In September, we congratulated **Pincho Nation**, a popular tapas restaurant originally from Sweden and now across Scandinavia, Finland and Germany.

In October, **REMA 1000**, a Danish Grocery Retailer, was the happy winner!

We finished the awards in November 2025 with a great campaign from the retailer **Bahne**!

Foreword

At Playable, we spend every day helping brands turn attention into action through gamification. And if there's one thing 2025 reinforced for us, it's this: people don't want more marketing - they want better experiences.

Throughout the year, we highlighted a Campaign of the Month every month to celebrate brands that didn't just follow trends, but used play in thoughtful, purposeful ways. These campaigns weren't about adding noise or novelty. They were about simplifying decisions, rewarding engagement, educating customers, and creating moments people actually wanted to take part in.

We've brought all of the Campaign of the Month winners together in this guide, and what excites me most is their diversity. From fashion and beauty to insurance, grocery retail, and hospitality, these brands prove that gamification isn't limited to one industry, one audience, or one objective. When done right, it works anywhere.

None of the campaigns featured here are hypothetical. They all ran live, were approved by the brands themselves, and delivered on real business goals - whether that was driving sales, growing subscriber lists, increasing time spent with products, or building long-term loyalty.

My hope is that this collection inspires you to think differently about how you engage your audience. Not by making things more complex, but by making them more human, more interactive, and more fun.

Because when marketing feels like play, everyone wins.

— Andreas Fabricius
Co-CEO, Playable

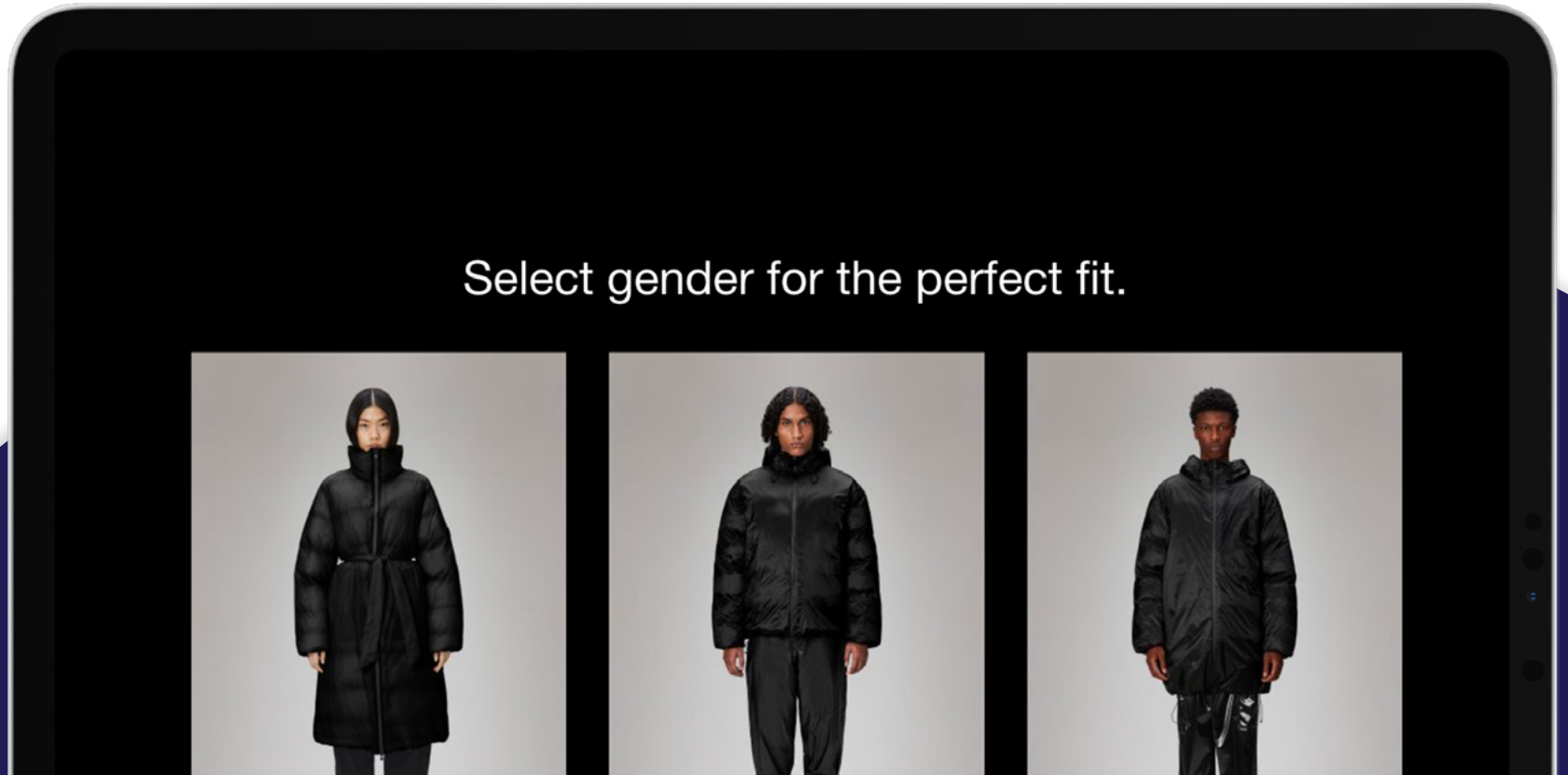


January

Rains, the Danish outerwear lifestyle brand, kicked off the year with a gamified Winter Jacket Guide that takes online shopping to the next level.

This standout campaign takes online shopping to the next level. Designed as an **engaging personality test**, it helps users discover the winter jackets that perfectly match their needs. Here's what makes it special: customers spend more time interacting with Thermal products, enjoying a tailored experience that simplifies their decision-making journey.

The early performance indications from the Winter Jacket Guide have been remarkable, **exceeding expectations in key areas like customer interaction, content engagement, and lead conversion.**



RAINS

Game type: Personality test.

Game description: The Winter Jacket Guide consists of 4 questions about the customer's gender, preferred length, level of insulation, and level of waterproof protection.

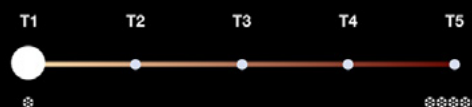


Try the game here!

Select your preferred length.



Choose preferred level of Insulation from T1 (light) to T5 (heavy).



Next

Read more

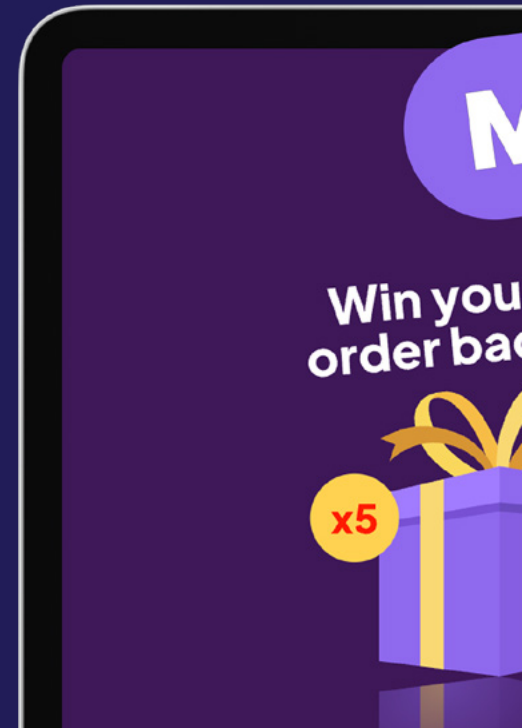
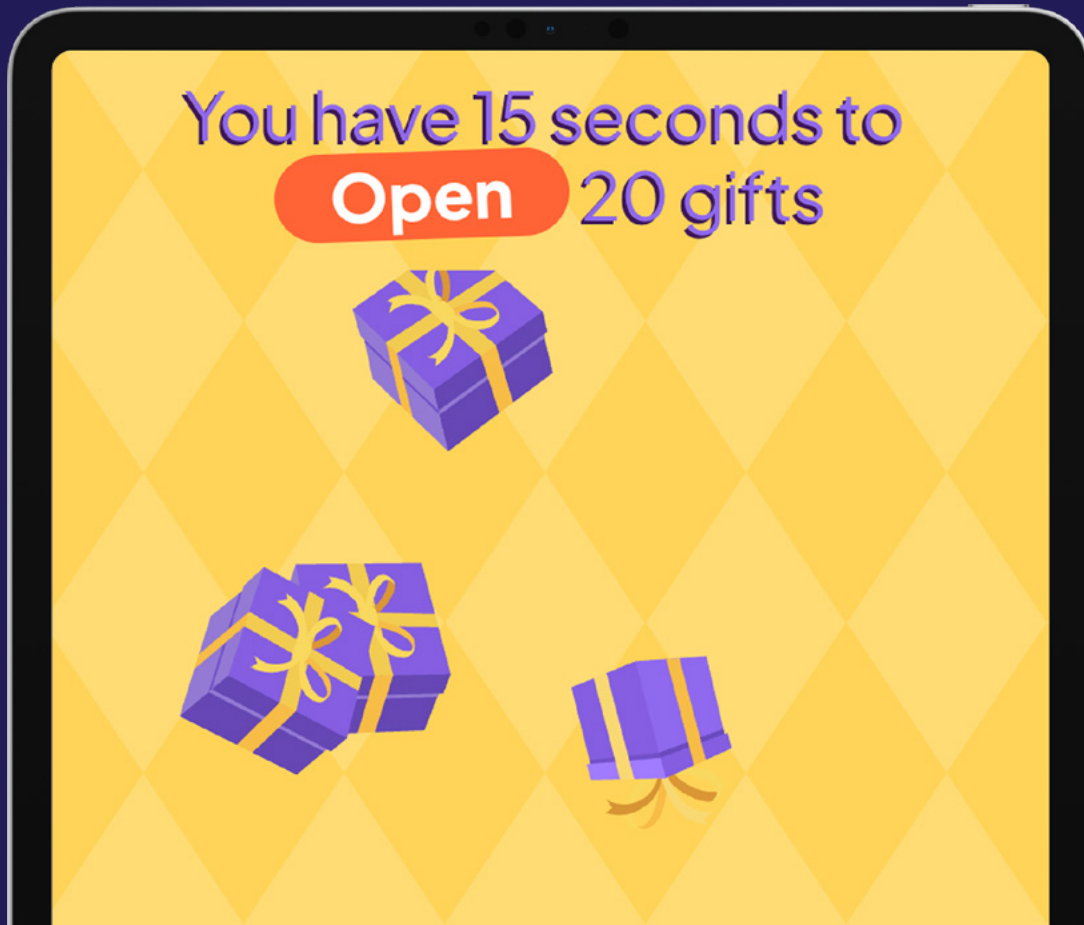
February

In February, **Sinful**, a leading Danish adult lifestyle e-commerce brand, was highlighted for their use of gamification as an integrated part of their onsite 'Birthday Campaign'!

The campaign focuses on celebrating customers, offering them a chance to win a reward of their choice—either a discount code or a free gift – selected by the customer before playing. Sinful's main goals were to drive sales and collect newsletter signups across all 11 stores.



[Try the game here!](#)



sinful

To achieve those goals and maximize visibility, they promoted the campaign through social media (organic, paid, and influencer collaborations), email newsletter, and website banners.

This campaign is a fantastic example of how brands can turn special occasions—like their own birthday—into an opportunity to boost engagement, loyalty, and sales through gamification. Another standout element are the added details with animations on both the prize selection page and the winner page. What a great way to provide an immersive experience!

Main Prizes



Game type: Slice it

Game description: To win, customers had 20 seconds to "open" 15 virtual presents.

Prize: The game offers tailored discounts or free gifts with their orders for the product categories in the Birthday Campaign.

March

In March, we gave a round of applause to [Kay Bojesen](#), the iconic Danish design brand, for their creative and engaging Euro 2024 campaign!

This campaign masterfully uses the retro **Bounce Battle** game to capture attention and excitement around the tournament. To participate, players need to sign up for Kay Bojesen's newsletter. Then, they take control of the brand's signature monkey, bouncing it back and forth in a fun showdown against the computer.



 KAY BOJESEN

Game type: Bounce battle

Game description: Players bounce with the monkey back and forth, aiming to outplay the computer and secure victory.

Prize: The legendary Kay Bojesen monkey or a stylish Danish Football Association logo cap.



Try the game here!



SPIL MED OG VIND KAY BOJESEN X DBU ABEN

NATIONALIKON I RØDT OG HVIDT

Tilmeld dig nyhedsmailen og deltag i konkurrencen om at vinde en x DBU Herre Abe lille, inklusiv en matchende DBU-kasket. De heldige vindere findes den 21. maj 2024.

TILMELD NYHEDSMAILEN OG SPIL MED

Præmien har en samlet værdi af 1.364,95 kr.

Se præmien [her](#)



April

In April, we awarded **BAUHAUS** for their brilliant Easter campaign!

The building materials retailer launched a successful Easter campaign, combining seasonal engagement with attractive prizes.

With a festive, relevant design the campaign didn't just offer a strong incentive to play. It cleverly tied into Easter project inspiration, encouraging visitors to explore more through a strong post-game CTA.



BAUHAUS®

We are spotlighting this campaign for its seamless blend of seasonal relevance, stunning design, and practical inspiration. It is such a great example of how gamification can drive engagement during holidays like Easter!



Try the game here!

Game type: Drop game

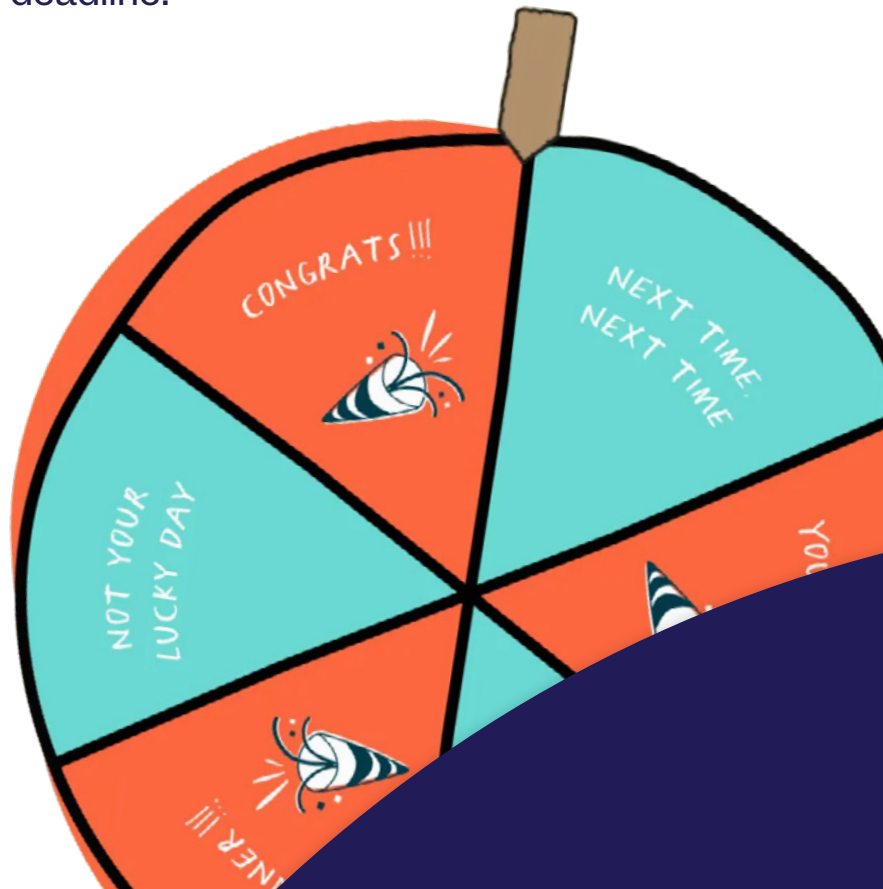
Game description: Players “collected” eggs in a visual basket and needed 150 points to enter the draw.

Prize: BAUHAUS products and gift cards

May

In May, **White Stuff**, the British fashion and lifestyle brand, impressed us with a smart yet simple Wheel of Fortune campaign. The idea? To **thank customers for their purchase**, while also subtly encouraging them to shop again.

And for those who didn't win, White Stuff kept them engaged with a smart follow-up incentive, offering a second chance to spin the wheel if they shopped again before the deadline.



WHITE STUFF

Game type: Wheel of Fortune

Game description: By spinning the wheel, participants had the chance to win back the amount they spent on their recent purchase.

Prize: A refund of their purchase (up to £500)

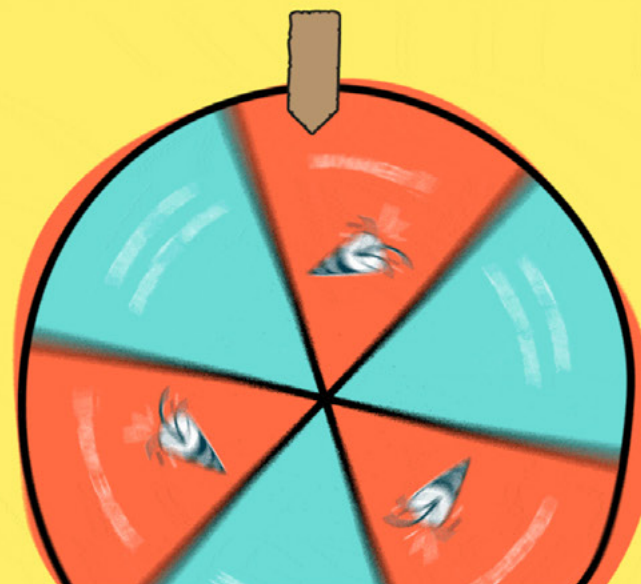
Try the game here!

WHITE STUFF

THIS IS WHEELY FUN

Spin our wheel for the chance to win back the money you spent on your shopping (up to £500).

LET'S GO



June

Who said insurance marketing was boring? Not **POP Vakuutus!**

The Finnish private insurance company set out to promote their -25% discount on car insurance and did so with a playable twist.

POP
VAKUUTUS

Pelaa POP Vakuutuksen Kaskorallia ja voit voittaa

**100€ LAHJAKORTIN
MOTONETIIN!**

Kerää alennuksia
ja väistele esteitä!

-25%
-25%

Pelaamaan!

KASKO -25%

The advertisement is displayed on a tablet screen. It features a stylized illustration of a blue car driving on a road towards a cityscape with green buildings and trees under a bright sun. Two orange circles with '-25%' are floating in the air. A blue banner at the bottom right of the screen reads 'KASKO -25%'. A blue button with the text 'Pelaamaan!' is located at the bottom center of the screen.

POP VAKUUTUS

Game type: Gravity Dodger

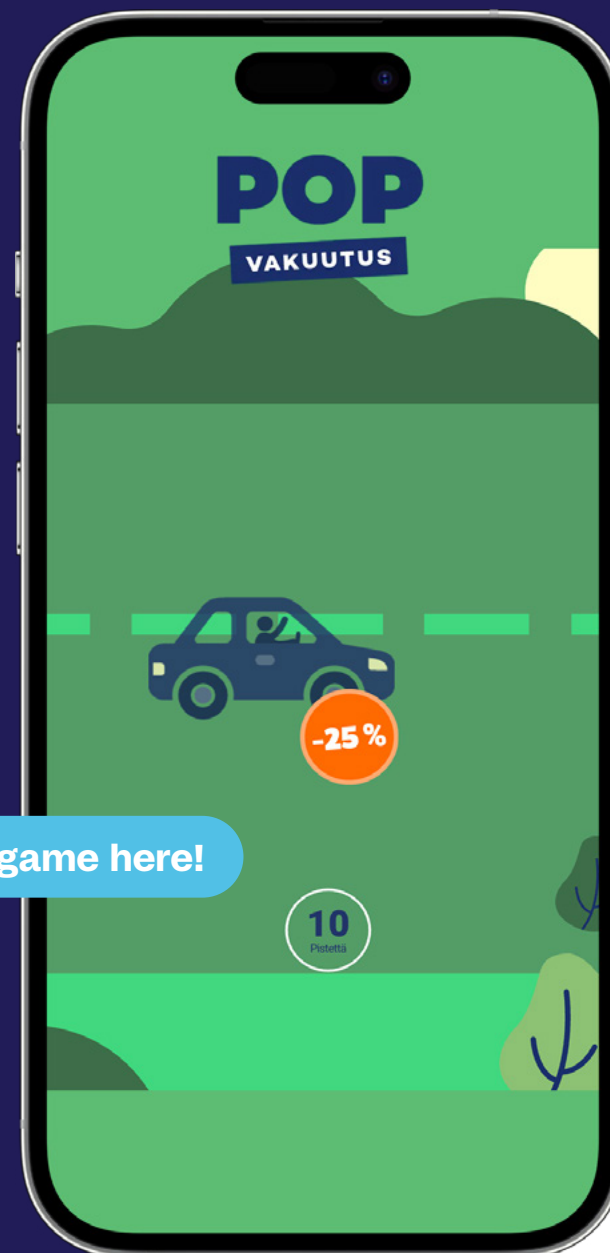
Game description: Participants drove a virtual car, collecting -25% discount tokens while avoiding obstacles on the road.

Prize: A €100 gift card to Motonet, a popular car supply store

This campaign stood out for its fun and engaging approach to promoting an insurance discount. But what impressed us as well was how it also encouraged newsletter sign-ups after the game as part of the prize draw entry.



Try the game here!



August

The winner of August 2025 was – **Elizabeth Arden!**

To highlight the benefits of their iconic Eight Hour® Cream Skin Protectant, Elizabeth Arden launched an engaging playable campaign that **brought the product's value to life in a fun and interactive way.**

This campaign stood out for seamlessly combining product education with sales activation. The game made learning about skincare fun and memorable, while the built-in discount gave players an immediate reason to purchase.



Success!

You have successfully registered for **The £200 Eight Hour® Hamper!**

Meanwhile, shop Elizabeth Arden.

Use code: **ICONIC20**

[SHOP NOW](#)

Learn about the 8 benefits of **Eight Hour® Cream Skin Protectant.**

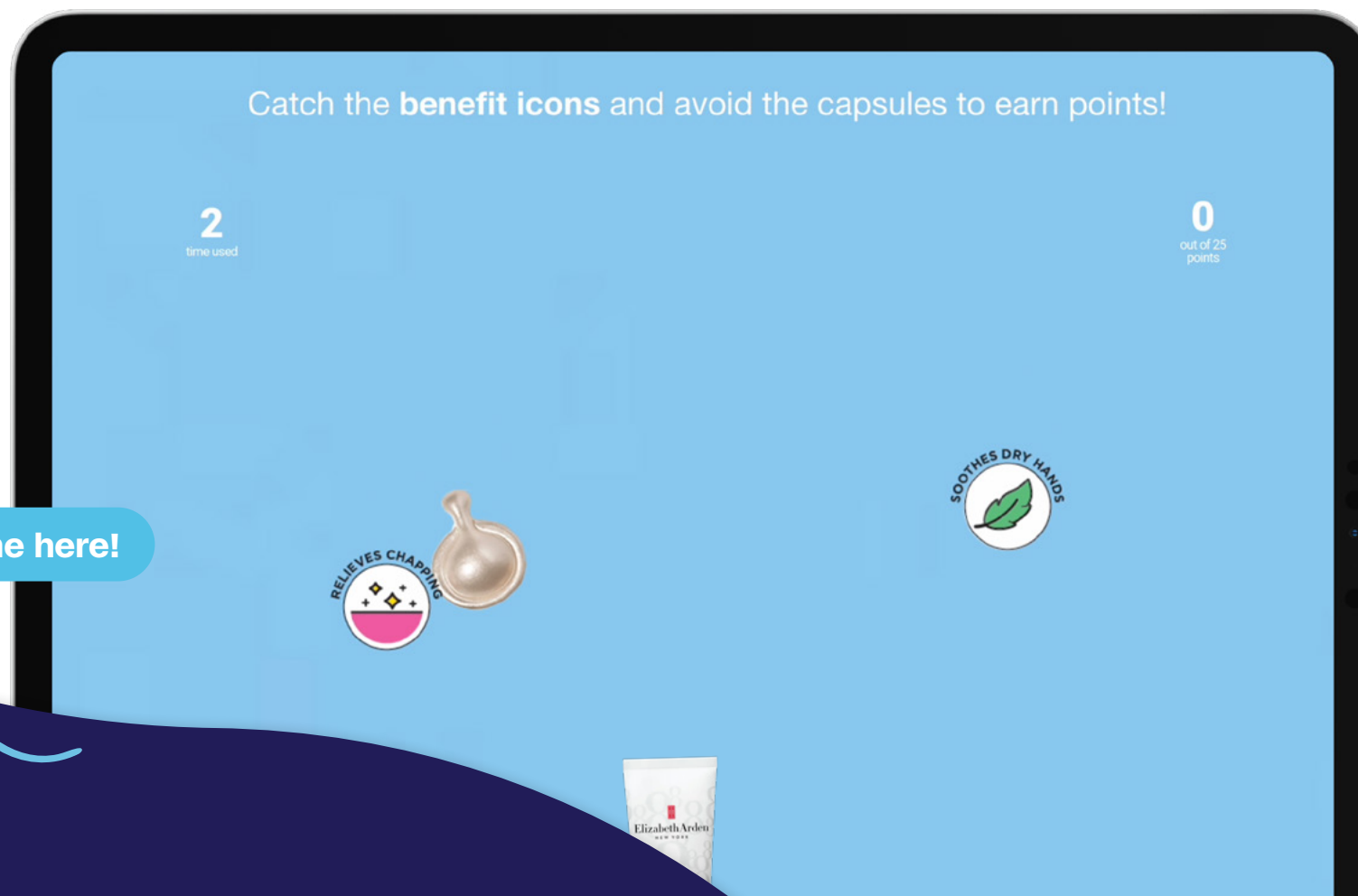


Elizabeth Arden

Game type: Drop game

Game description: Participants had to “catch” the nourishing benefits of the Eight Hour® Cream as they fell to collect points

Prize: A £200 Eight Hour® hamper + an exclusive 20% discount code for all participants.



Try the game here!

September

In September, we congratulated [Pincho Nation!](#)

Pincho Nation, a **popular tapas restaurant originally from Sweden** and now across Scandinavia, Finland and Germany, launched a fun personality test that reveals your tapas personality, from the Social Butterfly to the Taste Explorer.

Why we like it: This campaign hits multiple goals at once – it's fun, data-driven, helps Pincho Nations to increase their email subscriber list, and drives footfall with a great prize for everyone taking part.

HOW DO YOU START YOUR DINNER?



PINCHO NATION

Game type: Personality test

Game description: Participants answered fun questions about their dining habits to discover their tapas personality.

Prize: A free tapas dish for every participant.

Try the game here!



October

In October, **REMA 1000** was the happy winner!

REMA 1000, a **Danish Grocery Retailer**, launched an engaging Halloween-themed skill game to both entertain their audience and showcase their **Halloween magazine** packed with seasonal inspiration.



REMA 1000

Game type: Rush Runner

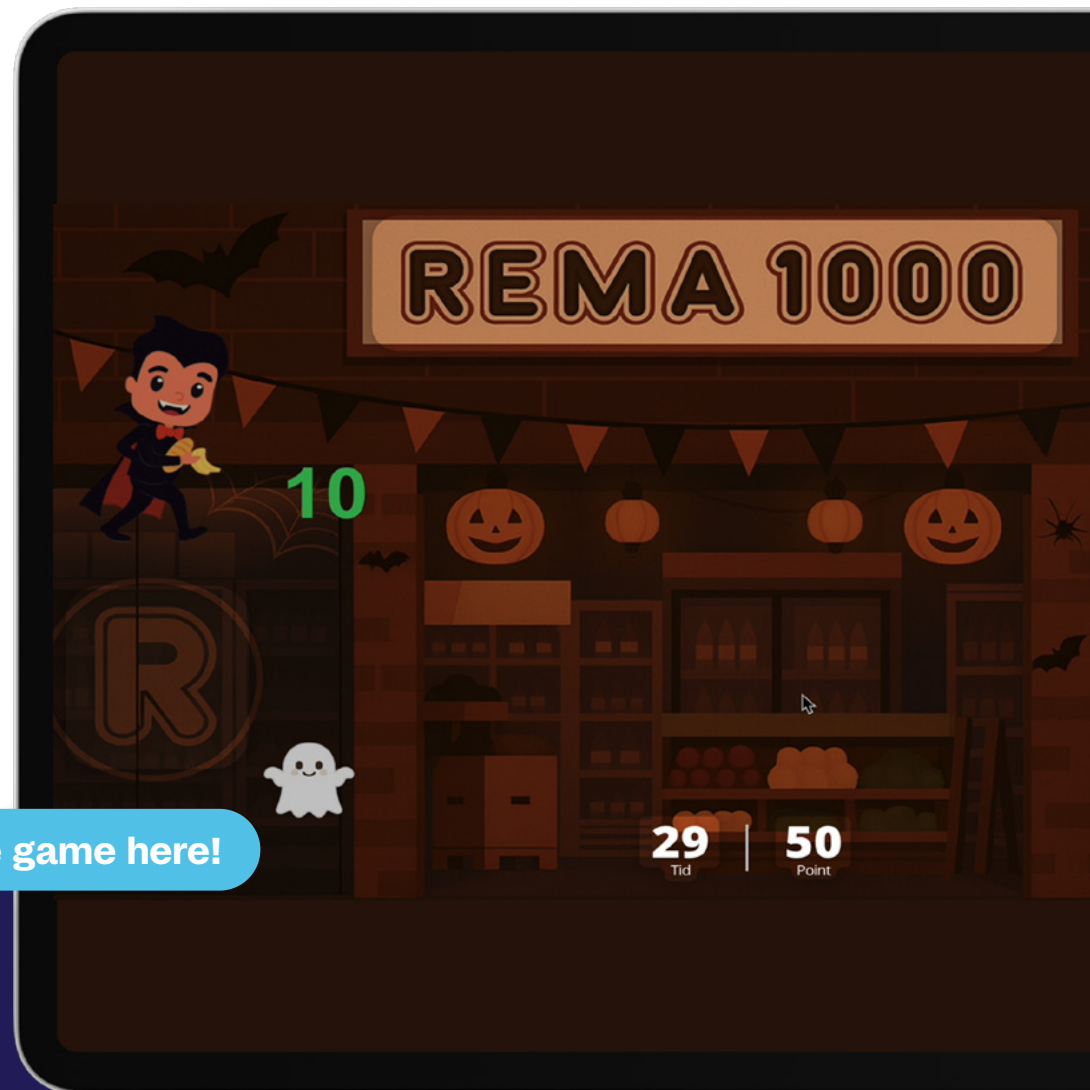
Game description: Participants had to collect pumpkins while avoiding ghosts. Gain 150 points to enter the prize draw.

Prize: 5 gift cards worth 500 DKK each (approx. €65) to REMA 1000

We loved the campaign's multi-purpose approach, engaging their audience, growing their newsletter subscribers, and promoting their Halloween magazine all at once, with impressive results.



Try the game here!



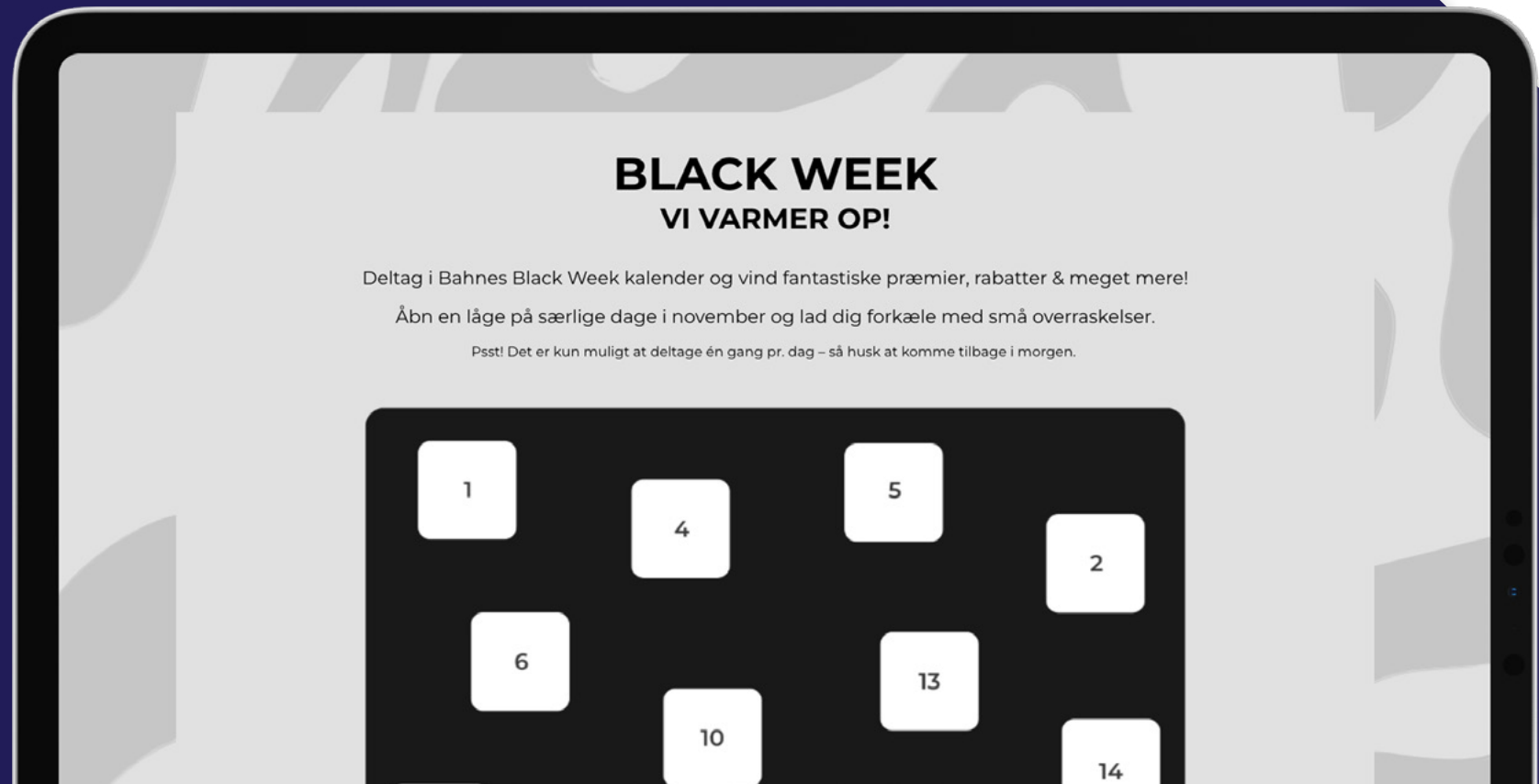
November

We finished the awards in November 2025 with a great campaign from the retailer **Bahne!**

Bahne wanted to **build hype around their Black Friday offers** and they chose a great way to do it; a calendar filled with amazing deals, discounts, and surprises leading up to Black Week!

A smart way to stay top of mind ahead of Black Friday, when competition is fierce. Plus, by participating, users joined a VIP list and got early access to Bahne's Black Friday offers before everyone else!

Try the game here!

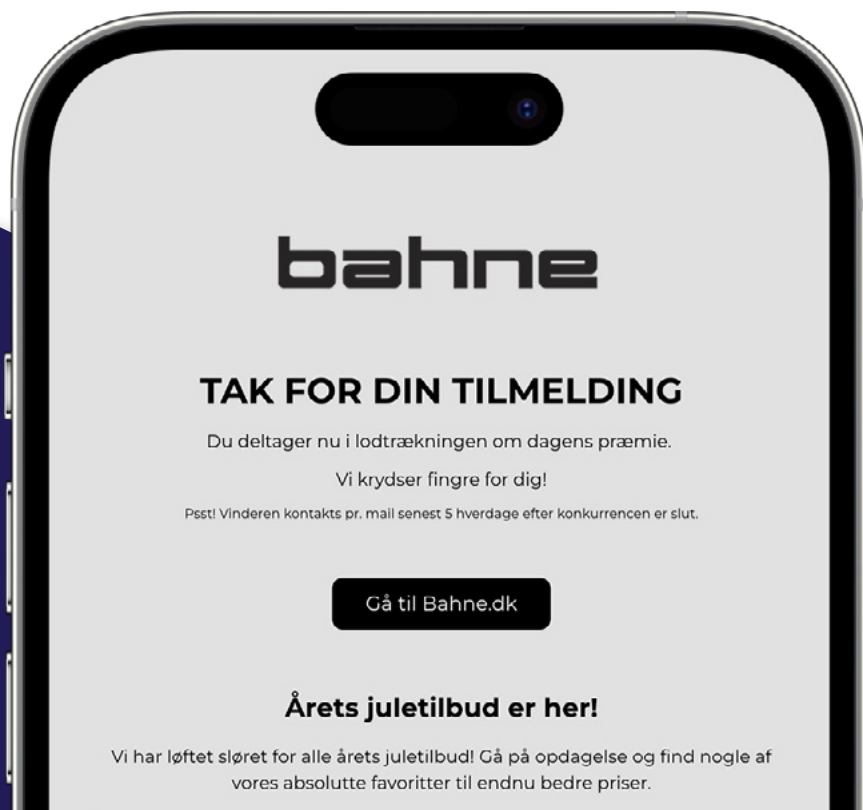


bahne

Game type: Calendar

Game description: Every day from November 1st, participants could unlock discounts and offers ahead of Black Week.

Prize: Different prizes each day, such as a pair of boots from Dico Copenhagen on Nov. 1st.



Lessons from the Best Gamification Campaigns of 2025

Looking across these campaigns, one thing is clear: **gamification works when it is purposeful, simple, and relevant**. Despite examples different industries, from fashion and beauty to insurance, grocery retail, and restaurants, these campaigns share key patterns:



Clear game mechanics that are easy to understand and quick to play



Relevant rewards that resonate with the audience



Strategic timing, aligned with seasons, events, or brand milestones



Measurable goals, from driving sales and newsletter sign-ups to educating customers and increasing engagement

At Playable, we provide the platform behind all of these campaigns, giving brands the tool to quickly launch playable experiences with minimal friction. But we also offer strategic guidance from our Customer Success Managers, helping brands design campaigns that are not just fun, but aligned with business objectives and tailored to their audience.

Whether you're looking to drive engagement, collect valuable first-party data, or reward loyalty, Playable combines the technology and expertise to make your campaigns simple to launch, engaging to play, and effective in results.

We hope this guide inspires you to think differently about your marketing, and shows what's possible when strategy, creativity, and play come together.

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Get in touch



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