



Spring inspiration guide

7 campaigns to energize
your spring marketing strategy

playable

playable

Foreword

Welcome to the Spring Inspiration Guide, proudly presented by Playable. With the arrival of spring, consumer behaviors undergo significant shifts, impacting the marketing from brands in distinct ways.

In the hospitality sector, for instance, people begin planning their summer vacation, leading to increased bookings and travel-related purchases. This trend also extends to the food and beverage sector, as individuals prepare for Easter, Mother's Day, or Father's Day celebrations and gatherings, driving sales of festive food, home decor items, and gifts.

Springtime often evokes a sense of adventure and exploration, prompting consumers to seek out new experiences and fresh starts. Whether it's trying out outdoor activities, updating their wardrobes, or embarking on home improvement projects, there's a change in the air!

In this guide, you'll discover practical examples of spring campaigns, including Mother's Day, Father's Day, and Easter campaigns. Our aim is to provide inspiration to help you enhance your spring marketing initiatives and achieve tangible success.

Prepare to infuse your spring campaigns with fresh energy.



Andreas Fabricius
Co-CEO, Playable



Costcutter's Shop local this Easter campaign

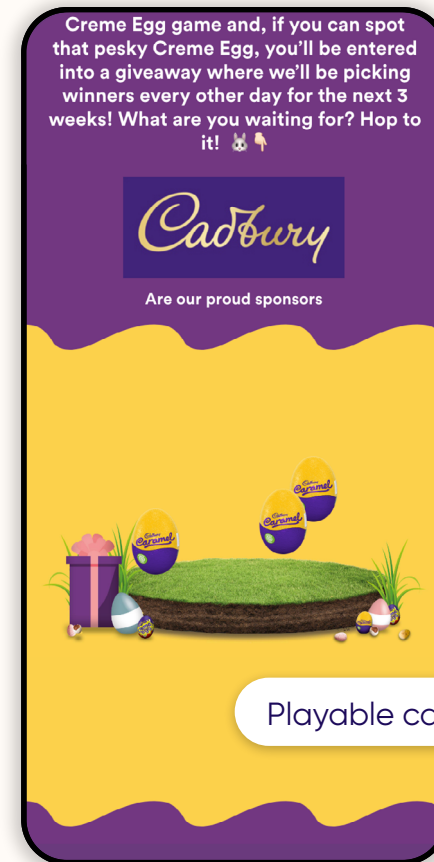
Costcutter's Easter gamified campaign, in partnership with Cadbury, took the form of a landing page strategically designed to captivate shoppers during this key seasonal event. The landing page featured an engaging shell game, styled so that players had to follow a Cadbury Creme Egg, hidden behind Cadbury Caramel Eggs. Complementing this, the page showcased themed recipes and a local store locator as well as various discounted Easter-themed products. To play the game, participants had to fill out a form, then the rest of the landing page was ungated.

Incentive

The opportunity to win a selection of Cadbury treats.

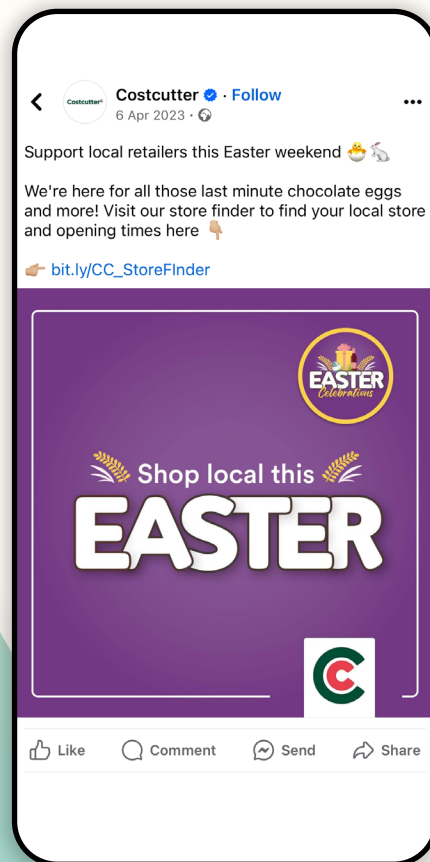
Marketing objectives

- 1 Drive awareness and engagement
- 2 Drive store visits



Promotion strategy

To promote this campaign, Costcutter used paid ads on both Facebook and Instagram, as well as email marketing campaigns.



3rd
strongest campaign
of the year



98,000+
sessions

63,000+
registrations

4,000
clicks to find Costcutter
local's store



DFS' Easter Brainteaser competition

In this simple, yet effective Easter spot-the-difference campaign, DFS hid 5 sofas, one of their main product, in the modified image for participants to find. Both the original and modified images were filled with Easter eggs to add extra difficulty.

Those who found all the hidden sofas could enter the competition to win the grand prize. By signing up, participants also agreed to subscribe to DFS' newsletter and provide their first and last name, email address, and phone number.

Incentive

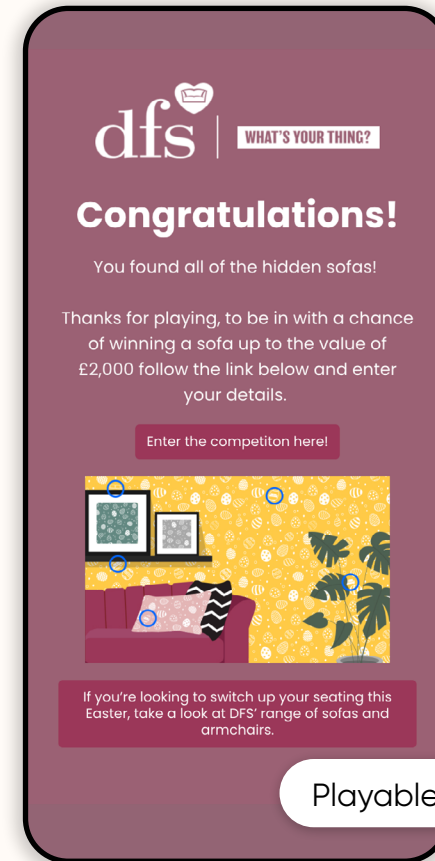
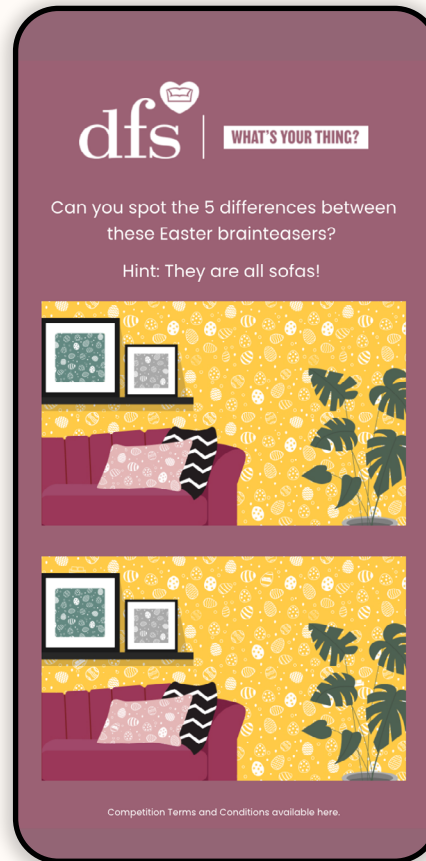
A sofa up to the value of £2,000.

Marketing objectives

- 1 Gamify their content
- 2 Capture consumer data



A well-known furniture retailer operating in the UK & Republic of Ireland

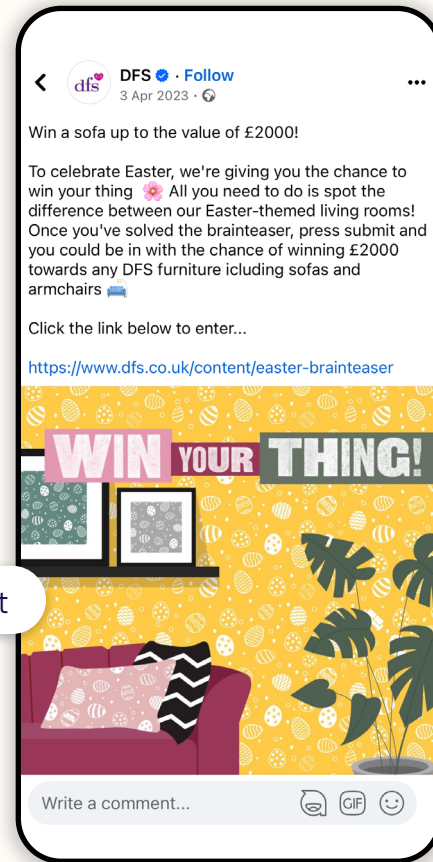




A well-known furniture retailer operating in the UK & Republic of Ireland

Promotion strategy

The campaign was available on DFS' website as well as shared organically on DFS' social media channels.



Promotional post

13,000+
Sessions

5,000+
Registrations

£43.80 
Revenue generated per entry



Icelandair's Iceland - Slovakia giveaway

Spring also means the start of lots of sporting competitions and events. Icelandair wanted to capitalize on the Iceland vs Slovakia football match in June; so, they ran a fun scratchcard campaign with the goal of gaining new marketing permissions, as well as renewing the email addresses and permissions of longer-term members.

Participants who scratched off the same three versions of their Icelandair logos (the pink ones) would enter a draw to win the grand prize.

Incentive

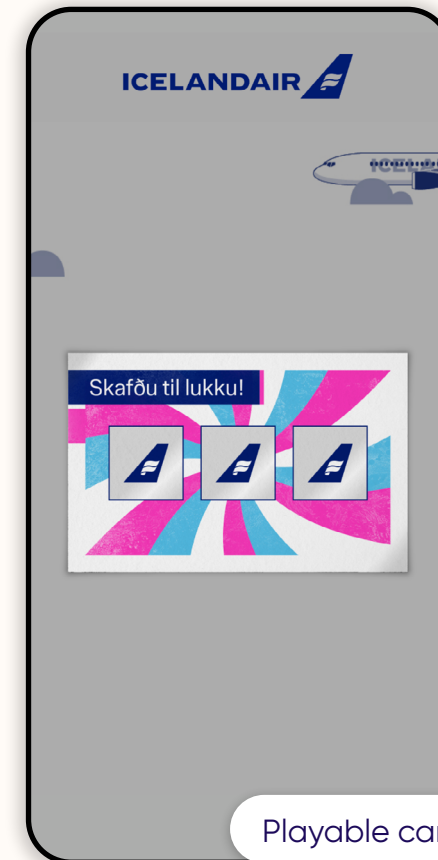
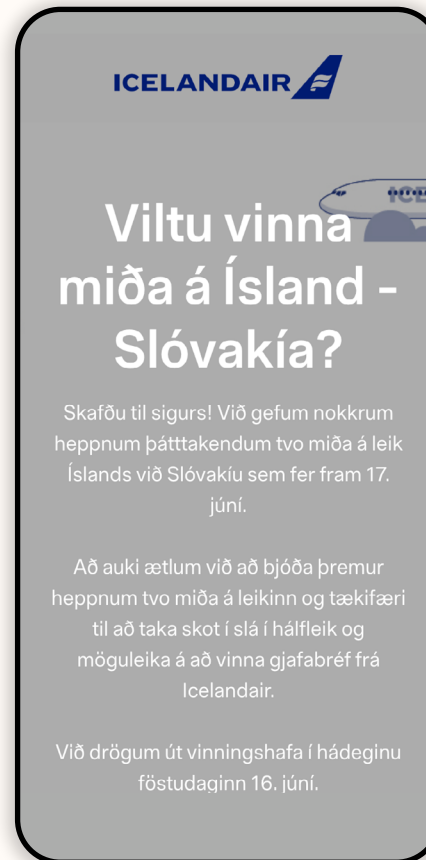
Winning tickets to attend the national match, as well as the possibility to take a shot at half-time and win gift certificates for Icelandair for future travels.

Marketing objectives

- 1 Collect marketing permissions
- 2 Gamify your content



The flagship airline of Iceland



Promotion strategy

To promote this campaign, Icelandair used organic Facebook posts to reach out their social media followers, and then use paid versions for further reach.



Promotional post

3900+
sessions

3000+
registration

1300+ 
new registrations
or people renewing
their email addresses/permissions



Kop & Kande's Win 12 gifts for Mother's Day campaign

Mother's Day is one of the most important celebrations of the year for Kop & Kande, which is why they wanted to do something extraordinary in 2023. They came up with the idea of winning gifts for your mother for a whole year, meaning that the winner would win 12 gifts that they could spoil their mother with, for each month of the year. They partnered with Rosendahl, one of their suppliers, to supply the 12 different gifts.

The game itself was a classic memory game, where participants had to find corresponding products/gift ideas. The game took a bit of time to play to ensure that participants spent enough time with the brands, and the products got enough visibility, but the prize made it worth it for participants.

Incentive

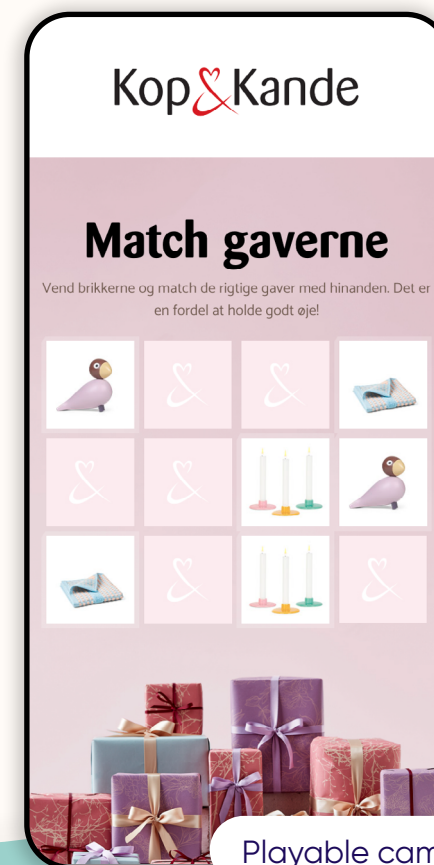
The possibility to win 12 Mother's Day gifts - one for each month for a year (value of approx. €790)

Marketing objectives

- 1 Collect marketing permissions
- 2 Improve paid media

Kop & Kande

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



playable

Promotion strategy

The campaign was promoted organically and through paid ads on both Instagram and Facebook as well as through marketing newsletters. It was also featured on the front page of their website kop-kande.dk, a QR code in their physical magazine, which is distributed across the country, and in-store promotion.



Promotional posts



2X more
scans of the QR-core
in their physical magazine
compared to similar campaigns

79,000+
sessions

27,000+
unique registrations

8,65
is the average amount of times
participants played the game

9200+
clicks to gift inspiration
landing pages on
Kop & Kande's website





Jysk's 'What outdoor type are you' campaign

Spring is also the beginning of more time spent outdoors, when days become brighter. Recognizing this, Jysk decided to launch an engaging personality test campaign where participants first indicated whether they had a small terrace or a large garden space as their outdoor space at home. Then, they answered different questions such as if they liked colorful outdoor accessories or dining outdoors. Based on their responses, participants were given outdoor furnitures and accessories inspiration.

Naturally, this campaign was gated, allowing Jysk to gather valuable insights into their customers' preferences regarding outdoor furniture and to send them relevant email marketing campaigns in the future. Additionally, the campaign was available in multiple countries and languages.

Incentive

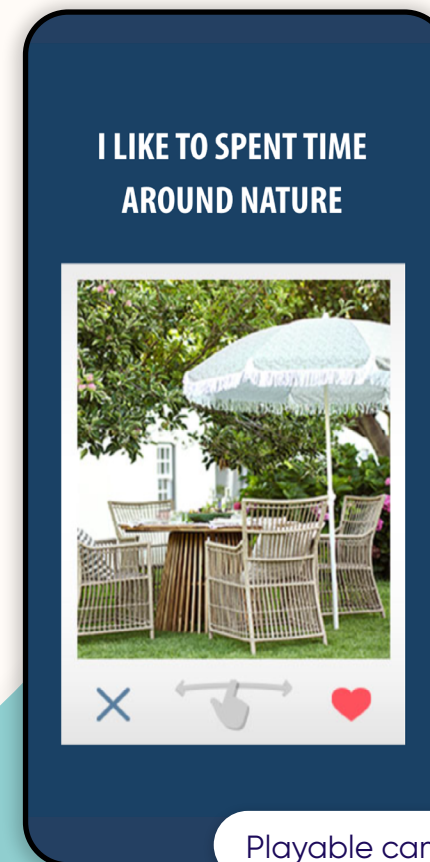
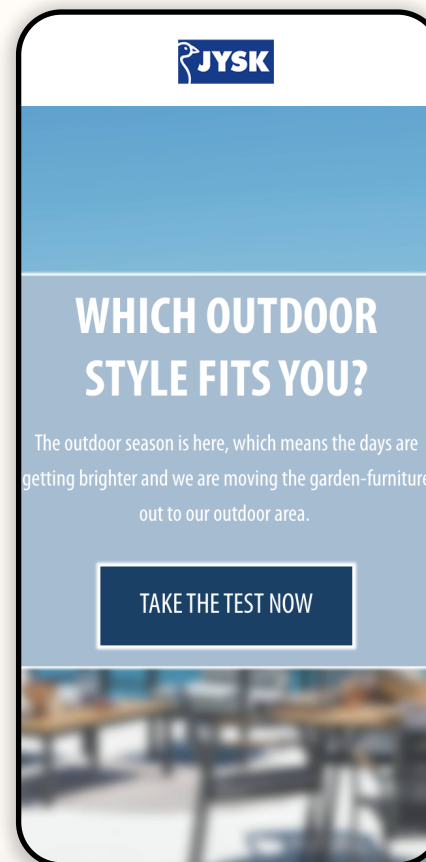
A Jysk gift card of approx. €670

Marketing objectives

- 1 Capture consumer data
- 2 Collect marketing permissions



Danish retail chain selling household goods



Playable campaign



Danish retail chain
selling household
goods

Promotion strategy

The game was promoted on Social Media and through email marketing.



115,400+
sessions

34,800+
unique registrations

31%
conversion rate

1450+
hours spent
with Jysk's brand





Kaufmann's Father's Day gift finder

For Father's Day, Kaufmann wanted to help consumers find the perfect gift for their dads. To begin, participants would select their preferred price range, whether €40 or less, between €41 and €65, between €66 and €135, or more than €135. Subsequently, they would swipe right or left through various products within their chosen price bracket.

Upon completion, they could view all the products within their preferences and proceed to purchase them effortlessly. The entire experience was not gated.

Incentive

There was no incentive other than the opportunity for participants to gather ideas and inspiration for their Father's Day gifts.

Marketing objectives

- 1 Drive awareness and engagement
- 2 Drive sales

KAUFMANN

SINCE 1908

Local and online stores
- Men clothes and accessories



KAUFMANN

SINCE 1908

Local and online stores
- Men clothes and accessories

Promotion strategy

The campaign was promoted on Kaufmann's website as a popup on a specific "Gift guide" landing page. Plus, to boost traffic, Kaufmann also shared the campaign in their email newsletters and in promotional posts on social media.



Promotional posts

33%
email open rate (and 1,74% CTR)

140+
sessions

1 minute 6 seconds
per visit

38%
of all game sessions
clicked through
Kaufmann's website



playable



Vaillant Group's Easter shell game

The main goal of the Vaillant Group Easter campaign was to engage their audience, including their partners and dealers, in a fun and playable way using gamification. They wanted something easy and rewarding, but also not time-consuming. Plus, they aimed to gain marketing permissions, including the missing permissions from some of their partners and dealers. The game was simple: by filling out a registration form, participants could then play the shell game.

In their shell game, Vaillant Group hid a logo under one of 3 cups. The cups are then shuffled, and participants needed to guess where the Vaillant Group logo was hiding at the end. By picking correctly, participants were added to the final draw.

Audience

Vaillant's partners as well as heat pump installers.

Incentive

An Easter basket including gifts such as a water-resistant cooler backpack and a picnic blanket.

Marketing objectives

- 1 Engagement
- 2 Acquisition

VAILLANT GROUP

Global developer of products for heating, cooling and hot water

Deltag i Vaillants påskespil

Hold øjenene på haren og vind en af vores lækre påskepakker!



Påskepakken består af:

- 1x Vandafvisende kølerygsæk
- 1x Trådløs bluetooth højttaler
- 1x Picnictæppe af blød fleece
- 1x Luksus badehåndklæde
- 1x Effektiv og moderne termokande

Hold øjnene på koppen hvori haren gemmer sig!



Start

Playable campaign

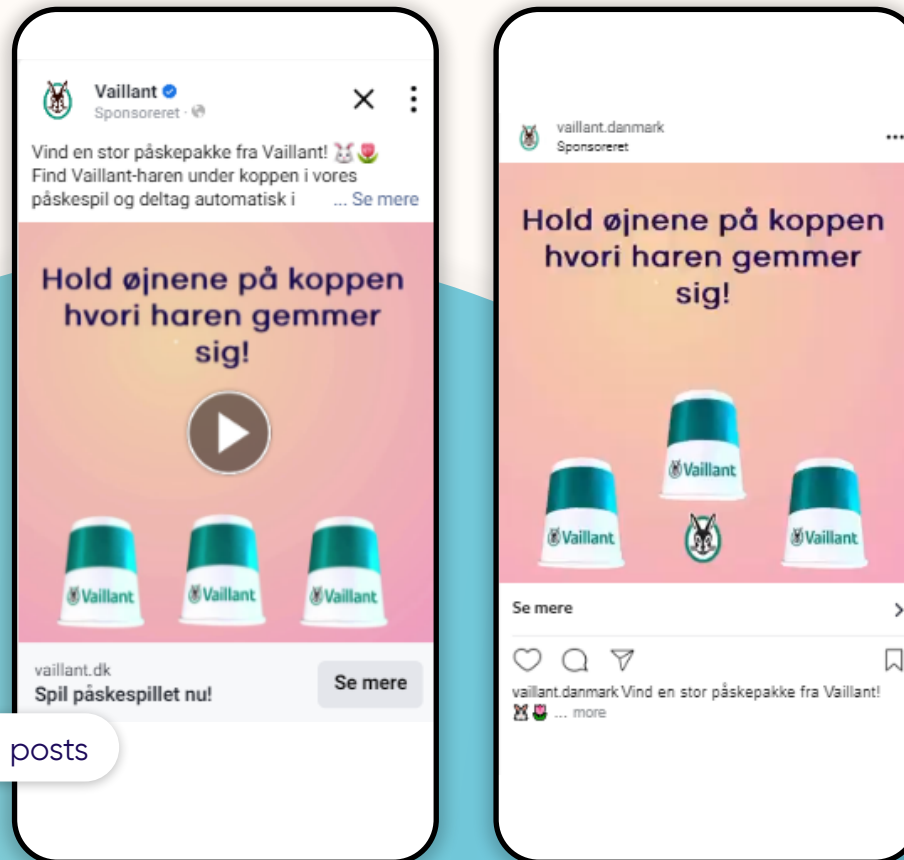
playable

VAILLANT GROUP

Global developer of products for heating, cooling and hot water

Promotion strategy

They promoted the game using email marketing via their partner newsletter and used paid ads on Meta with a specific budget.



Promotional posts

1348

sessions

192

unique registrations

2 minutes 54 seconds

per visit

24

hours in total spent with the brand



Get in touch

hello@playable.com

playable.com

playable