



Summer inspiration guide

8 inspiring gamification campaigns
to help you shine this summer!

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Foreword

Welcome to the Summer Inspiration Guide from Playable. With the onset of summer, consumer behaviors undergo significant shifts, influencing how marketing activities need to adapt.

In the retail industry, you might want to fight the lower traffic months with engaging omnichannel campaigns promoting summer related products. In the hospitality sector, anticipation for summer travel rises, leading to increased bookings and travel-related purchases. This trend extends to the FMCG industry as well, with individuals gearing up for summer barbecues, beach outings, and outdoor gatherings, driving sales of seasonal treats, refreshing beverages, and outdoor dining essentials.

Summer ignites a spirit of adventure and exploration, inspiring consumers to seek new experiences and embrace the outdoors. Whether it's planning road trips, attending music festivals, or enjoying picnics in the park, there's excitement in the air - and many great ideas of summer prizes to spruce up your campaigns!

In this guide, you'll uncover practical examples of summer campaigns from different brands and industries. Our goal is to provide inspiration to elevate your summer marketing endeavors and achieve measurable success.



Andreas Fabricius
Co-CEO, Playable

bahne

Fashion, home-decor,
and furniture retailer

Bahne's summer calendar

Bahne wanted to create a fun and interactive campaign to engage their audience throughout July, as they know July is a slower month with website traffic due to the summer holidays.

The campaign cleverly highlighted some of Bahne's best summer products. The concept was a daily calendar including different contests and games (e.g., quizzes, scratchcards, etc.) with various prizes from their full assortment every day in July. It was available both online and in their physical store, recognizing the importance of omnichannel campaigns today.

Incentive

Different prizes from their product assortment every day in July.

Marketing objectives

- 1 Drive awareness and engagement
- 2 Collect marketing permissions



Playable campaign

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bahne

Fashion, home-decor,
and furniture retailer

Promotion strategy

Bahne had a well-rounded promotion strategy for this campaign, including regular email newsletters featuring the calendar, paid ads on Facebook, pop-ups on their website, screens at their physical stores, and organic social media activities.



57,000+
sessions

24,000+
total registrations

5400+
unique newsletter sign ups

4,5
calendar doors open
per registration



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Norlys' Scratch & Win ice cream summer game

NORLYS

Energy and telecommunications
enterprise

Norlys wanted to share the summer vibes and drive engagement with their customers in 2023. They launched a fun scratchcard game where participants could win a popular summer treat—ice cream!

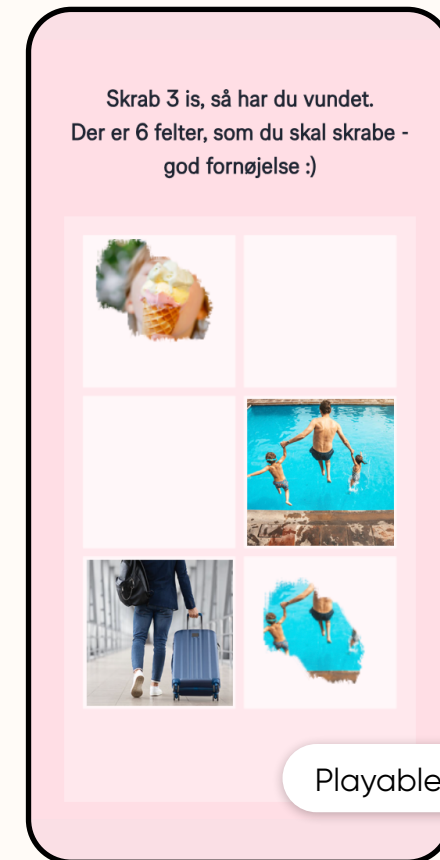
By simply entering their first name and email address, participants could access the scratchcard, where they had to scratch three ice creams to win a gift card to the well-known Danish ice cream shop Hjem-IS. At the end of the game, Norlys took the opportunity to wish their customers a great summer.

Incentive

One out of 25 gift cards worth 250 kr (approximately 33 euros) to a well-known Danish ice cream shop Hjem-IS.

Marketing objectives

- 1 Customer engagement
- 2 Loyalty



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NORLYS

Energy and telecommunications
enterprise

Promotion strategy

Targeting only customers, Norlys sent an email to their customer list with a link to the summer campaign.



Promotional post

73,000+
sessions

27%
of Norlys customers
participated in the game



410
hours spent with
their customers

playable

Basel Tourism' slice it campaign with summer prizes

Basel Tourism's summer game was designed to make summer tourism in Basel appealing for everyone, with all the prizes related to a summer vacation in Basel. The game was highly engaging and competitive, as only participants with the highest scores could win the exclusive prizes.

Participants had to slice various summer-related objects to score points while avoiding the umbrellas, which gave minus points.

Incentive

3 different prizes: An overnight hotel stay for 2, including breakfast; a voucher from Group Oniro, which includes Basel restaurants and bistros; and 2 dry bags to swim in the Rhine.

Marketing objectives

- 1 Gamify your content
- 2 Drive awareness and engagement

Win now!



Enter our competition with your player name and with a bit of luck you can win great prizes for this summer season!

The best players with the highest scores in the German, English and French versions of the game can win the following prizes:

1st place: An overnight stay at Hotel Krafft for 2 people including breakfast

2nd place: A voucher from Groupe Oniro (Le Rhin Bleu, Safran Zunft, Bistro Kunstmuseum and Restaurant Brauerei)

3rd place: Two Wickelfisch swimming bags with a "Locals Know It Best" card game each





Let's go

*Summer drink +10 Palm +20
Umbrella -30*

28 | **20**
time left | Points
+10

+10



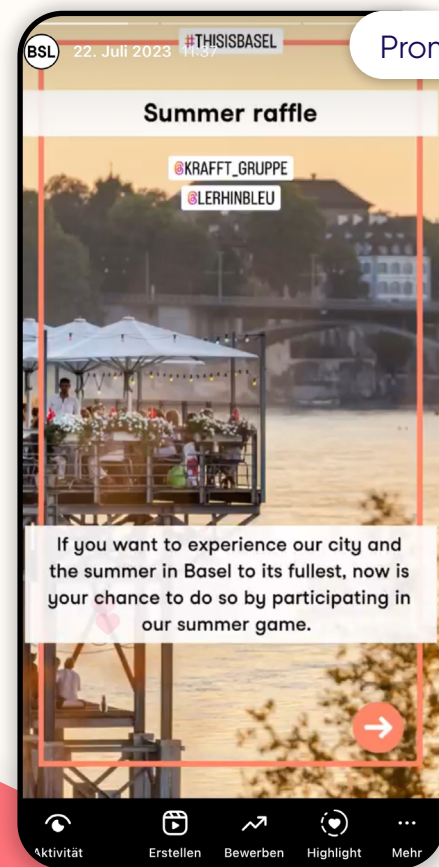
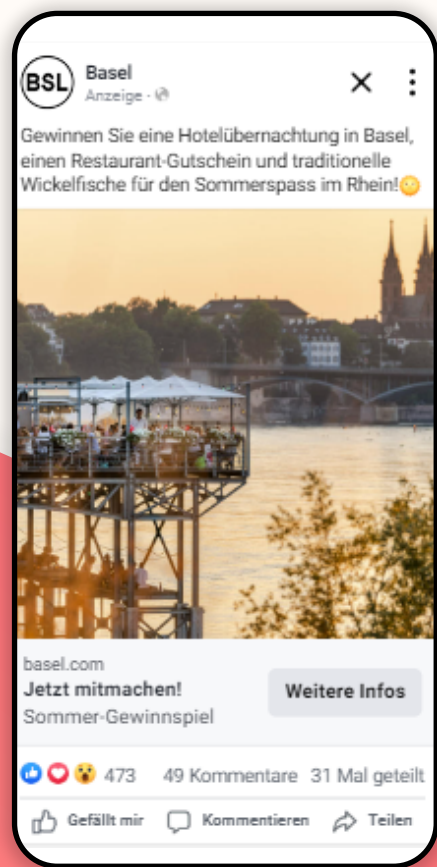
Willkommen in Basel

Basel – eine Stadt in der Schweiz voller spannender Kontraste.
Eine Stadt, in der historische Bauwerke auf moderne Architektur treffen.
Mit weltberühmten Museen und einer jungen, dynamischen Kunstszene.
Kosmopolitisches Flair hier, lebendige Traditionen da.

Playable campaign

Promotion strategy

Basel Tourism promoted their campaign with a pop-up on their website, promotion of the game in their monthly newsletter, and posts on social media to reach an even broader audience.



Promotional posts

130,000+
social media impressions

4,000+
ad clicks

19,000+ 
people participated in the game

2,700+
new newsletter subscribers

Sinful's playful spin & win campaign

The idea behind this campaign was to launch an easy play-and-win game that showcased the Sinful brand in a fun and 'playful' manner. By participating, players also agreed to receive Sinful emails with inspiration for the purchase of sex toys and erotic accessories, along with offers, news, and competitions.

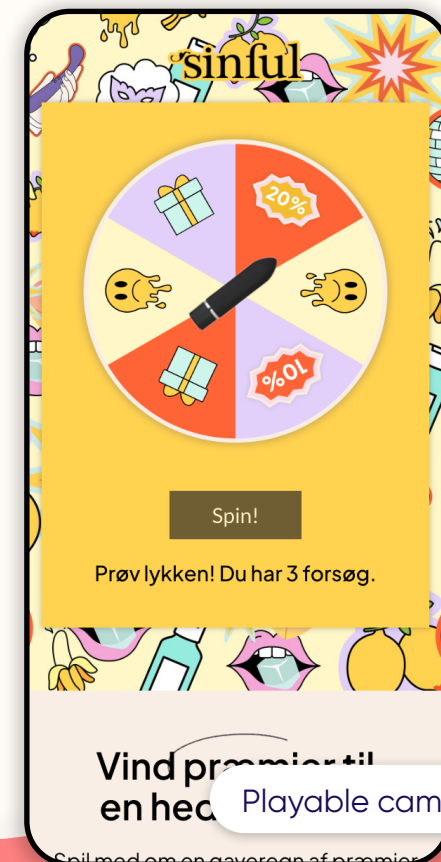
The game was a visually appealing and on-brand wheel of fortune where participants could win a 10% discount, a 20% discount, 2 gifts, or nothing at all. They had 3 attempts to win. The game was launched in 4 markets - Denmark, Sweden, Norway, and Finland.

Incentive

The chance to win either 10% discount, 20% discount, or 6 different Sinful products.

Marketing objectives

- 1 Collect marketing permissions
- 2 Drive conversions

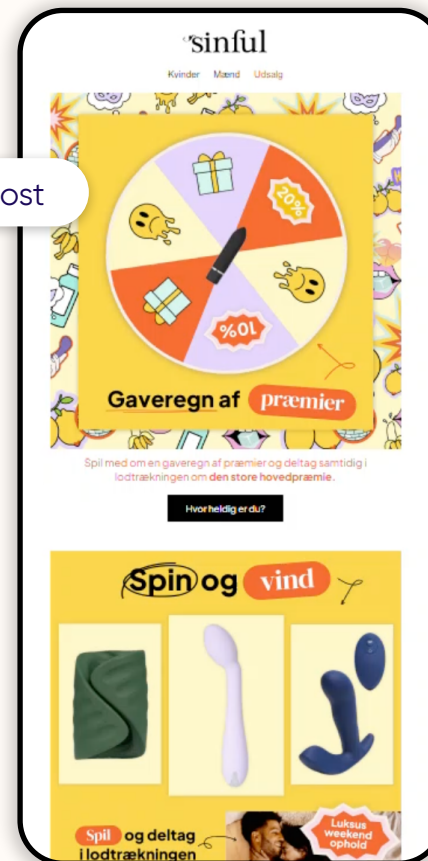


Playable campaign

Promotion strategy

Sinful utilized various channels to promote their summer campaign, including an email newsletter, a pop-up on their website, organic social media posts, paid social as well as influencer collaborations.

Promotional post



270,000+
sessions

50,000+
new marketing permissions



Great conversion
to customers

DitUr's Tour de France campaign

One of DitUr's collaborative brands, the well-known Tissot, is an official sponsor of the Tour de France, and they have a special edition Tour de France watch. DitUr wanted to generate awareness around the Tissot Tour de France watch and increase sales using a fun and engaging campaign.

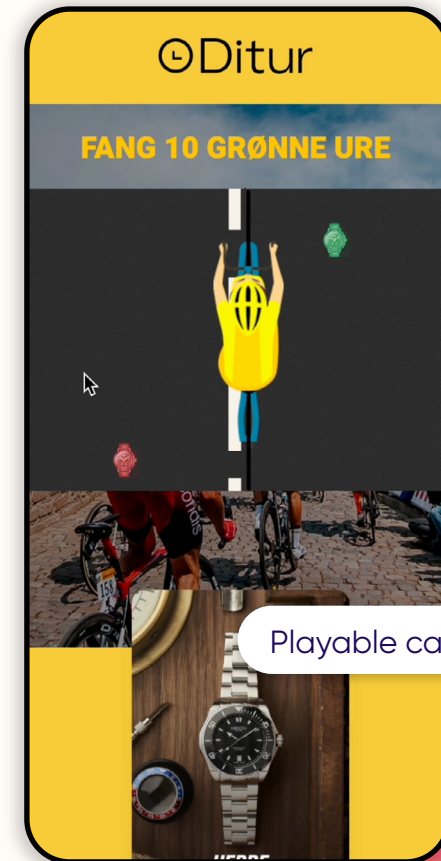
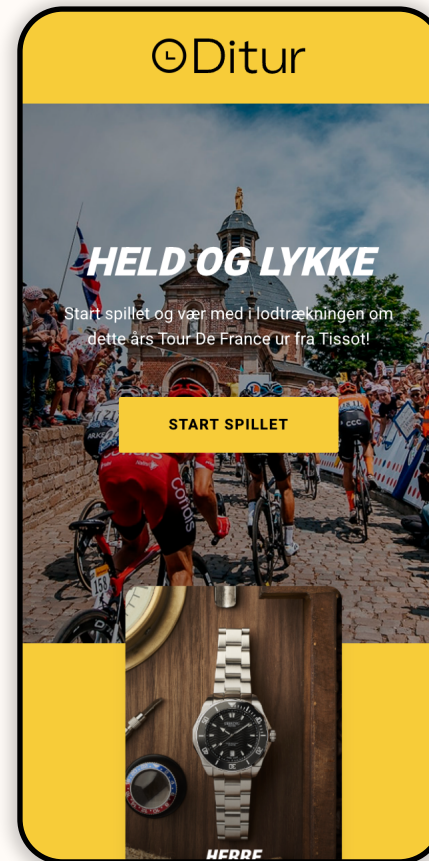
They came up with a drop game that is cleverly designed to put you in the 'bicycle seat' as if you are participating in the Tour de France as a cyclist yourself. Participants had to collect the green watches while avoiding the red ones.

Incentive

Participants were added into a prize draw with a chance to win the exclusive Tissot Tour de France watch.

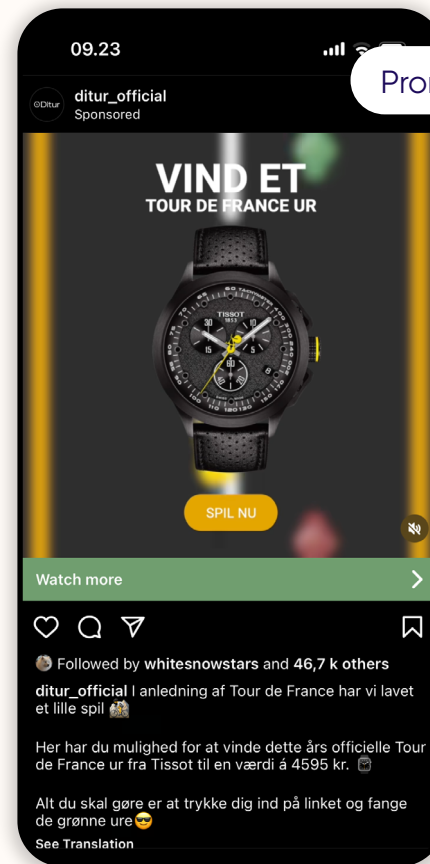
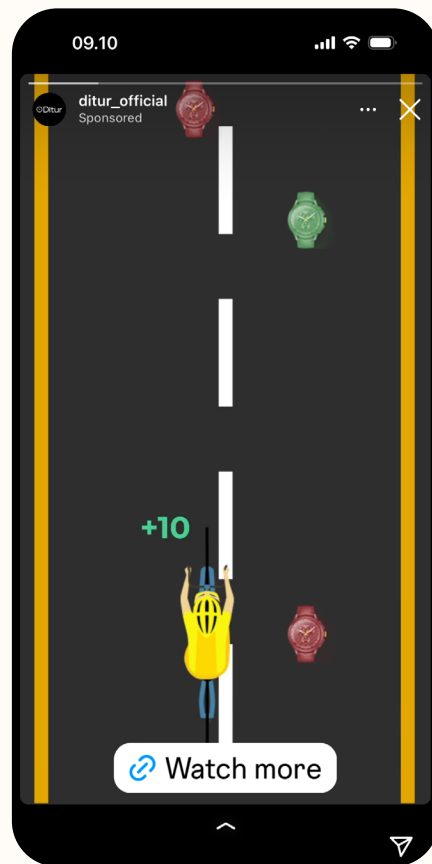
Marketing objectives

- 1 Drive awareness and engagement
- 2 Drive conversions




Promotion strategy

DitUr promoted their gamified campaign using paid ads on both Facebook and Instagram as well as organic promotional posts on social media.



Promotional posts

475,000+
social media impressions

1,57% 
social media ads CTR
(Benchmark: 1,5%)

4500+
landing page views
(Benchmark: 3500)

7400+
sessions

2900+
unique registrations

Sparekassen Danmark's campaign at a Basketball match

At a recent Bakken Bears match (a local basketball team in Aarhus, Denmark), sponsored by Sparekassen Danmark, the bank wanted to engage the audience with a fun quiz about their services.

Participants would answer three questions about the bank with a chance to win a gift card worth 2500 kr to Aarhus Cityforening. The questions were all based on positive initiatives Sparekassen is undertaking to bolster its brand image. After each question, participants could find out if they were right or wrong, along with a brief explanation of the initiative.

Incentive

A gift card worth 2500 kr (approx. €335) to Aarhus Cityforening – a local organization which includes lots of shops, restaurants, hotels, and other businesses in Aarhus.

Marketing objectives

- 1 Drive awareness and engagement
- 2 Collect marketing permissions

The screenshot shows the top of a mobile app interface. At the top, it says 'Sparekassen DANMARK'. Below that, a green heart icon is followed by the text 'Gæt og vind'. Underneath, it says 'Svar rigtigt på tre spørgsmål og vær med i lodtrækningen om et gavekort til Aarhus Cityforening på 2.500 kr.' At the bottom, there is a light brown box with the text 'For at du kan deltage i konkurrencen, har vi brug for dine kontaktoplysninger, hvis du er den heldige vinder.' Below this are three input fields labeled 'Fulde navn', 'Mobil', and 'E-mail'. At the very bottom, there is a checkbox and the text 'Ja, jeg har læst og accepteret konkurrencens vilkår og betingelser.'

The screenshot shows a question screen. At the top, it says 'Hvilken type virksomhed er Sparekassen Danmark?'. Below that, there are three radio button options: 'En garantsparekasse' (which is selected), 'Et aktieselskab', and 'Et anpartsselskab'. At the bottom, there is a green button labeled 'Fortsæt'.

Playable campaign

Promotion strategy

Sparkassen Denmark promoted their campaign at the basketball match by distributing flyers in the festival area before the game and promoting at their physical booth with QR codes.



Promotional post

177
unique registrations
out of 2,000 attendees

72,4%
conversion rate
(registration per sessions)

**2 minutes and
27 seconds**
average time spent



Alka Forsikring' summer quiz campaign

Alka Forsikring aimed to raise awareness and educate their customers about new product features (their extended parking and vandalism add-on coverage for car insurance), while also gaining new marketing permissions. They seized the opportunity to launch a summer campaign with a summer-themed prize: a gift card to the well-known Danish ice cream shop, Hjem-Is. The concept behind the quiz was a scenario where a family goes to get ice cream and returns to find a scratch on their car.

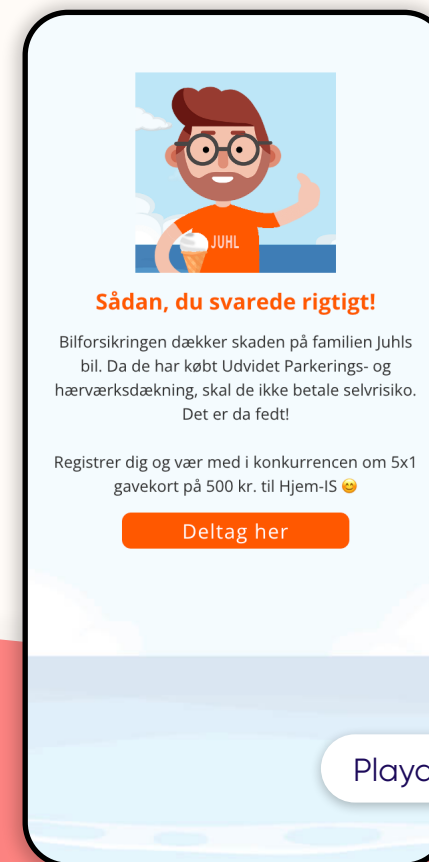
The quiz helped participants understand how the add-on coverage for car insurance at Alka Forsikring would be beneficial in such a situation.

Incentive

One out of 5 gift cards worth 500 kr (approximately 65 euros) to a well-known Danish ice cream shop Hjem-IS.

Marketing objectives

- 1 Drive awareness and engagement
- 2 Drive conversions

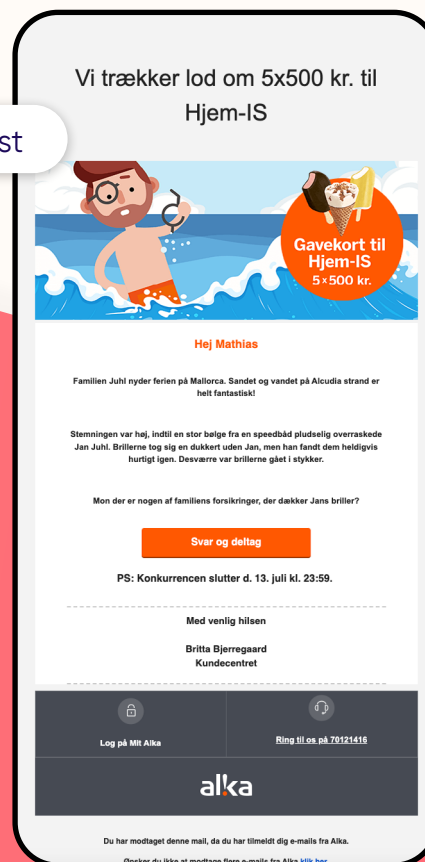


Playable campaign

Promotion strategy

Alka Forsikring utilized email marketing, site notifications on their website alka.dk, and paid promotions on Facebook to promote their campaign.

Promotional post



28,000+
sessions

19,000+
unique registrations

11%
of all invited customers
and leads participated
in the campaign

32%
higher activity on
this campaign compared
to their other summer campaigns



Familon's Staycation campaign

During Summer 2023, Familon launched the 'staycation' campaign in partnership with Sokos Hotels, a Finnish hotel chain. The campaign featured a priority puzzle game where participants had to rank what made the perfect staycation for them, choosing from options such as a good night's sleep, a delicious breakfast in bed, or an unhurried feeling. By participating in the game, they could enter a draw for the grand prize of a hotel night for two at Sokos Hotels.

At the end of the game, Familon encouraged participants to book a Staycation at one of the Sokos Hotels to try the Familon hotel bed. If participants purchased a bed either online or in-store after trying the hotel-quality bed, Familon would refund the hotel night up to 150€.

Incentive

The winner of the draw would receive a hotel night for two at the Sokos Hotel of their choice.

Marketing objectives

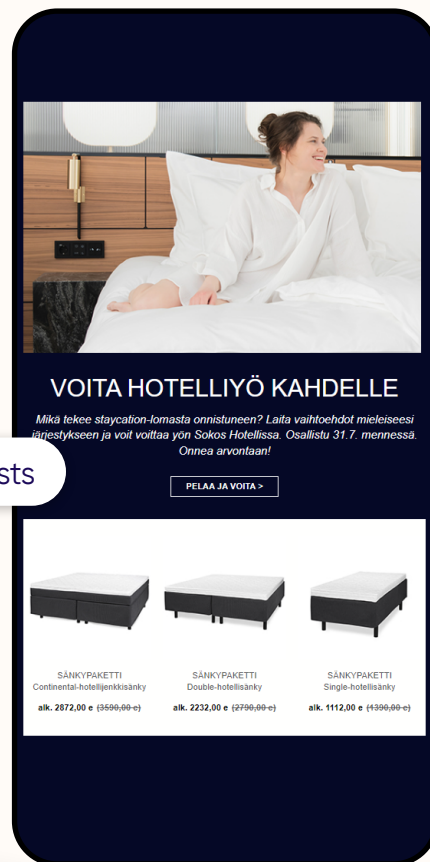
- 1 Drive awareness and engagement
- 2 Drive awareness and engagement



Promotion strategy

Familon used paid ads to promote the campaign on both Instagram and Facebook. They also promoted it in their Friend of Familon newsletter and on their own social media channels.

Promotional posts



10,000+
opened email newsletters
and 1,200+ clicks

425,000+
Instagram impressions
with a CTR of 3,95%

635,000+
Facebook impressions
with a CTR of 5,03%



30,000+
sessions

Get in touch

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