

# Branded Games for Conversion

The Guide





# Branded Games for Conversion

Branded Games activate and enable audiences to take action and make purchases. This is due to engagement levels and simple mechanics unique to branded games. In this guide you will learn how you can take advantage of this to boost conversions and increase sales.

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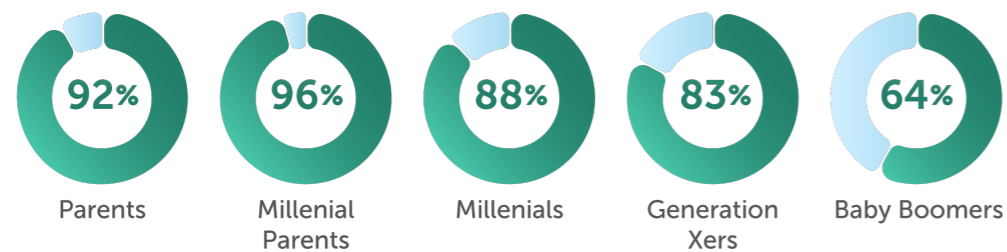
# 01. What is a conversion?

Conversions are defined differently by different companies and marketers, but usually refer to when a person responds to a call-to-action and moves from one relationship status with a company to a higher value one through a click, a download, a subscription or a transaction. For most companies, a sale represents the highest value conversion and optimisation of this conversion rate is of the highest priority.

For many companies looking to drive sales, discount codes or coupons are crucial tools to support these conversions. There are a number of reasons for this...



- Broad appeal - 92% consumers have used discount codes or coupons, and 45% of these said they had used them very often



(Source: Valassis)

- Ease - digital discount codes and coupons, acquired and collected online make distribution and redemption easy on websites and in stores
- It works - 50% of customers say they are more likely to consider a company/product if they receive a discount code or coupon

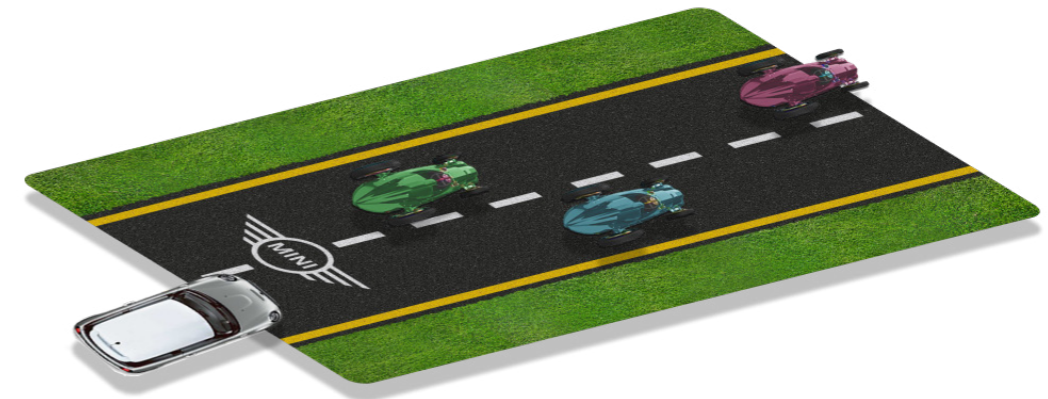
(Source Balancing Everything Coupon Statistics 2023).

An actual conversion rate of 7% or higher (for a discount code or coupon) is generally considered to be a good result (Talon One). However it can vary significantly depending on the product/service, the offer, but also how that offer is presented as content. By going beyond just presenting the offer, and making redemption a fun experience, companies can drive much higher conversion / redemption rates.

# 02. Branded Games and why they work

## What are branded games?

Branded games (aka advergames), are mobile games focused on promoting a particular brand, product or service. They should not be confused with advertising in games (e.g. banners in-game, "in-game advertising" like digital billboards integrated into games or even in-game product placement). In these examples, the brand is still secondary. With branded games, the brand is the core of the game itself and in focus throughout the experience.



The majority of branded games are mobile focussed and free to play. This is in response to the ubiquitous nature of mobile phones - making everyone a potential player. Indeed 75% of people with mobile phones play some kind of mobile game. Branded games are also predominantly web-based, so can be distributed across any touchpoint.

## Why they work / what makes branded games so good for driving conversion

There are 2 main elements that make branded games a great tool to drive conversions for brands. They deliver both the "Mechanics" but also the "Motivation" for people to take action and make a transaction.



## Motivation

People are more likely to make a redemption of an offer if they feel they have earned it. Branded games offer that challenge in a fun and entertaining way. This is created through the challenge in the game itself through an increasing level of difficulty and competition against others, but also game feedback (or Juice as we call it at Flarie), that includes sounds, animations, particle effects or haptic feedback (eg vibrations). It all adds up to the sense of achievement and a feeling you've earned your win.

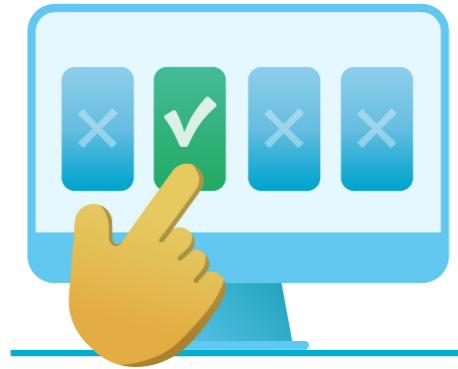


## Mechanics

With branded games, as the player overcomes challenges and completes actions they score points. These points can then be turned into real value (eg discount codes or coupons) that can easily be allocated to the player to be redeemed at point of purchase (digital or physical). Of course how easy winning is and what is actually won is all part of the design of the game.

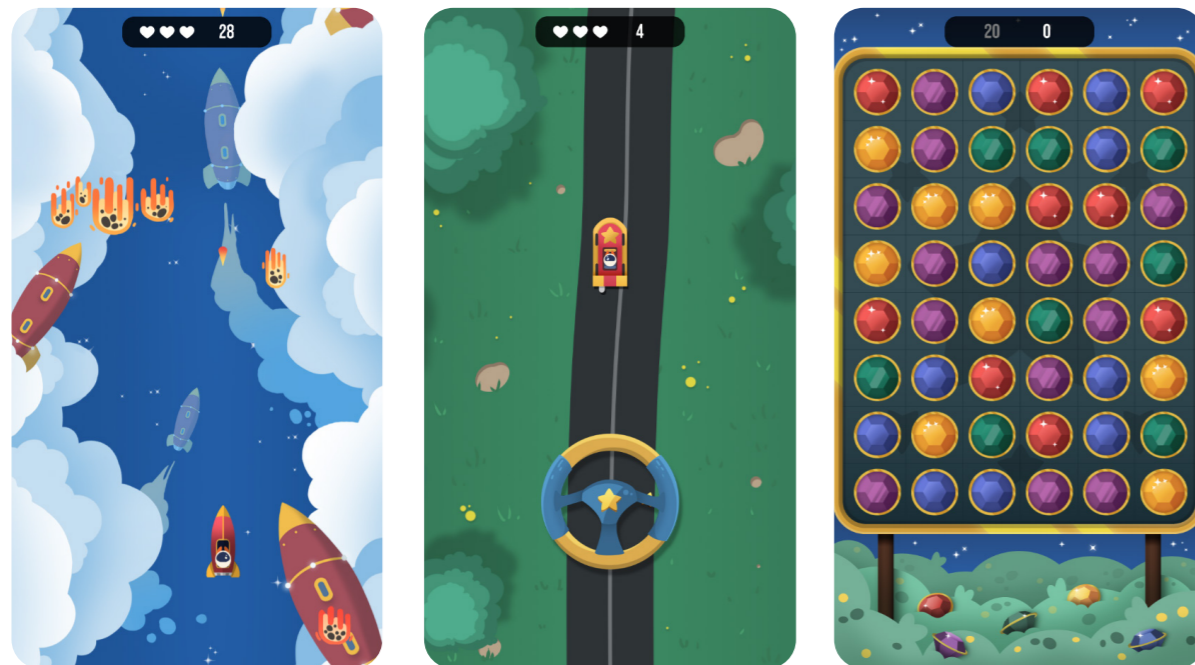
# 03. Get started

First you need to design the game. You might think that developing a branded game might take weeks or months, but Flarie have developed a super easy to use SaaS (software as a service) solution, that can make companies even with limited resources into quality branded game developers. Flaries "Studio" platform, breaks-down designing a game (and a machine for delivering conversions) into 5 key elements or stages.



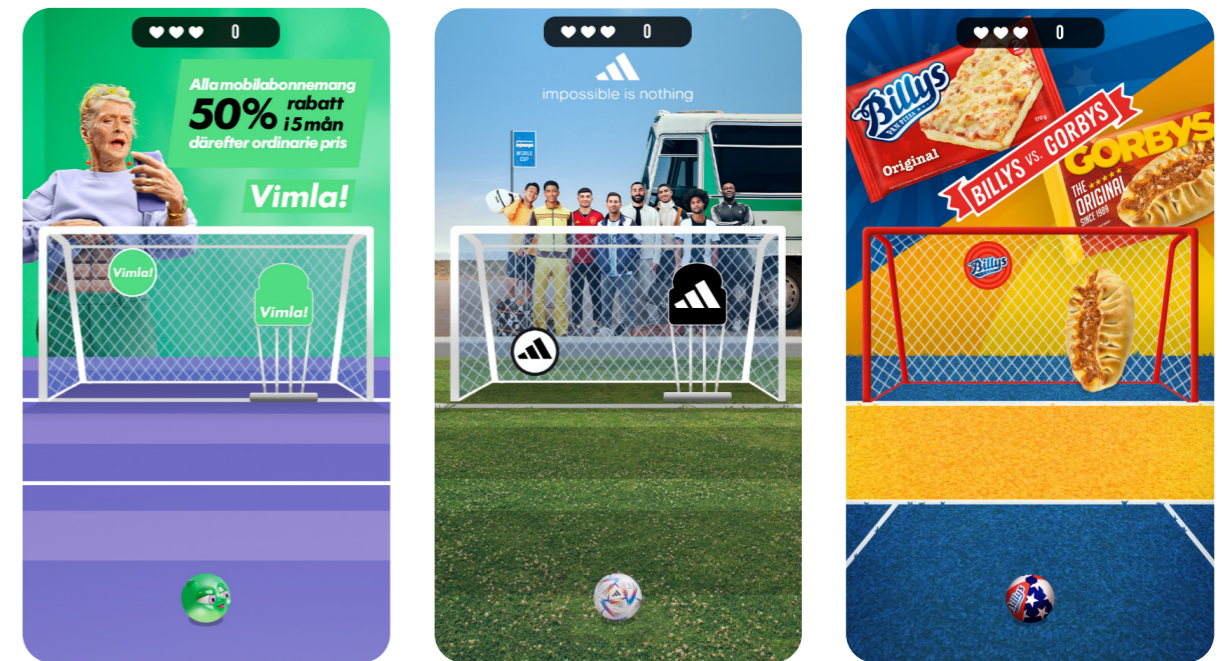
## 1. Pick a game

At Flarie we have 100 different games, spread across categories including [Arcade](#), [Puzzle](#), [Sports](#), [Platform](#) and [Simulator](#). Different categories and types of game are more attractive to different audiences, but all are pre-tested to ensure they deliver high engagement. [Try some Flarie branded games in the Flarie Arcade](#).



## 2. Customise the design

With Flarie branded games all elements are brandable, including the background and the 'sprites' (game assets like the player icon, enemies or obstacles). A company's "brandbook" is usually the best place to start for a branded game, or campaign material if the game is focussed on a specific product. The key rule however is to keep it simple and clear.







### 3. Supercharge with settings

People are by nature competitive and like to win, whether competing against themselves or other people. Adding extra elements to the game that set targets and increase the sense of achievement, usually always leads to increased engagement by players (defined by time spent in the game). In Flarie Studio, these are available at the click of a button.

- **Challenges:** A specific challenge can also be added as text as a start screen and be specific to the game e.g. destroy all the enemies, score 1000 points, reach level 10.
- **Leaderboard:** Simply by adding a visual or table of how well a player is performing against others in your branded game creates a desire to do better, and move up the ranking.
- **Rewards:** Performance in games can also be linked to specific rewards.



### 4. Reward (& the size of the prize)

Flarie have developed thousands of branded games. There are 2 key learnings regarding rewards to drive a conversion (whether a redemption or a sale).

- If people win an incentive through a game, they are much more likely to redeem it and convert
- Winning is most important for a person to convert... the size or value of a prize less so

Brands that offer a higher probability of winning, tend to get higher engagement and higher conversion rate. People are increasingly savvy, and know that companies rarely give away high value prizes at a loss. People are therefore skeptical of their chances of winning big prizes.

According to a recent study:

- 36% would said they would “sign up for a newsletter and get 20% off your next purchase” (high chance of winning)
- 29% said they would “play a game to win a small physical prize” (high chance of winning)
- 24% said they would “play a game with a prize worth 400 euros of less” (medium chance of winning)
- 11% “play a game with a chance of winning of a car” (low chance of winning)

(source: Marketing is a data game. Playable)



Flarie therefore consider best practice for conversion to...

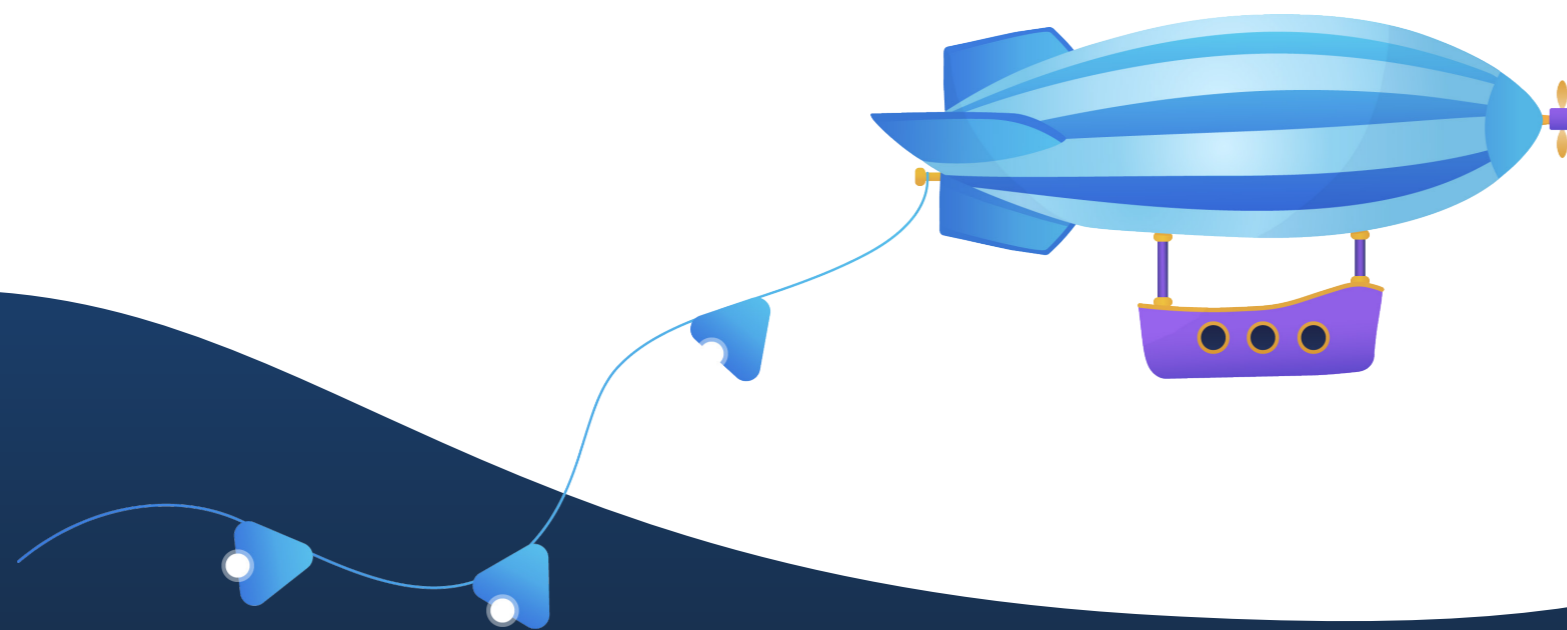
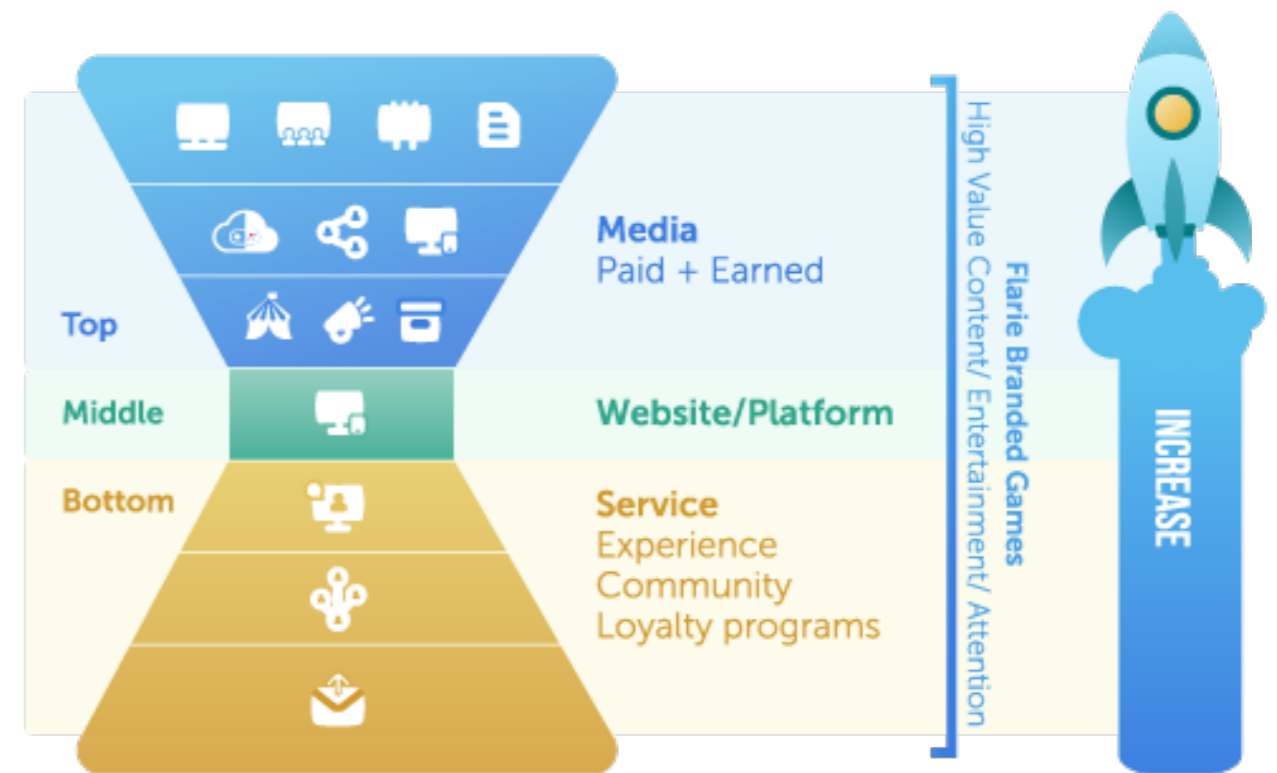
- Offer the majority of people who play some kind of value eg
  - » Make it relatively easy for people to win incentives or
- Offer smaller or accessible prizes e.g. discounts or offers, that also maximise sales, encourage first time buyers and increase your customer base.
  - » Price discounts (eg 10% off a purchase)
  - » Quantity discounts (eg 2 for 1)
  - » Loyalty discounts (eg free supply for a month)
  - » Associated value (eg from sponsorship partners such as football tickets)

Rewards in the form of digital discount codes or coupons, can be designed to pay out to a player based on a number of different types of achievement eg completing a round or challenge, attaining a point level or even just for providing an email address in order to play in the first place. These can be awarded to the player easily and naturally on screen or through automated digital communications such as email.

## 5. Distribute

Flaries branded games are built with HTML5 (a language used for structuring and presenting content on the web), offering super easy access. In essence, any device with a browser and internet access can become a tool to play a branded game (including mobile, tablets and desktop) and drive conversion.

This also serves to make branded games really easy for brands to distribute and target different audiences, using simple links or QR codes, whether that is paid media (eg social media), a website or an app. This means that brands can use branded games across their marketing touchpoints and activities to drive conversion.



# 04. Case study

## Lookfantastic

(How branded games delivered +180% sales)

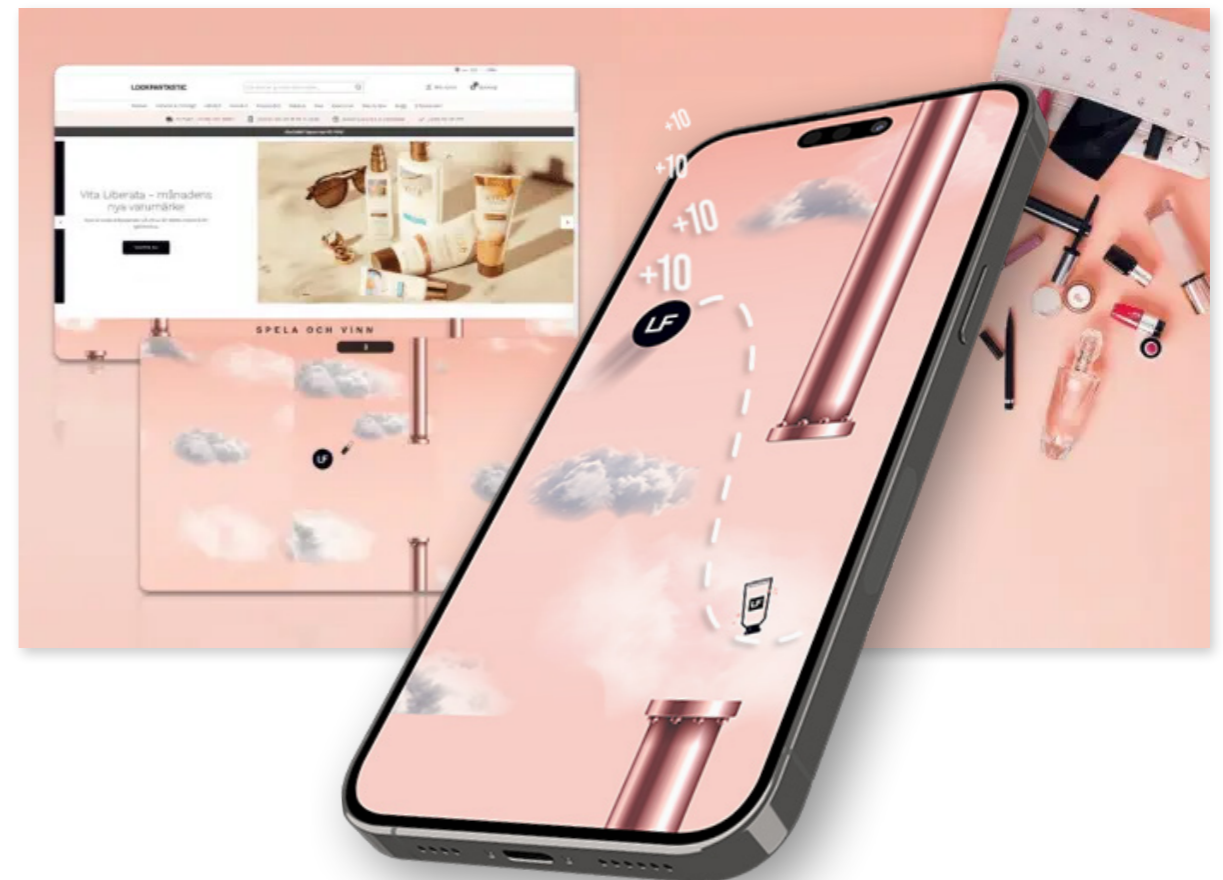
**What:** LOOKFANTASTIC used games to drive conversion on their eCommerce website

**Offer:** Reach 250 points in the game and win 21% discount off your order for selected products

### Results:

- Average play time per person was 3.8 minutes (and time on the LOOKFANTASTIC eCommerce site also increased overall).
- Conversion from winners in the game to conversion to sale on the site was 34%
- Sales +180% versus goal (when compared to previous solutions)

[Play the game here.](#)





## Thanks for reading!

Branded Games for Conversion is 1 of 4 'Flarie Guides' to help brands take advantage of the power of play.

Also available from Flarie as resources for brands are:

- Branded Games for [Leads](#)
- Branded Games for [Engagement](#)
- Branded Games for [Loyalty](#)

Or alternatively just play some other branded games in the [Flarie Arcade](#) on our website.

For more information simply [contact us](#) or [book a meeting](#) and we'll be happy to answer any questions you may have.



**Be Playful**