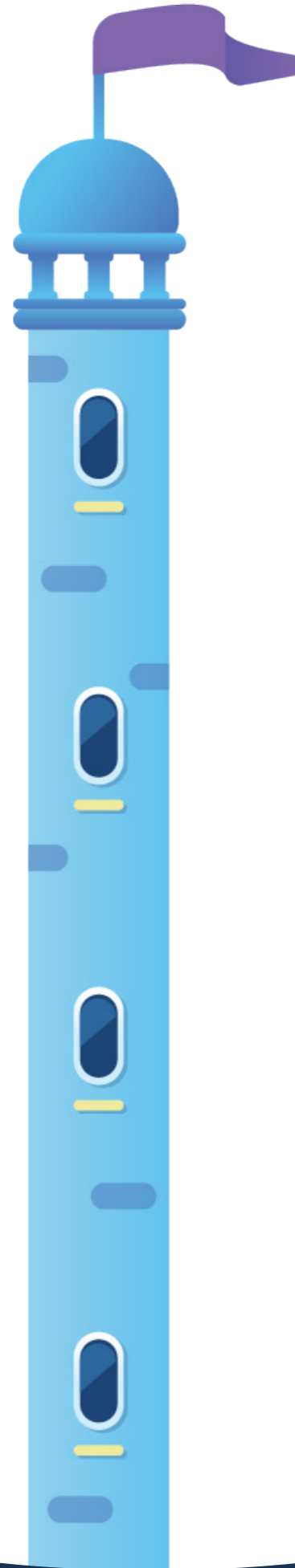


# Branded Games for Engagement

The Guide



FLARIE



# Branded Games for Engagement

Branded Games are fun, entertaining and people actively participate in them (unlike other forms of content). In this guide you will learn how to take advantage of this to boost revenue (or in short, sell more stuff).

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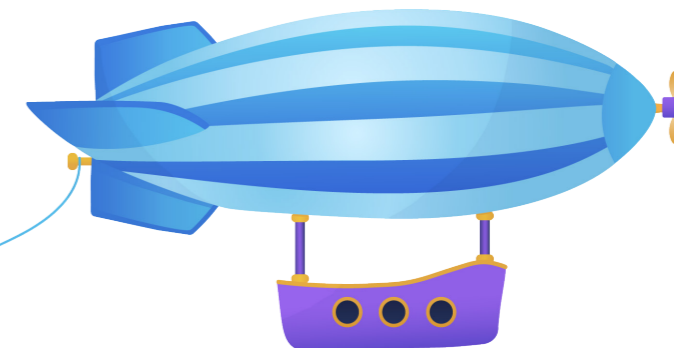
# 01. What is engagement

Engagement has been the keyword in marketing for some time and relates to a person interacting directly with a brand and their marketing. Key types of engagement in marketing include...

- Cognitive engagement: Seeing and registering a brand (measured by eye tracking / awareness)
- Emotional engagement: Strength of 'positive' feelings towards a brand (measured with user studies eg consideration of preference)
- Behavioural engagement: Taking actions related to a brand eg clicks and sales (measured with digital marketing tools)

The above works like a funnel. Cognitive engagement opens the door for emotional engagement, which opens the door for behavioural engagement and ultimately sales.

High engagement is therefore important for brands across their touchpoints, from advertising, to owned channels (eg website) and services (e.g. digital services like apps). This can be delivered through designing and distributing great content.



# 02. The challenge for brands



So you've created some content and distributed across your marketing, some text, an article, an image, a video... but your audience and potential customers are not showing any interest or engagement. They are not looking, clicking or buying. That's because certain factors will always be working against you...

- Your audiences exposure to different media and **volume of messages is higher** than ever before and it's harder to cut through the clutter
- Your audiences **attention span is getting shorter**
- Tech and entertainment developments overall mean it's even **harder to impress** with content
- Ultimately your audience have **other things on their minds** (and your brand is likely not one of them)

Faced with this increasingly difficult challenge of engaging consumers, instead of just adding to this sea of content, it's a good strategy to try and offer consumers some real value.

# 03. Branded games and why they work

## What are branded games?

Branded games (aka advergames), are video games focussed on promoting a particular brand, product or service. They should not be confused with advertising in games (eg 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.

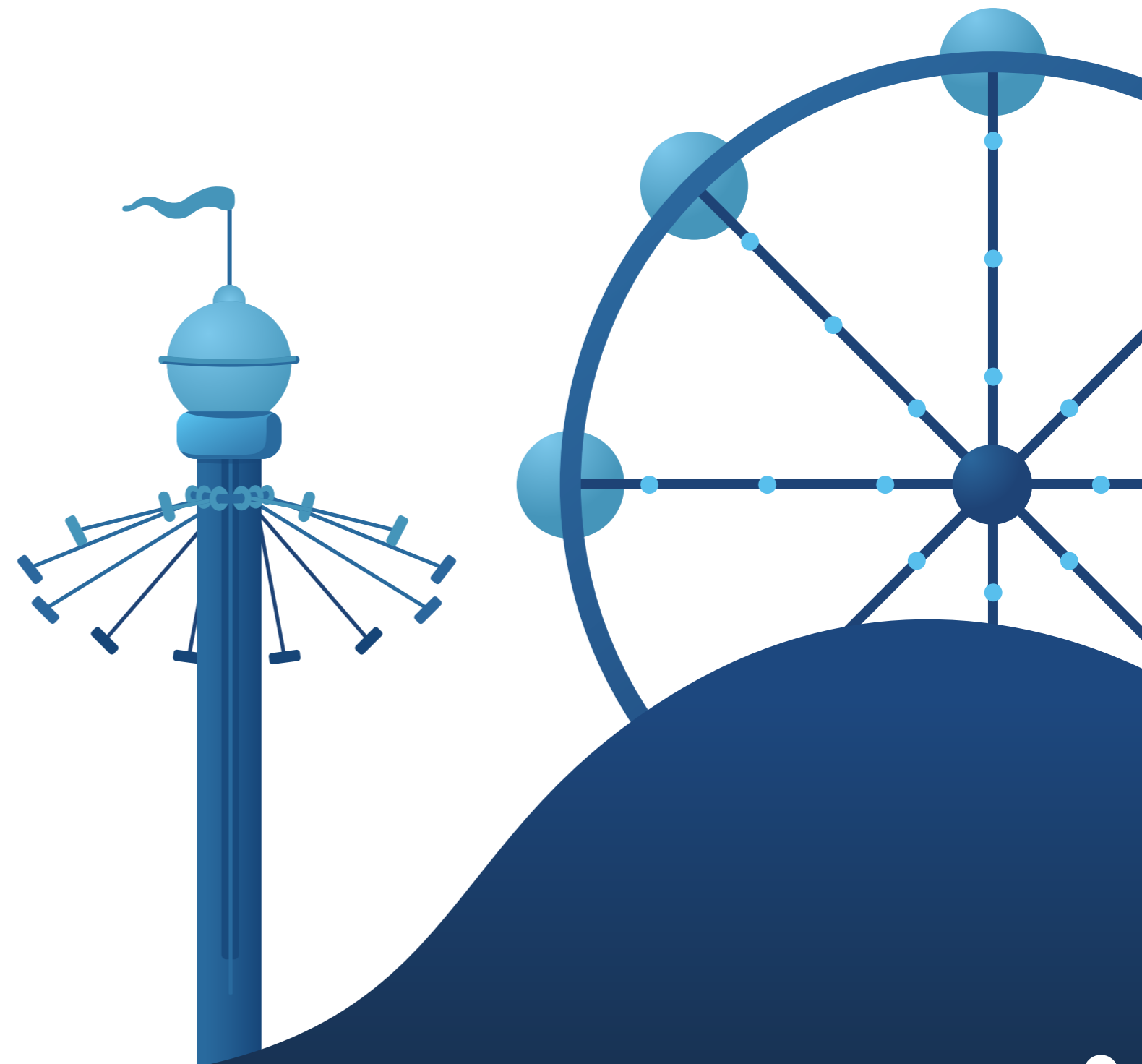
The difference between branded games and other forms of content is that people actively choose to play and engage in them. They are fun and entertaining (unlike other forms of content), and more than this a players full attention is required and willingly given. The average time spent per game session for Flarie Branded Games is 200 seconds, and the brand or product is gamified and in-screen 100% of the time.

## Why they work / what makes branded games so engaging?

Games tap into our most natural instincts relating to how we experience and interact with the world. In response to playing a game, the reward center in the brain releases dopamine which delivers a pleasurable sense of hyperarousal and engagement which can then be associated and used by your brand. Games combine 3 key elements to generate these high levels of engagement:

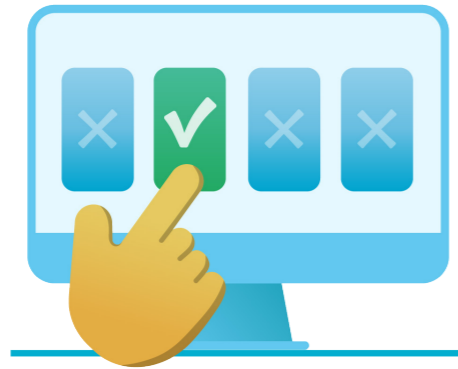
- 1. A Story** (Storylines, fictions or even a set of rules wrapped in a cool design, help players feel part of or escape to other worlds, where the choices players make have consequences and meaning).
- 2. Juice** (As opposed to passive experiences, games have what we at Flarie call Juice. Juice is feedback that is unique to games as a result of active engagement. This lets players know something has happened. It could be a sound, animation, particle effect (eg shards of light, explosions, smoke) or haptic feedback (eg vibrations). All of these combine to create that unique buzz you get from games).
- 3. Achievement** (Games usually have a sense of momentum pushing the game along. defined by increasing difficulty and demonstrating to the player how they've progressed. With games the payoffs you get from progression in the game are carefully designed to ensure a continual feeling of achievement).

Imagine what getting your audience to spend 3 minutes in this state of active engagement with your brand or product could deliver.



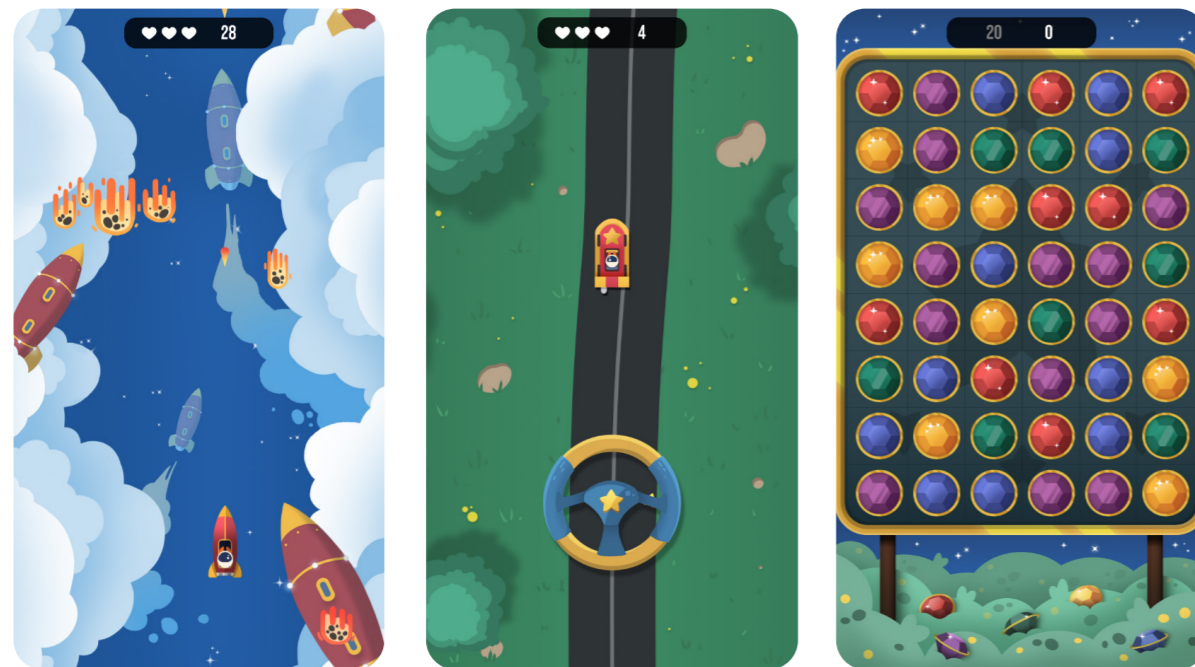
# 04. Get started

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, quality branded game developers. Flaries "Studio" platform, breakdown game design into 4 key elements or stages.



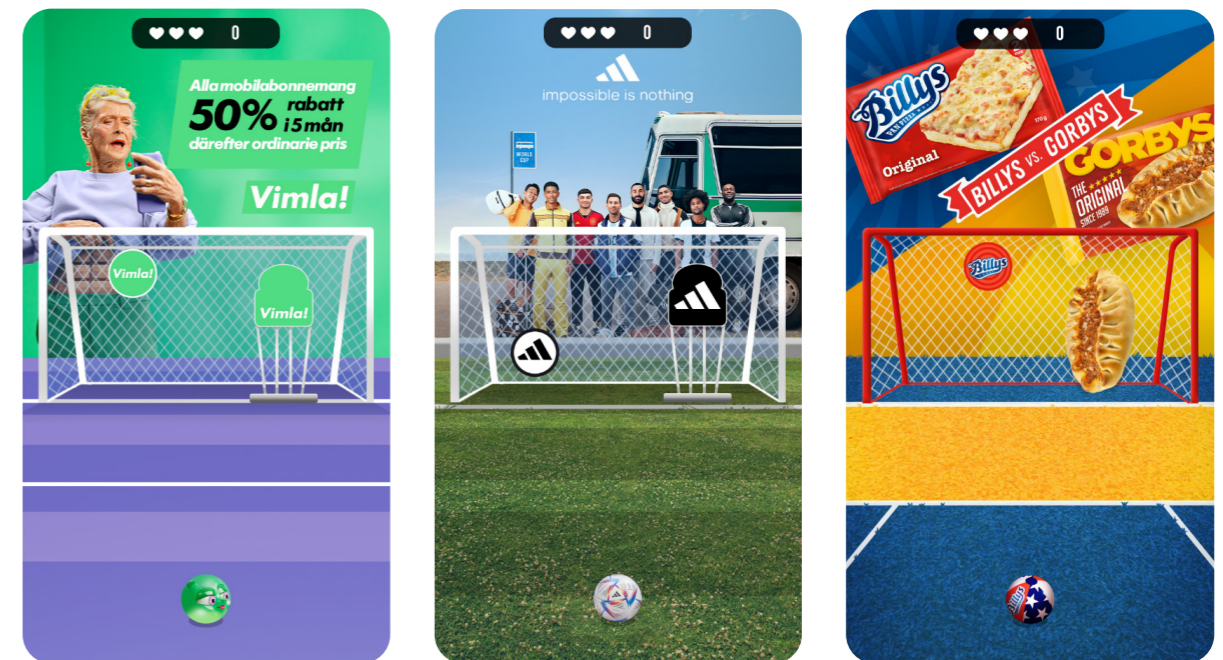
## 1. Pick a game

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 focused on a specific product. The key rule however is to keep it simple and clear.







### 3. Supercharge with settings

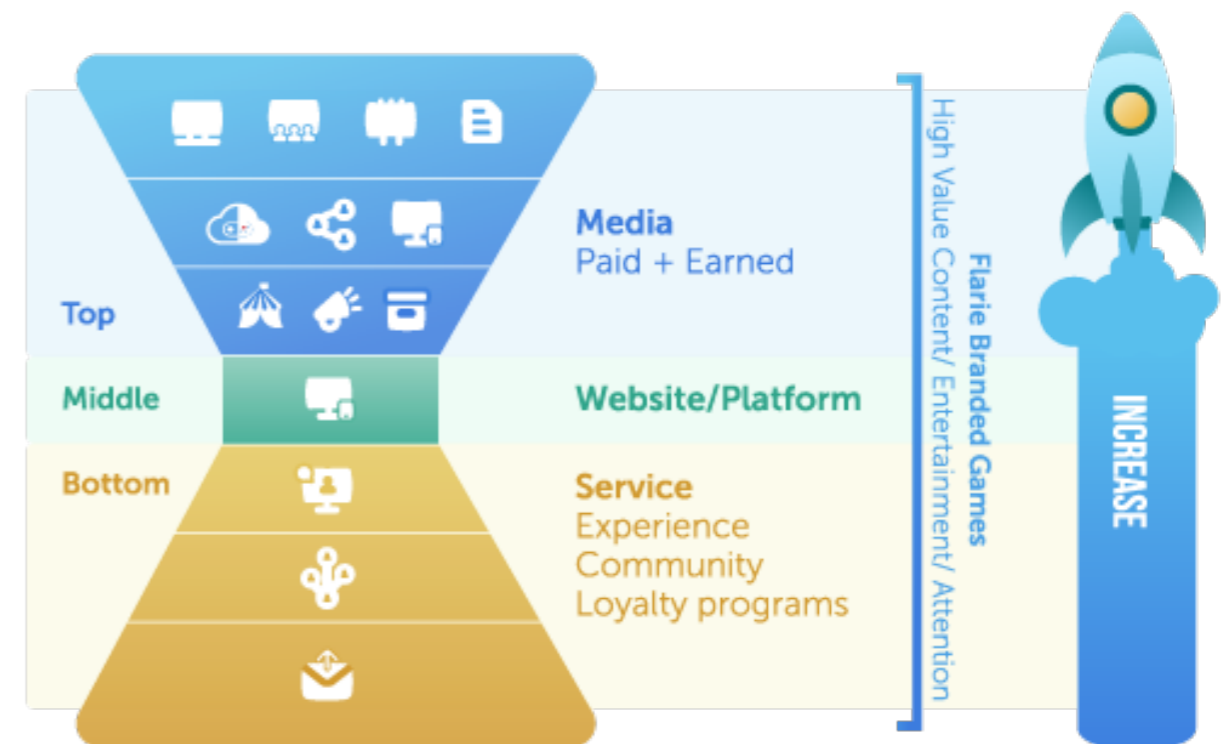
People are by nature competitive and like to win, whether against themselves or other people. Adding extra elements to the game that set targets and increase the sense of achievement, usually always leads to increased engagement by players (defined by time spent in the game). In Flarie Studio, these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

- **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. In doing so you increase engagement.
- **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.
- **Rewards:** Challenges can also be linked to specific rewards (eg a discount code, coupon or sample). Brands that offer a higher probability of winning, tend to get higher engagement rates.

### 4. Distribute

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

This also serves to make branded games really easy to distribute to target different audiences, using simple links or QR codes, for better engagement across marketing touchpoints and activities - including paid media (eg social media), a website or a service (eg app).



# 5. Case studies

## Garnier

### (Engagement in paid media to drive traffic)

**What:** A fruity game to communicate Garnier's "Vitamin C" range and connect with audiences in a crowded marketplace.

**Where:** The game was distributed via ads in social media (meta), targeting beauty conscious women aged 25-50 across 4 markets

**Results:** The engagement rate (CTR - click through rate) for the ad was more than double the benchmark from previous social campaigns, and average playing time was 2.6 minutes.

[Read the case and play the game here.](#)



## Lookfantastic

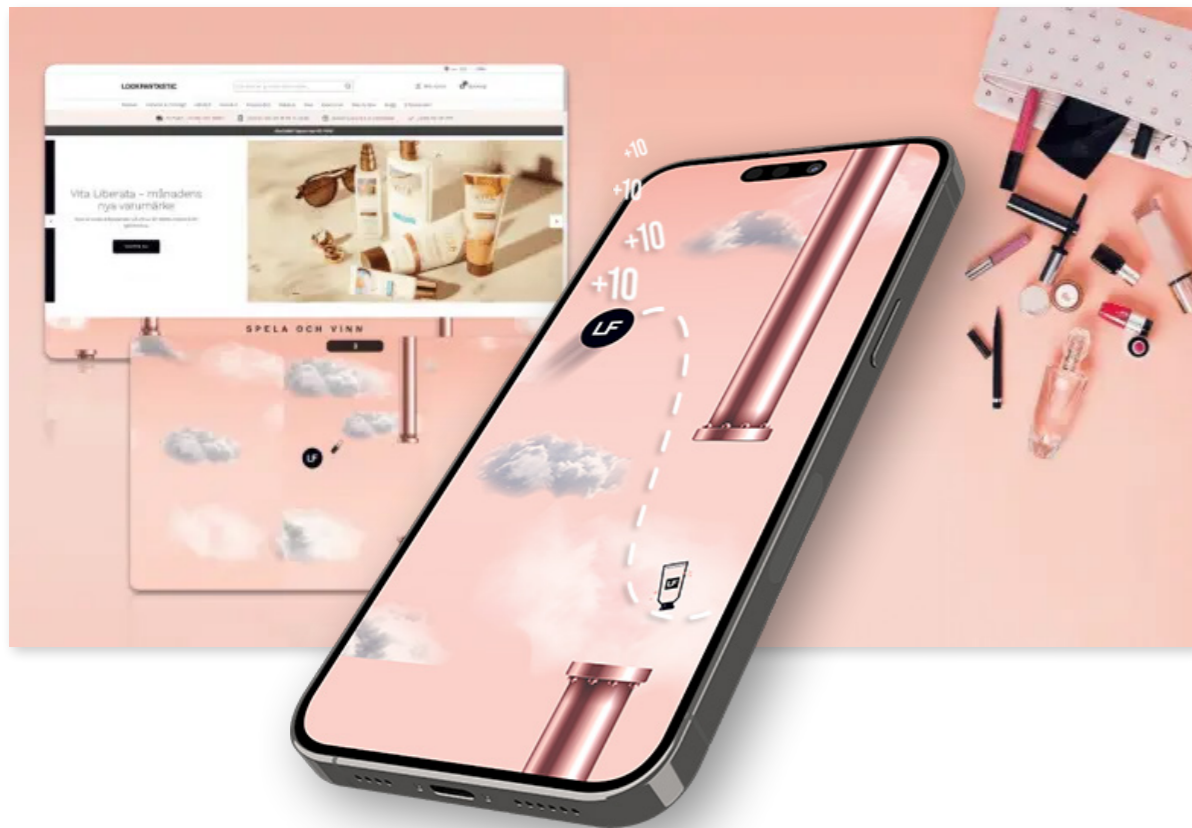
### (Engagement on eCommerce sites to drive sales)

**What:** A custom Flappy Birds game for Europe's No1 beauty eCommerce brand.

**Where:** The game was hosted on Lookfantastic's eCommerce site.

**Results:** Average playing was 3.8 minutes, and more importantly sales increased by +180%.

[Read the case and play the game here.](#)



## Klarna

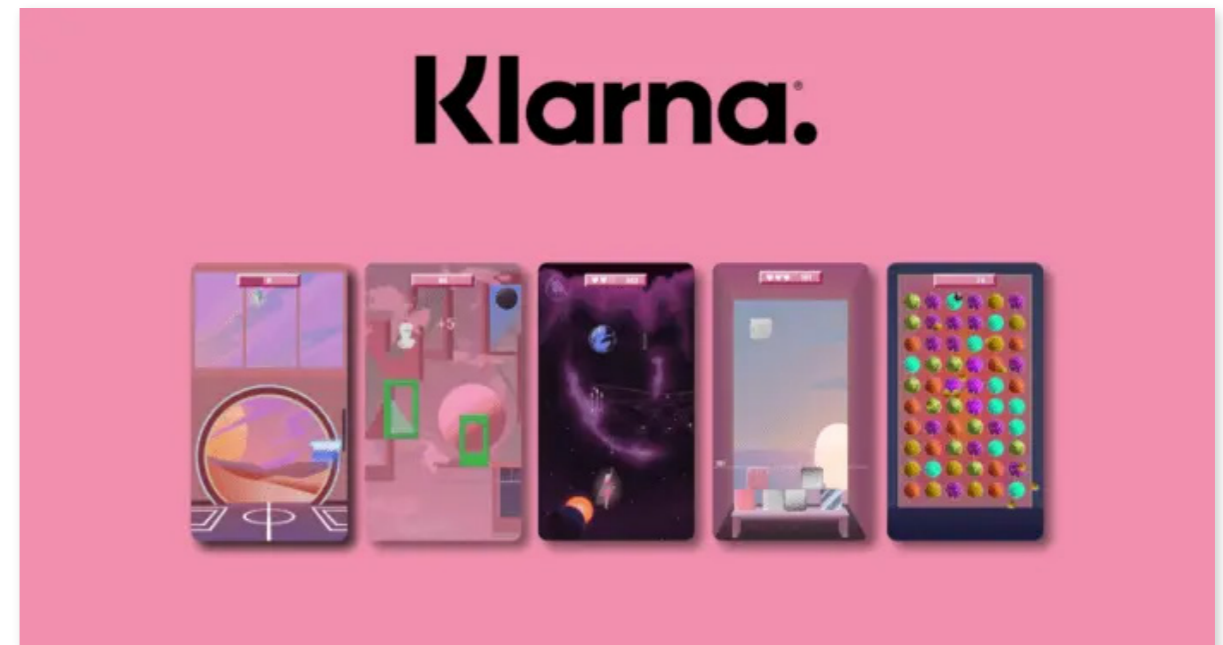
### (Engagement in App to drive retention/loyalty)

**What:** A unique series of branded games in the unique Klarna style.

**Where:** The games were distributed in the app to reward players when they had paid their bills.

**Results:** +350% more time spent in the app.

[Read the case and play the game here.](#)





## Thanks for reading!

Branded Games for Engagement 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 [Conversion](#)
- 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**