

Branded Games for Loyalty

The Guide



Branded Games for Loyalty

Branded Games are fun, entertaining and offer the chance to win. In this guide you will learn how you can take advantage of this to boost loyalty and drive increased revenue for your business (or in short, sell more stuff).



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1. What is loyalty and why is it important?

Loyalty is when customers feel positively towards your company and choose to buy your product or service over and over again, as opposed to that of the competition (or in some cases not all).

These longterm relationships are key to all companies' success. The 80-20 rule, also known as the Pareto Principle states 80% of companies profits are generated by 20% of their customers (so called loyal customers). There are 4 main reasons for this...





1. Loyal customers make repeat purchases

This is particularly true if a brand has build an effective loyalty programme (according to McKinsie's loyalty survey, 75% of top performing loyalty programme members changed their behaviour to generate more value for the business).



2. Loyal customers spend more

They know and trust your service and product, so will not only buy more from you, but also upgrade to higher value products (according to Invesp - current customers spend 67% more than new customers).



3. Loyal customers are less expensive to convert

Companies without loyal customers suffer from high customer turnover and need to replace these with new customers. These customers are more expensive to convert to a sale as it involves costs related to advertising, sales and onboarding (according to Outsource acquiring new customers costs 5 times more than retaining current ones).



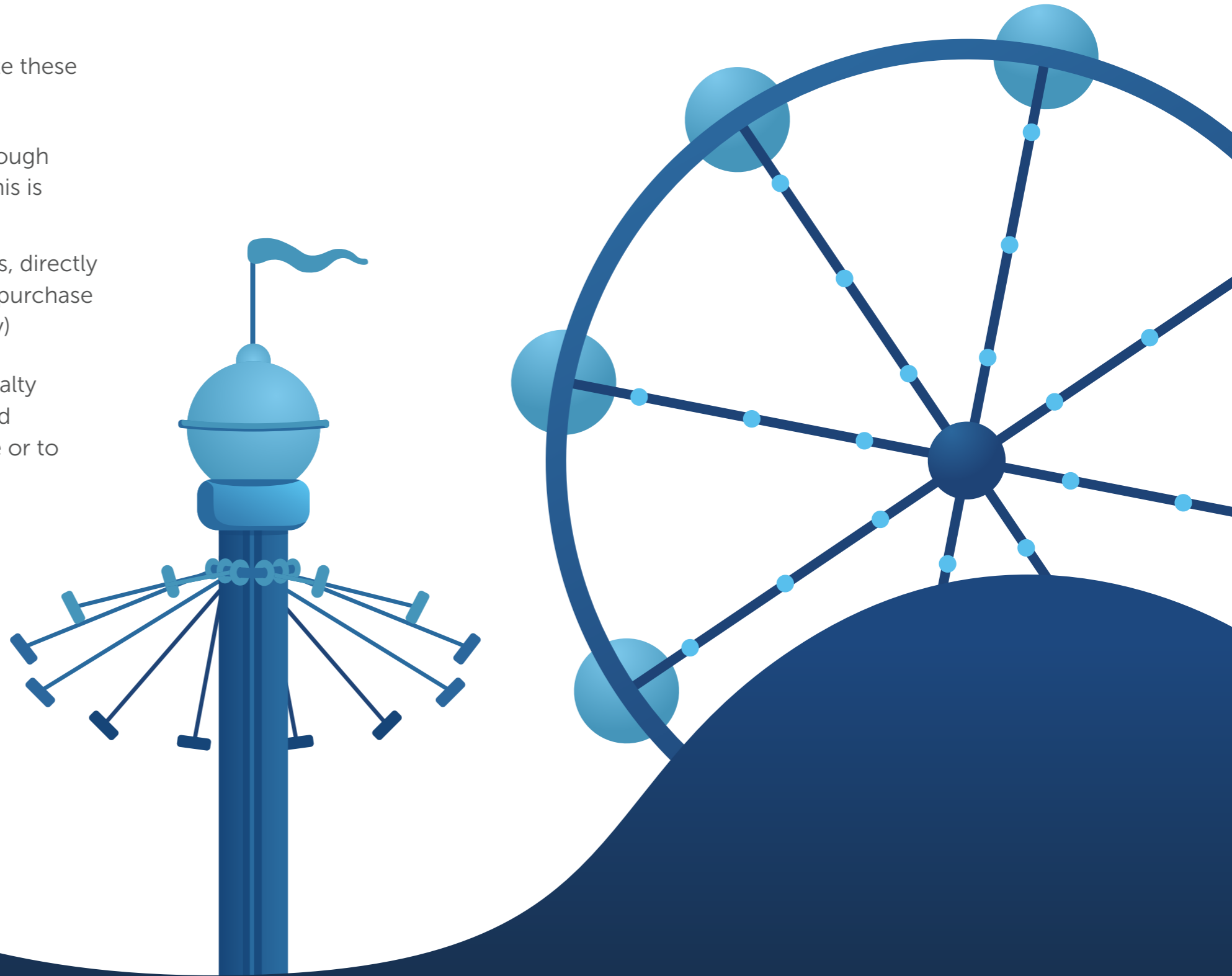
4. Loyal customers spread the word

Loyal customers believe in your brand and are more likely to share their positive feelings and experiences through customer review, user generated content and word of mouth. This type of marketing is not only trusted and highly influential, but also free of charge.

There are 2 main levers that businesses can pull to create these high value loyal customers.

- **Pricing** - offer better pricing to your customers through discounting, other incentives or free added value (this is known as transactional loyalty)
- **Service** - you provide them with better experiences, directly as part of the product or service, or pre or post the purchase (this is more aligned with brand or emotional loyalty)

These 2 main levers are often grouped together into loyalty initiatives or more comprehensive programmes. Branded games are great tools as a base for a loyalty programme or to supplement an existing one.



2. 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. Branded games are also predominantly web-based, so can be distributed across any touchpoint - including as part of a service or a loyalty programme.

Why they work / what makes branded games so good for loyalty

Most loyalty programmes rely on a 'loyalty card' that enables the collection of points related to spend, and delivering heavy discounts for future purchases. They are often un-exciting in execution and reduce overall profitability by reducing margins on sales. Branded games offer an opportunity to spice-up your loyalty programme and initiatives by gamifying the experience. This is because branded games do 3 things really well.



1. Emotional Attachment

Branded games tap into our most natural instincts relating to how we experience and interact with the world. In response to playing a branded game, the reward center in the brain releases dopamine which delivers a pleasurable sense of engagement and emotional attachment to your brand.

This is achieved through:

- A. Story** (Storylines, fictions or even a set of rules wrapped in a cool design, help players or escape to other worlds, where the choices players make have consequences and meaning).
- B. 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.
- C. 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).

2. Appeal to all types of people

Because branded games are both entertaining and accessible they have broad appeal. Due to the ubiquitous nature of mobile phones - everyone is a potential player. Indeed 75% of people with mobiles play some kind of mobile game. On top of this, people play for minutes not seconds. Indeed the active game time for a Flarie branded game is 3 minutes, but can be engineered to be much longer.

3. Easy win and reward mechanism

With branded games scoring points usually occurs by completing actions as a result of engagement (or connection with the brand and their service or product offering). It's a very natural way for customers to accumulate points. The points accrued can then be turned into real value when redeemed. Of course how easy winning is, and what is actually won, is all part of the design of the game.



3. Get started

You might think that developing branded games and a game based loyalty initiative might take weeks or months, but that is not the case. 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. This process can be broken-down into 3 key elements or stages.

1. How can I add value

Branded games in themselves, when distributed on platforms on their own can increase engagement, connection and retention. But they become super-charged loyalty drivers, when used in tandem with tangible prizes and rewards. So think what you can offer your customers that adds value, and that ties them to your brand.

There are 2 options here, both of which work equally well.

- Branded games can be used to score points, which relate to value in the real world eg discounts on price or quantity.
- Customers perform actions eg buy product or use the service, to unlock value related to branded games (eg access to games, new levels/experiences in games or more chances to win prizes).

2. Build your programme

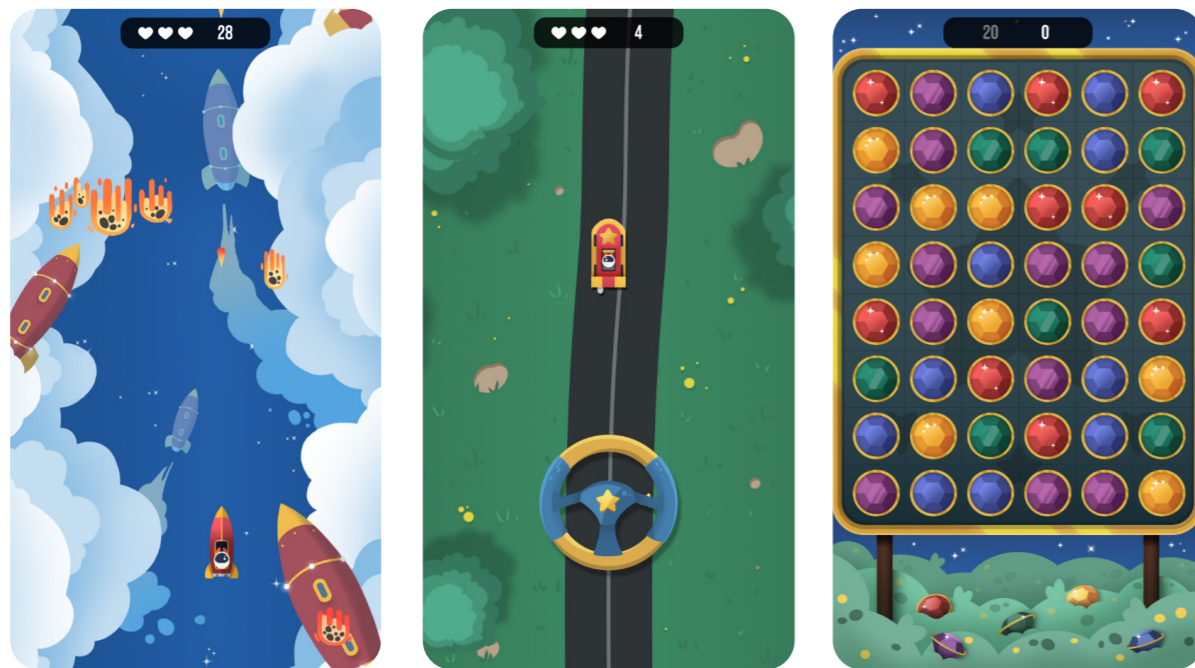
Then you need to physically build your programme. Flaries "Studio Platform" enables companies even with limited resources to build and manage branded game based loyalty programmes. Below are the key elements:

A. Develop your games portfolio

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.](#)

With Flarie branded games all elements are brandable, including the background and other game assets. These games can then be distributed over time, ensuring there is always a new experience for customers, and over time you can get a sense of what types of game are performing best.

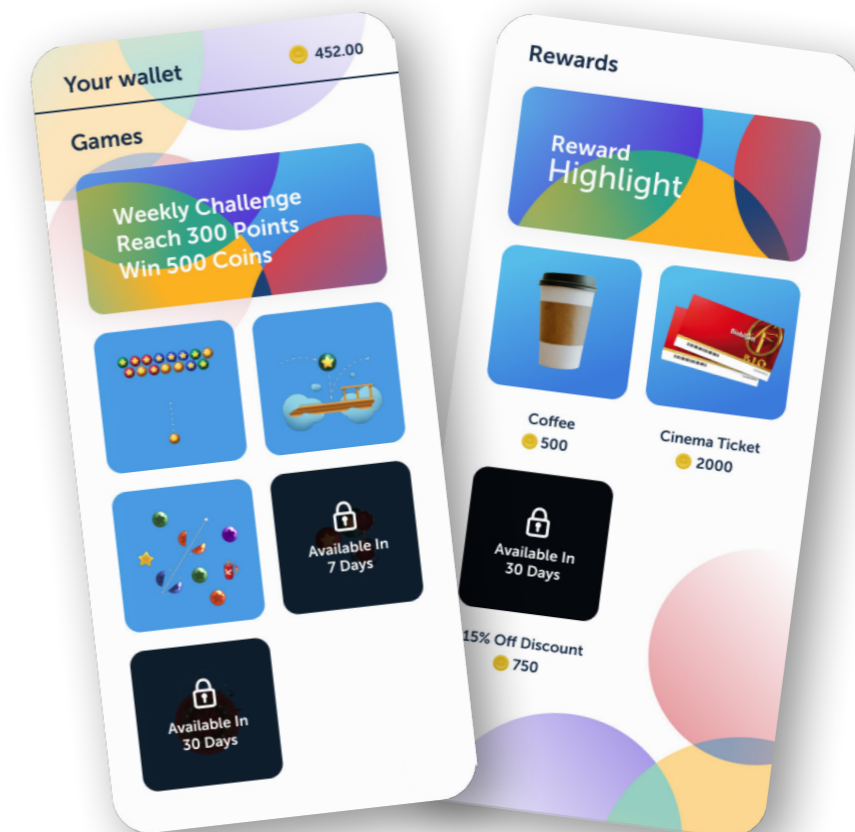


B. Customise with settings

Add specific challenges (eg destroy all the enemies, score 1000 points, reach level 10). Add specific competitions (eg new competitions every week). Add leaderboards to celebrate the most loyal customers.

C. Brand your wallet and currency

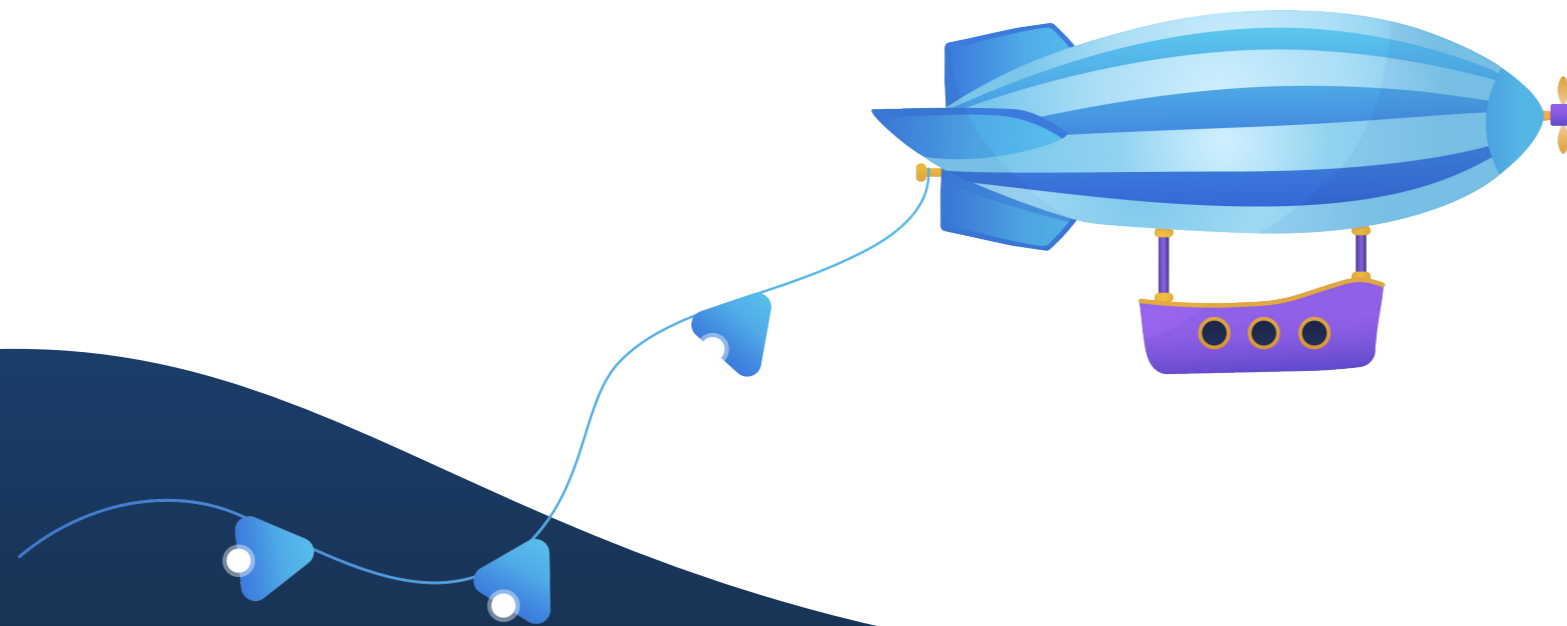
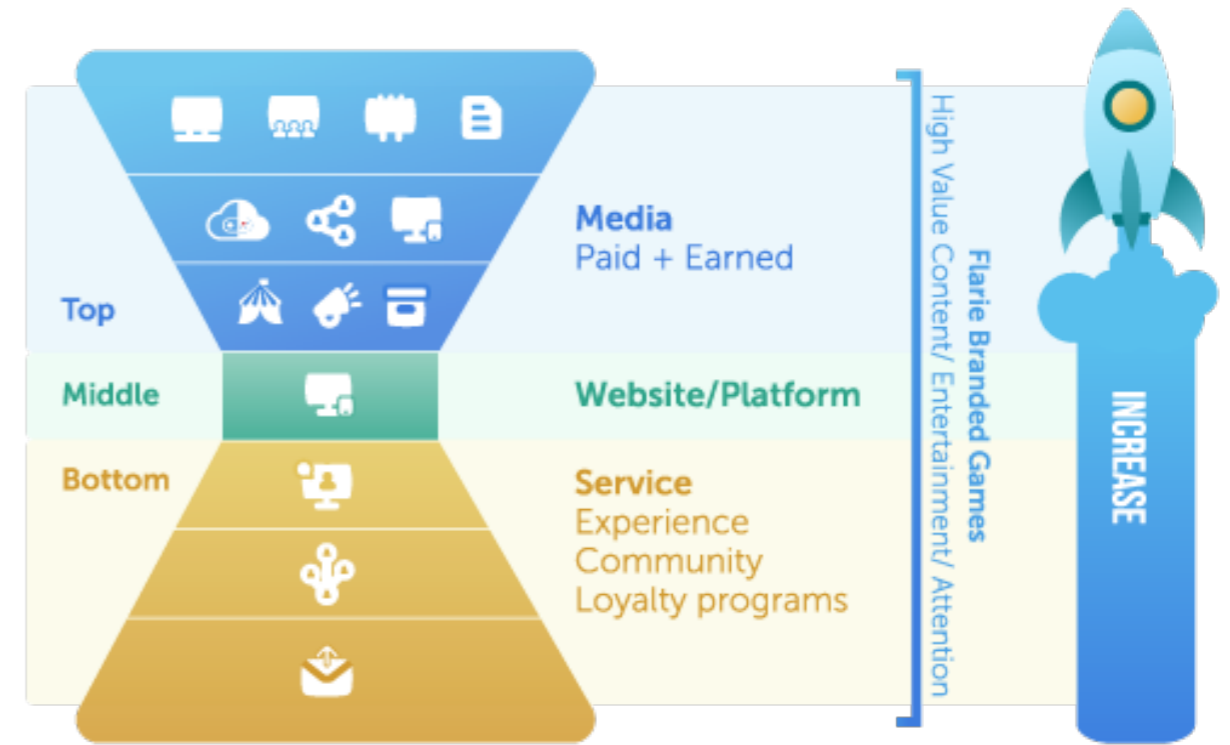
In Flarie Studios "Game Center", Brands are able to create/ name their own currency and It's value related to the points acquired by players. Each player gets their own branded wallet where they can monitor their performance and see the benefits and value that they have accrued from their loyalty.



3. Distribute

Flaries branded games 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 for brands to distribute and target different audiences, using simple links or QR codes. Email, social media and websites, which are the cornerstones of most loyalty programmes are great for branded games distribution.



4. Case study

Ingo

'Play games and win free litres'

What: INGO, a leading Nordic fuel-filling station, integrated a series of different branded games into their app that offered customers the chance to win free fuel as a means to establish repeat behaviour, to increase loyalty and lifetime customer value.



How:

1. Players downloaded the INGO app and connected their card
2. By connecting their card to the app they received the opportunity to view fuel consumption (amongst other benefits) including accessing the branded games to win free litres
3. In order to get a chance to win, players needed to make a transaction. Each transaction gave a player 10 plays a day.
4. A player had to achieve 1000 points, to be entered into the raffle, then winners were chosen at random. A new competition dropped every week.
5. The first 1000 winners won prizes (from 50 litres for first place, to 1 litre for place 101-1000).
6. Within 24 hours of playing and winning, free litres appeared in the app and could be used as payment for refuelling.

Results:

Over the first 5 months of this ongoing activation, the INGO branded games delivered 82 minutes average play time per person, grew app downloads (loyal customers) and helped contribute to thousands of re-fuels.

[Play the game here.](#)





Thanks for reading!

Branded Games for Loyalty 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 [Engagement](#)

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