



Game-Changing Engagement - The Power of Play in Advertising

Key takeaways

- **How to leverage the power of play** – why marketing gamification works as highly effective tool.
- **Exploring playable ads** for both advertisers and publishers.
- Be inspired from **real-world live stories** that showcase the impact of playable ads and marketing gamification.

Who are Playable?

- The gamification platform for marketers - a flexible SaaS platform to create, tailor and deploy marketing gamification campaigns.
- Founded in 2017 in Denmark - expert teams in Aarhus, Copenhagen, Amsterdam, Helsinki and London.

650+

Powering the playable marketing of 650+ brands globally.

15

game plays every second from our platform.

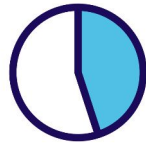
99.4%

Customer support satisfaction rating.



playable

Unprecedented impact for 650+ brands globally



45%
Unique registration
rate



66 seconds
Average time spent



23%
CTR
(click-through-rate)



Media experience

POLITIKEN

Kristeligt Dagblad

Sjællandske  Medier

**Ekstra
Bladet**

A
ALLER MEDIA
DENMARK

STFP
network

mtv3

EGMONT

Jyllands-Posten

BØRSEN.


jysk fynske medier

Det
Nordjyske
Mediehus

Schibsted

Game selection

Luck games



Wheel of fortune



Scratchcard



Slot machine



Roll the dice



Lucky number



Rock paper scissors



Spin the bottle



Roulette



Banko

Skill games



Drop game



Spot the difference



Shoot It



Hit the target



Snake



Sliding puzzle



Shell



Memory



Puzzle



Slice It



Tapping game



Bounce battle



Hit-a-mole



Sudoku

Knowledge games



Quiz



Personality test



Advent calendar



Guess the picture



Prediction



Video quiz



Priority puzzle



Guess the word



Survey



Place the item



Swipe it

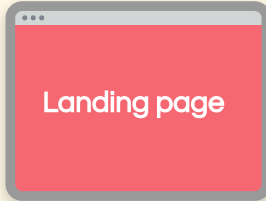


Poll



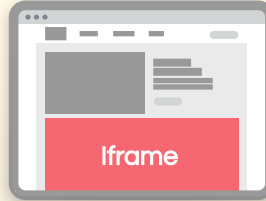
Product selector

Embed campaigns where and when you meet your audience



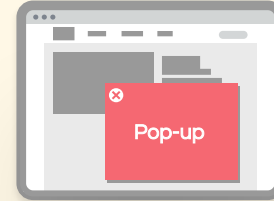
Landing page

Create a landing page in the Playable platform that will add to the digital universe of your brand.



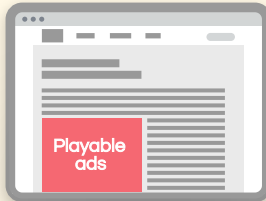
Iframe

Embed gamification campaigns where it makes sense; a homepage, landing page or other webpage.



Pop-up

Use the pop-up builder to easily integrate gamification campaigns on to a page to activate site visitors.



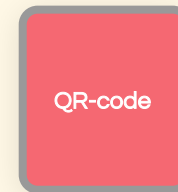
Playable ads

Integrate interactivity as game campaigns into display ads, engaging users within the ad space.



App

Integrate game campaigns in-app so they are displayed in that digital universe.



QR-code

Integrate game campaigns in offline activities or OOH ads, to be scanned and connected to your digital properties.

The power of play in marketing

The power of play

Play is the most ordinary human instinct - it's how we connect, learn and grow.

Hardwired

To have fun, compete, be rewarded and feeling a sense of belonging.

1st screen attention

Minds enter an active and alert state, securing 1st screen focused attention like no other content format.



Dose

Play triggers our brains to release feel-good hormones, leaving a lasting impression.

Memorability

Games allow audiences to enter that world, enabling brands to be etched in our memories—a feat unmatched by any other marketing technique.

Play & gamification = Playable marketing

Game mechanics are the building blocks for how players interact with a game.
Marketing gamification adapts then to incentivise user behaviour in a marketing context.

Compete

Desire to win over someone else.

Challenge

A task set for the player that is nontrivial to accomplish, typically an obstacle to overcome.



Mirroring

The opportunity to compare ourselves to others.

Reward

Incentive, feedback, or even the challenge itself.

Have Fun

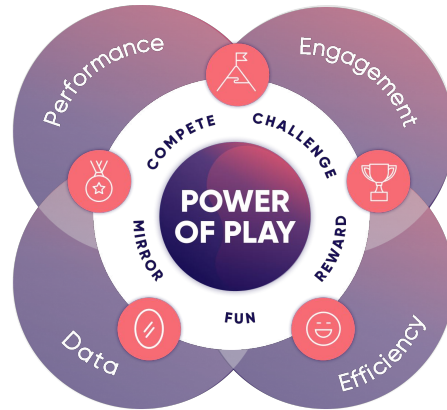
To feel easy-going, lighthearted, and happy.

Play & gamification = Playable marketing

Inspiring meaningful relationships.

As a **performance-driven** solution, playable marketing supports a wide range of KPIs across every touchpoint of the customer journey.

An inherently **data-focused approach**, it provides valuable insights to help marketers acquire, grow, and personalize audience experiences.

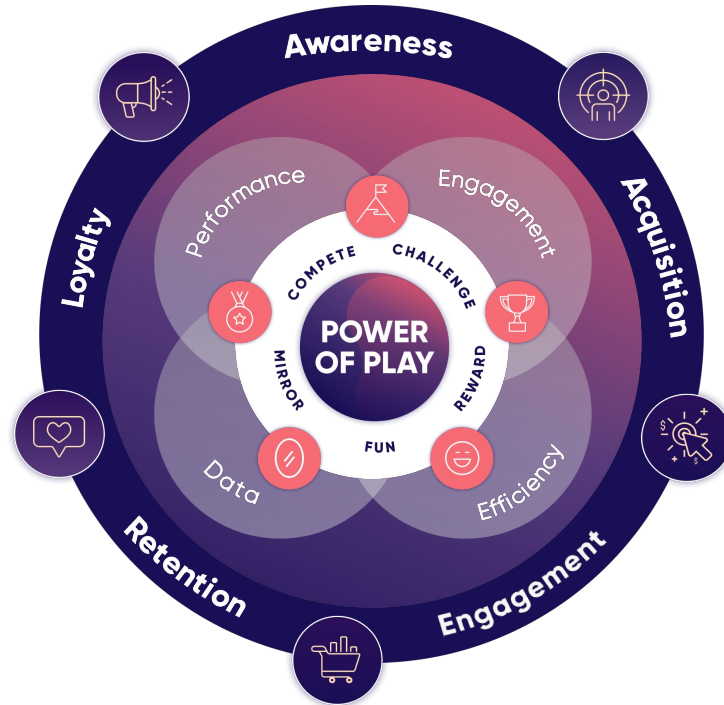


Using **interactivity to engage**, marketers can connect deeper with their audiences to create more memorable brand experiences.

Proven to be both **efficient and effective**, delivering measurable and impactful results that optimize marketing budget spend and focus.

Unparalleled marketing performance

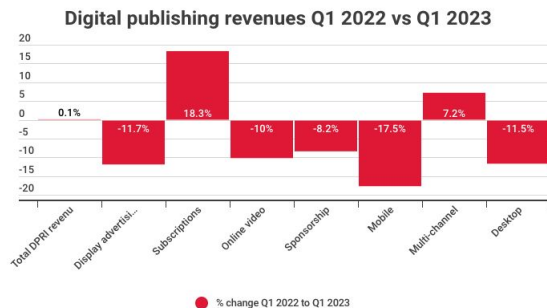
Whatever your marketing goals, transform your brand impact throughout the customer journey for unparalleled results.



The power of play in
advertising.

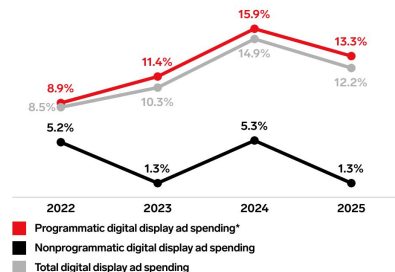
Yesterday: the evolving display advertising landscape

- Shift from direct sales to programmatic advertising.
- Challenges with banner ad effectiveness and user engagement.



Source: Digital Publishers' Revenue Index (DPRI), AOP and Deloitte, June 2023

Programmatic Display Ad Spending Will Grow 3 Times as Fast as Nonprogrammatic in 2024
% change in US ad spending, by category, 2022-2025

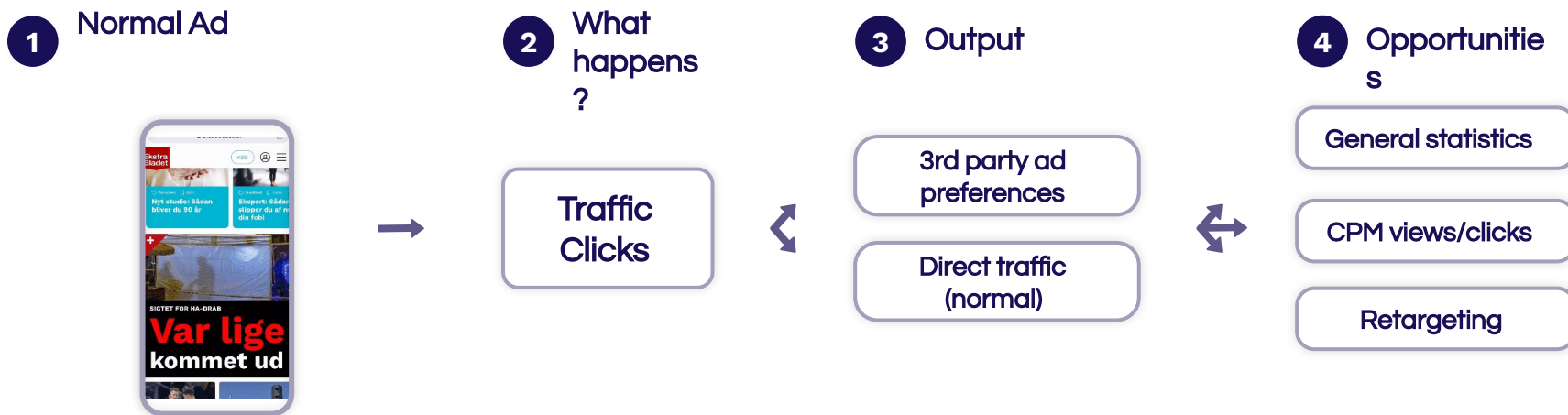


*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; includes banners, rich media, sponsorships, video, and ads such as Facebook's News Feed Ads and X's Promoted Posts; *digital display ads transacted or fulfilled via automation, including everything from publisher-erected APIs to more standardized RTB technology*

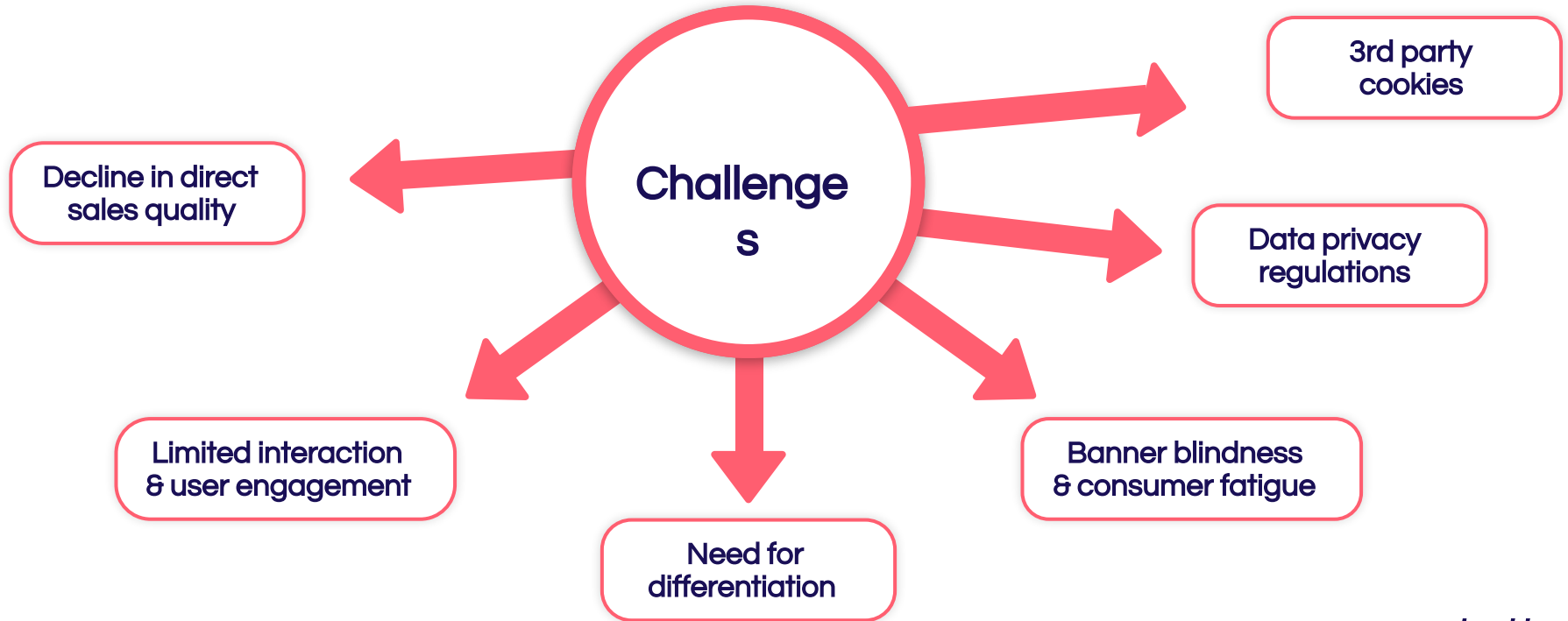
350801

Insider Intelligence | eMarketer

Ad Experience & Tactics, Different Output & Opportunities ...With interactive banners?



Today: key challenges facing publishers and advertisers



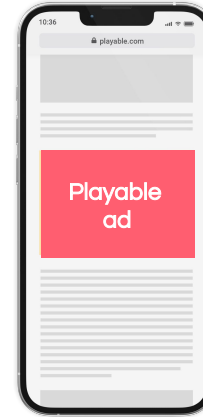
Future: In-ad interactivity with playable ads



Traditional ads

Static display ads, with no interactivity, moving content at most.

Or playable ads within the gaming industry offer a limited-interactivity 'try before you buy' experience within the ad, allowing users to preview games or apps, before driving to a full app or game download.



Playable ads

Playable expands playable ads to all sectors, transforming display banners into dynamic, interactive spaces where users engage with gamified marketing campaigns, boosting engagement and brand memorability.

Ad Experience & Tactics, Different Output & Opportunities ...With Playable?

1 Playable Ads



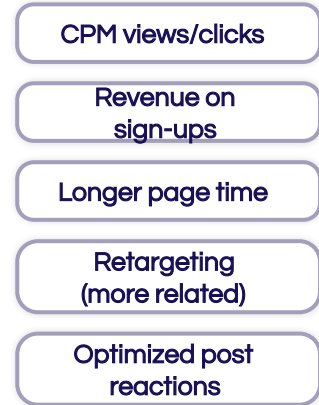
2 What happens ?



3 Output



4 Opportunities



Key benefits of playable ads

Interactivity

directly in ads
enhances user
enjoyment and
memorability

Enhanced engagement

captures user
attention,
increases time
spent and brand
affinity

Seamless experience

without leaving
the ad space
for a fluid user
experience
and engaging
user experience

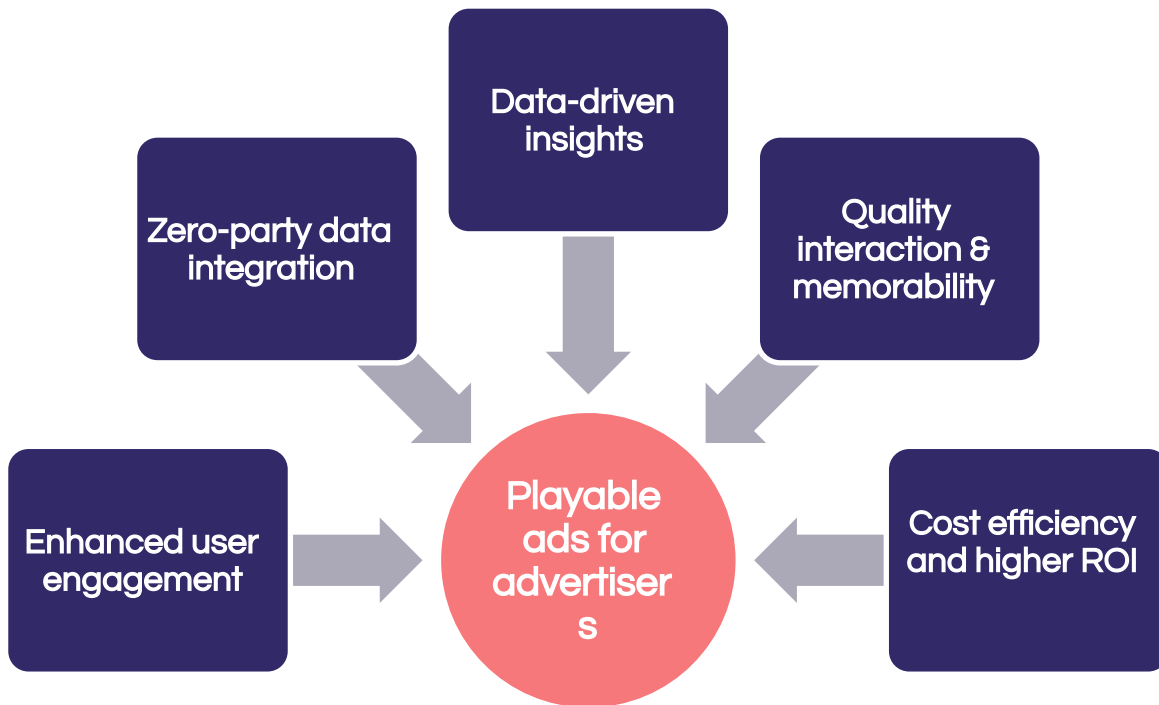
Data-driven optimization

with precise
adjustments to
spend and
strategy, for
maximum impact
and ROI/ROAS

playable

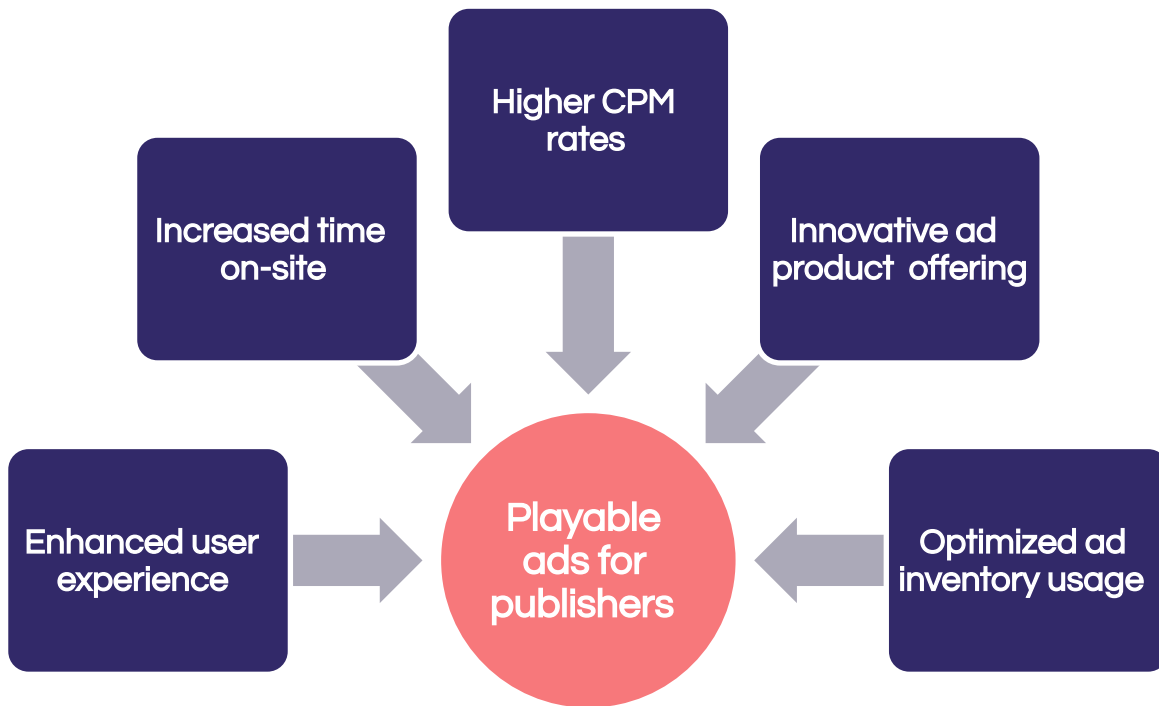
Playable ads for **advertisers**

Maximize engagement, zero party data and ROAS with more meaningful experiences.



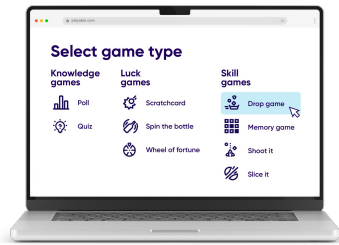
Playable ads for publishers

Maximise user experience, ad revenues and effective inventory growth with interactivity.



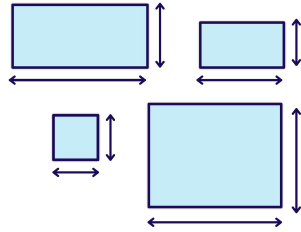
Playable ads

How it works



Create your game

Build your game in the Playable platform



Choose ad format

Select classic display or high-impact banners, and test.



Launch ads

Download for ad server and launch.



Track & evaluate

Measure full game funnel flow and ad engagement metrics

Playable for Publishers and advertisers

Sponsored Games

Co-branded games on isolated landing pages

Own Games

Games onsite, landing pages etc. to promote services, drive engagement and sign-up permissions & customers

Native

Iframed games on page

Ad Games

Games in ads, direct banners as well as programmatic banners

Playable ads for **advertisers**

Own Games

Games onsite, landing pages etc. to promote services, drive engagement and sign-up permissions & customers

Ad Games

Games in ads, direct banners as well as programmatic banners



Playable ads for publishers

Sponsored Games

Co-branded games on isolated landing pages

Own Games

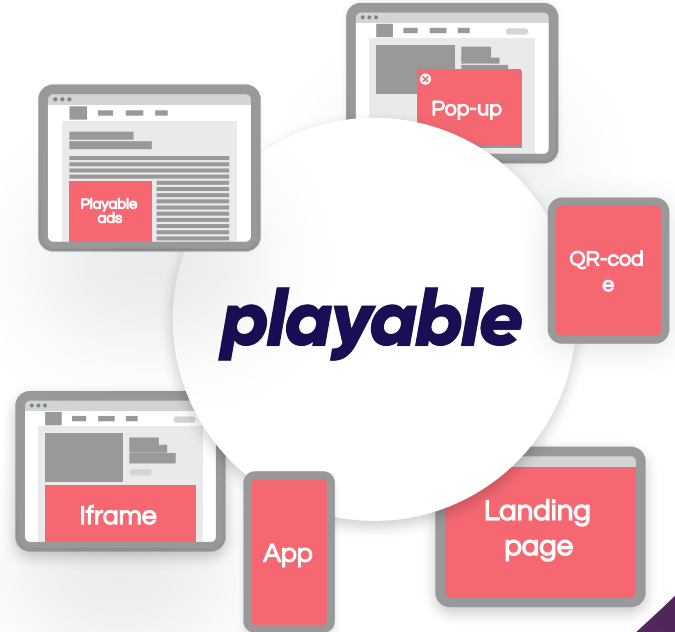
Games on site/ landing pages to promote services, drive engagement and sign-up permissions & customers

Native

iframe'd games on page

Ad Games

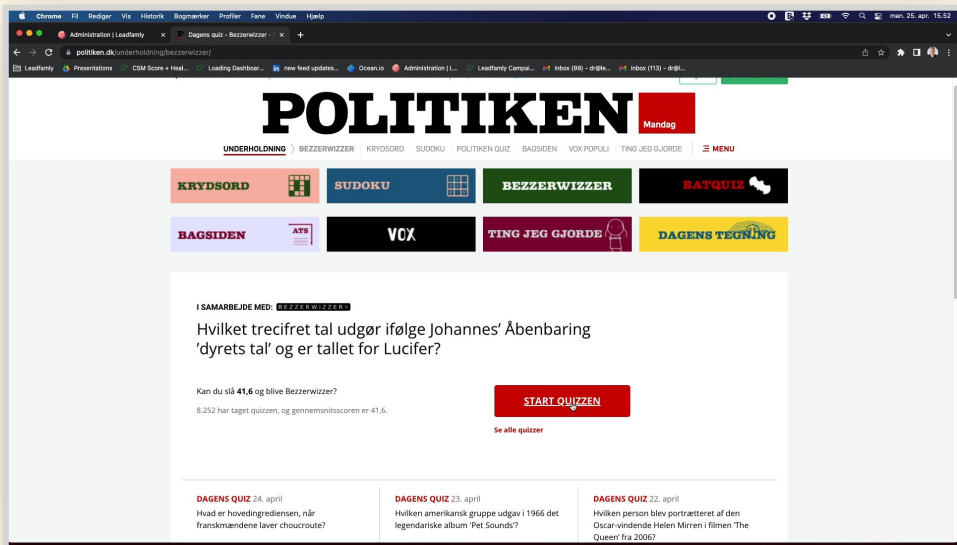
Games in ads, direct banners as well as programmatic banners



Own games

Own Games

Games onsite, landing pages etc. to promote services, drive engagement and sign-up permissions & customers



Personalisering af abonnement med brug af tests og quizzes

Hvor godt kender du dine abonnementsfordele?



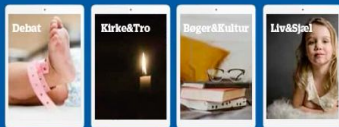
Hvilken type avislæser er du?



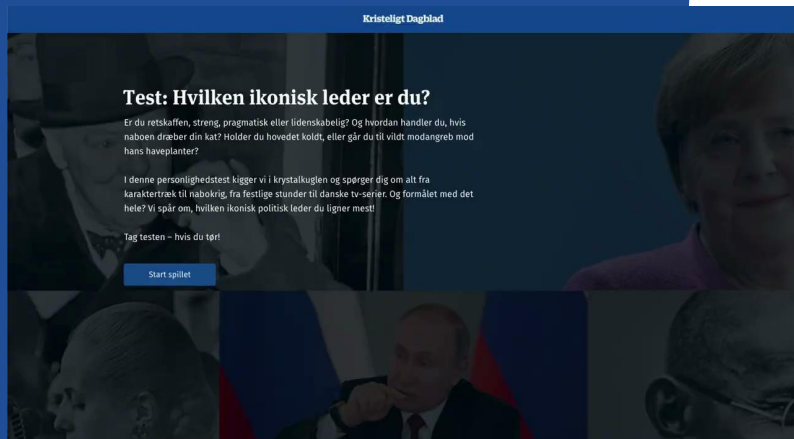
Hvilket nyhedsbrev passer til dig?



Hvilken redaktør bør du følge?



Own games



Kristeligt Dagblad

Kristeligt Dagblad

Primary KPIs:

3%

af alle der så kampagnen blev også betalende abonnement hos Kristeligt Dagblad

7000 permissions

40% af disse permission havde aldrig før været i kontakt med Kristeligt Dagblad.

88%

af alle der startede testen færdiggjorde også testen

Sekundære KPI'er:

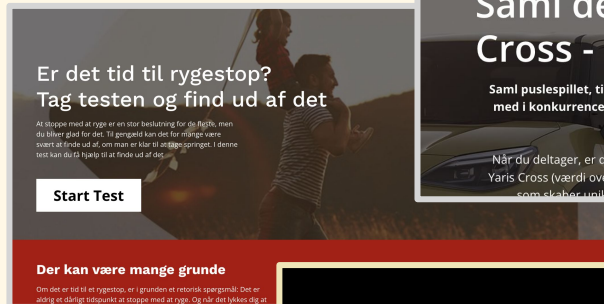
1. Databerigelse af permissions & Cookie tracking mv. til fordel for ex. Retargeting
2. Tid med målgruppen (Mere end 2 minutters fokuseret engagement time og interaktiv tid brugt med målgruppen)

[Link til webinar med Kristeligt Dagblad](#)

Native advertising iframe games

Native

Iframed games on page



Er det tid til rygestop?
Tag testen og find ud af det

At stoppe med at ryge er en stor beslutning for de fleste, men du bliver glad for det. Så gang på gang kan det for mange være svært at finde ud af, om man er klar til at gøre rygestop. I denne test kan du få hjælp til at finde ud af det.

Start Test

Der kan være mange grunde

Om det er tid til at rygestop, er i grunden et retsikkert spørgsmål. Det er aldrig et dårligt spørgsmål at stoppe med at ryge. Og når det lykkes dig at



Saml den nye Yaris Cross - og vind den!

Saml puslespillet, tilmeld dig Toyotas nyhedsbrev og vær med i konkurrencen, hvor du kan vinde den nye Toyota Yaris Cross

Når du deltager, er du med i konkurrencen om den helt nye Yaris Cross (værdi over 320.000 kr.) og andre, lækre præmier, som skaber smilke munder og farsede blyndager.

Playable Ads



Campaign (WoF) running live in a banner ad. Participants plays directly in the banner.
In this example registration is taken out on another landingpage, could as well have been done within the game ad as well.



Ekstra Bladet & Playable Ads med Sol & Strand

Focus points:

- + Sign-ups
- + Want people to engage/click
- + More time with ad/audience
- + More seamless experience
- + Avg. more time spend on landing page
- + Avg. more time spend on result page

Results:

Click Rate x 4 compared to normal click rate on ad banners

Playable Ads



Ekstra Bladet & Playable Ads

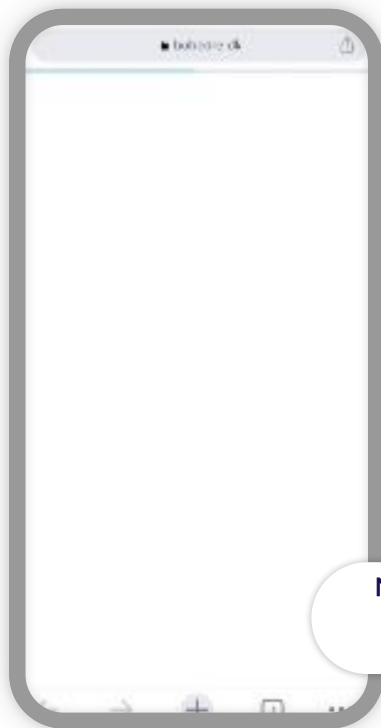
Focus points:

- + More time with ad/audience
- + More seamless experience
- + Avg. more time spend on landing page
- + Avg. more time spend on result page

Campaign (WoF) running live in a banner ad.

Participants plays directly in the banner.

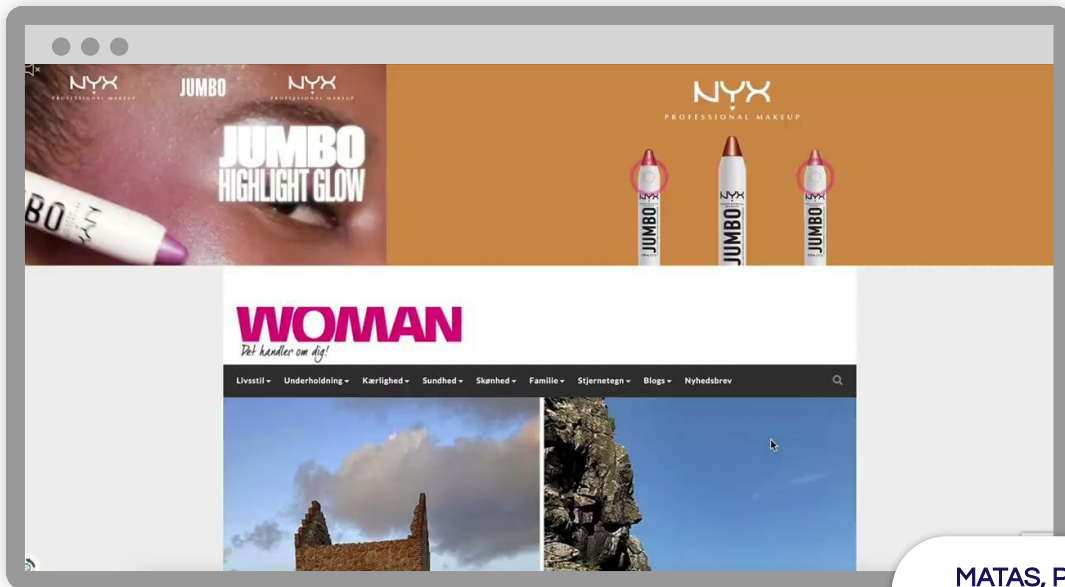
In this example registration is taken out on another landing page, could as well have been done within the game ad as well.



MATAS, Playable
Ads,
Mobile

The screenshot shows a web browser window with a video player. The video content shows two men standing in a bright, modern restaurant or cafe. A large purple overlay is positioned at the bottom of the video frame, containing the text **- IKKE** in large, bold, yellow capital letters. The browser's address bar shows 'Ekstra Bladet' and navigation options like 'Køb abonnement', 'Play', 'Podcast', and a menu icon. On the left side of the browser, there is a logo for '3' and a link to 'Origo viki: www.samsung.com/dk/offer/galaxy-s20'. On the right side, the text '3 Ultra' is visible. At the bottom of the browser window, there are two identical promotional banners for '75 | Volkswagen' with the text 'Attraktive jubilæums-'.

Ekstra
Bladet



MATAS, Playable
Ads, Woman.dk

playable

Playable in Native Advertising

Welcome Joen from EB Brand Stories and Dennis on stage for a short Q&A



Native advertising - Max @EB.dk

The screenshot displays a news website interface with several native advertisements. At the top left is the 'Ekstra Bladet' logo. Navigation links include 'Køb Ekstra Bladet+', 'Play', 'Podcast', and a menu icon. The first ad features a dog's face and the headline 'BLIV SOMMERVERVEN' with a sub-headline 'Støt, hvor andre har svigtet' and a 'STØT NU' button. The second ad has a yellow background with the headline 'Brygmanns datter reagerer' and a photo of a man and woman. A third ad is a blue vertical banner with the text 'Inklusive 3 års reklamerationsret hos Humac.' and a 'Læs mere' button. A repeating banner at the bottom contains the text 'ÆGTEPAR DØDE' and 'POLITI:'. Small 'Announce' icons are visible on the left and right sides of the ad area.

Ekstra Bladet

Køb Ekstra Bladet+ Play Podcast

BLIV SOMMERVERVEN
Støt, hvor andre har svigtet
DYRENES BESKYTTELSE
STØT NU →

Announce: @

Brygmanns datter reagerer

Announce: @

Inklusive 3 års reklamerationsret hos Humac.

Læs mere

ÆGTEPAR DØDE ÆGTEPAR DØDE ÆGTEPAR DØDE ÆGTEPAR DØDE ÆGTEPAR DØDE ÆGTEPAR DØDE ÆGTEPAR DØDE

POLITI:

Native advertising - Synoptik @EB.dk



Don't forget!

**13:45 - Tools of Engagement
Roundtable**

Interested to learn more?

Playable ads



Resources for
media industry

