

# Captello's Immersive Gamified Digital Marketing Campaign

HOLIDAY MARKETING CAMPAIGN WITH FUN, INTERACTIVE DIGITAL EXPERIENCES.

As a SaaS company with a robust lead management platform and a self-service digital gamification builder for marketers and event professionals, Captello developed the Holiday Campaign to demonstrate how marketers and event professionals can level up their brand experience and increase engagement with fun, customizable interactive games, or "activations".

## 1: THE HOLIDAY CONCEPT

The campaign was designed to engage the masses with a familiar Santa theme. In the campaign, participants are led through a series of experiences that allow them to interact with characters, learn about Captello's solutions, and win prizes from Santa's prize safe.

## The Campaign Email with Santa

We designed an email with curves and twists, similar to a game board with a holiday theme. In each step, Santa explains what he wants the participant to do and includes a playful button to launch the experience - and off they go!

## THE GIFT OF GIVING

- ◆ We drafted the concept in Adobe Creative Suite and used Captello's intuitive email builder to build the campaign emails.
- ◆ Prospects were encouraged to "Play to Win" guaranteed prizes from Santa's safe - an activation with an integrated e-gift card rewards center where winners can shop over 250 internationally recognized gift card brands.



## 2: BRING THE FUN

### ACTIVATIONS, GAMES, AND WAYPOINTS

The heart of the campaign was each interaction participants could experience with Santa. Using Captello's Activation Builder, we designed each game to transcend the ordinary, merging play with purpose.

#### Why it matters for digital marketers

Interactive elements, especially gamified ones, not only engage prospects but also serve as memorable touchpoints for brand exposure and learning.

We customized four of Captello's game templates into customized festive experiences anyone could relate to that would educate participants about Captello's solutions while offering them some fun and a chance to win instant rewards.

### GAME 1: DECIPHER SANTA'S LICENSE PLATE

We designed a spin off of Captello's *License Plate* game, where short encrypted phrases could be deciphered into the phrases on the back of Santa's sleigh. The phrases were industry specific, and the game included instructions which could be used to educate people about the various advantages of using Captello solutions for lead capture and engagement.

GAME  
DESIGNED WITH  
CAPTELLO'S  
ACTIVATION  
BUILDER.

WE CUSTOMIZED  
OUR OWN:

- Backgrounds
- Messages
- License Plates
- Sounds
- Instructions
- Timer Modes
- Point Rewards
- Prizes
- Leaderboards



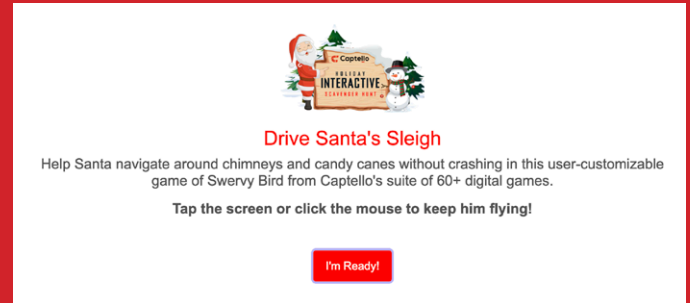
### GAME 2: DRIVE SANTA'S SLEIGH

GAME  
DESIGNED WITH  
CAPTELLO'S  
ACTIVATION  
BUILDER.



True to the holiday theme, we designed a fun sleigh ride activation adapted from Captello's *Swervy Bird*. Players navigate past obstacles and try to catch Captello "C" coins to increase their overall score.

We included simple instructions prior to game play to introduce custom branding, messaging, and notes on how players could achieve their best results.



### CUSTOMIZABLE LEADERBOARDS

| Holiday Interactive Scavenger Hunt |       |
|------------------------------------|-------|
| 1. Beverley H.                     | 26918 |
| 2. Ryan S.                         | 4876  |
| 3. Menna K.                        | 3210  |
| 4. Aya G.                          | 3150  |
| 5. brad F.                         | 1610  |

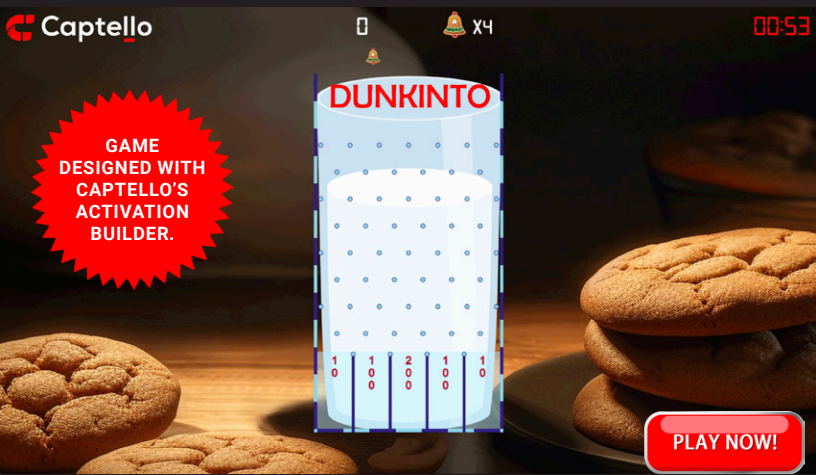
We connected point scores from every game to a customized holiday version grand leaderboard using Captello's Activation Builder. Winners and scores are posted in real-time to encourage friendly competition.

Leaderboards can be customized inside the Activation Builder, making it easy to add company branding, custom backgrounds, unique formatting and more.

Leaderboards can be launched per-game or as global leaderboards that combine scores from multiple games. They can also display team or single player leaderboards, and can be set to display results from defined time frames.

Launch leaderboards anywhere: on displays, in web pages, iframes, and more!





### GAME 3: DUNK COOKIES WITH SANTA

We repurposed a popular game of PLINKO, renamed DUNKINTO, and used Captello's Activation Builder to make the Plinko board look like a tall glass of milk where players could dunk cookies for points.

Customizable sounds make it even more immersive. Drop a cookie in the center column of the glass for a point bonus and players will hear a customized cheery chuckle from the big man himself!

### GAME 4: STOP THE GRINCH

The final game in the digital adventure is a rendition of *Whack-a-Mole* that pits players against the Grinch; the crusty agitator who wants to do everything the old fashioned way, or foil those who have a better way of doing things.

In Captello's case, the Grinch uses outdated lead capture methods, like pencil and paper, inflexible lead capture apps, and physical games, making campaigns more difficult and ruining ROI so we communicate the message:

Beat the Grinch with Captello's Premium Lead Capture app that makes lead capture a pleasure for every exhibitor. Put an end to clunky experiences & manual processes.

### 3: CREATE REWARDING MOMENTS

Every memorable campaign has moments of joy and recognition. With Captello's Rewards Center, we are able to integrate these moments seamlessly into our gamification elements and marketing campaigns.

### Why it matters for digital marketers

Rewards drive participation, build loyalty, and foster a sense of community around your brand.

#### ACTION STEPS

- ◆ Incorporate a wide range of e-gift cards from globally renowned brands.
- ◆ Introduce custom branded swag rewards, creating a tangible memory of the brand.
- ◆ Implement a point system, encouraging repeated engagement and fostering friendly competition among participants.



Participants received a numeric code as an instant clue reward at the end of each game; part of the 4-digit combo that opens Santa's safe, packed with gifts and rewards!

# ACTIVATION ZONES: A Launch Pad for Immersive Campaigns

Digitally-savvy prospects crave interactive, engaging experiences. And for digital marketers, the challenge lies in offering varied experiences in one cohesive, easily navigable package.

This is where Captello's exclusive feature, Zones, steps in as a game-changer.

## WHAT MAKES 'ZONES' A REVOLUTIONARY FEATURE FOR DIGITAL MARKETING?

Zones are interactive consoles tailored exclusively by Captello, designed with the end-user in mind.

They empower digital marketers to house multiple activations — be it scavenger hunts, leaderboards, games, or other engagement touchpoints — in a single, intuitive layout.

### CONSOLIDATION WITHOUT COMPROMISE

No longer do attendees need to juggle multiple interfaces or apps. Zones present a variety of experiences in one consolidated space, enhancing user experience.

### PERSONALIZING THE EXPERIENCE WITH CUSTOMIZATION

A company's branding is its unique fingerprint. Captello understands this, hence the Zone Builder. This solution lets digital marketers:

- Integrate unique brand colors, logos, and graphics.
- Add custom button and card elements tailored to specific themes.
- Choose button alignments for optimal user interface experience.
- Ensure the layout is responsive, regardless of whether participants access it via tablets, desktops, or other connected devices.

The outcome? A branded environment that resonates with your target audience, fostering brand recognition and engagement.

[CLICK TO EXPERIENCE THIS ZONE](#)



## The Benefits of Integrating ZONES into Your Digital Marketing Campaign

### AUGMENTED ENGAGEMENT

Campaign participants enjoy the ease of navigating through a Zone. This simplicity encourages them to explore more, interact more, and consequently, engage more with your brand.

### BOOSTED BRAND AWARENESS

A Zone, with its myriad of customization options, becomes a canvas reflecting your brand's identity. Participants navigating through this space inadvertently immerse themselves in your brand's ethos.

### DATA-DRIVEN INSIGHTS

Beyond engagement, Zones are a treasure trove of data. Track interactions, gauge preferences, and derive insights that can shape future campaigns and strategies.

### AN EDGE OVER COMPETITORS

In an environment where every campaign vies for attention, a Zone delivers a unique experience. This differentiation can set your brand apart, ensuring it remains top-of-mind.

## FINAL STEP: CRACK SANTA'S SAFE

After playing all the way through, participants were instructed to compile their codes in sequence into a 4 digit number: the combination to Santa's safe with a prize just for them! Inside the safe was an instant e-gift card reward from \$5 - \$100 and a chance to earn even more by opting in for a qualified demo of Captello's amazing Universal Lead Capture and Engagement platform.



## FOLLOW UP WITH AI ASSISTED CONTENT

Captello engagement and lead capture solutions all come with integrated, AI Assisted follow-up, so every message hits its mark in a uniquely personalized way.

## Why it matters for digital marketers

Understanding your prospects and capturing their data can shape future campaigns, ensuring they're even more aligned with audience preferences.

### ACTION STEPS

- ◆ Seamlessly incorporate your own customized lead capture forms within games and activities.
- ◆ Use the custom form builder to gather relevant prospect data.
- ◆ Analyze this data to derive actionable insights for upcoming campaigns.

## 5: AMPLIFY YOUR EXPERIENCE

Setting up an engaging digital marketing campaign with Captello isn't just about promoting a brand – it's about creating a holistic experience that entertains, educates, and engages. With a clear concept, fun-filled games, rewarding incentives, efficient lead capture, smart AI-powered follow-ups, and real-time analytics, you're armed with a variety of robust solutions to make your next campaign a roaring success.

### ACTION STEP

- ◆ The goal of this campaign was to encourage prospects to schedule a 30-minute demo with one of our experts to tailor the Captello platform to meet their unique marketing needs, even offering them another \$25 e-gift card for their time.

**Thank you for participating in our Holiday Hunt!**

We used our own platform to build every aspect of this campaign. You can, too!

Captello offers the world's most flexible lead capture platform app for scanning badges and business cards at events, coupled with a fully user-customizable gamification suite with over 60 titles proven to drive engagement in marketing campaigns and at events of all kinds.

**See how Captello can increase your event ROI:**

Participate in a Captello demo, get another \$25 e-gift card - on us!

[BOOK MY CAPTELLO DEMO](#)

High Performer Spring 2022, High Performer Summer 2022, High Performer 2022, High Performer 2023, High Performer 2023, High Performer 2023

© 2023 | Captello | All rights reserved.  
13101 Preston Rd | Dallas, TX 75240

For information about Captello Digital Activations for your campaigns:

[captello.com](https://captello.com)