



FLARIE

**BE PLAYFUL**



# BRANDED GAMES

## YOUR NEW SERVICE

- Why branded games
- Make a branded game in Flarie Studio
- Uses + Cases
- Getting started / support

# PEOPLE LIKE TO PLAY !



## TO ENGAGE IN A FUN ACTIVITY

How we learn! Natural way to explore and interact



Positive Emotion



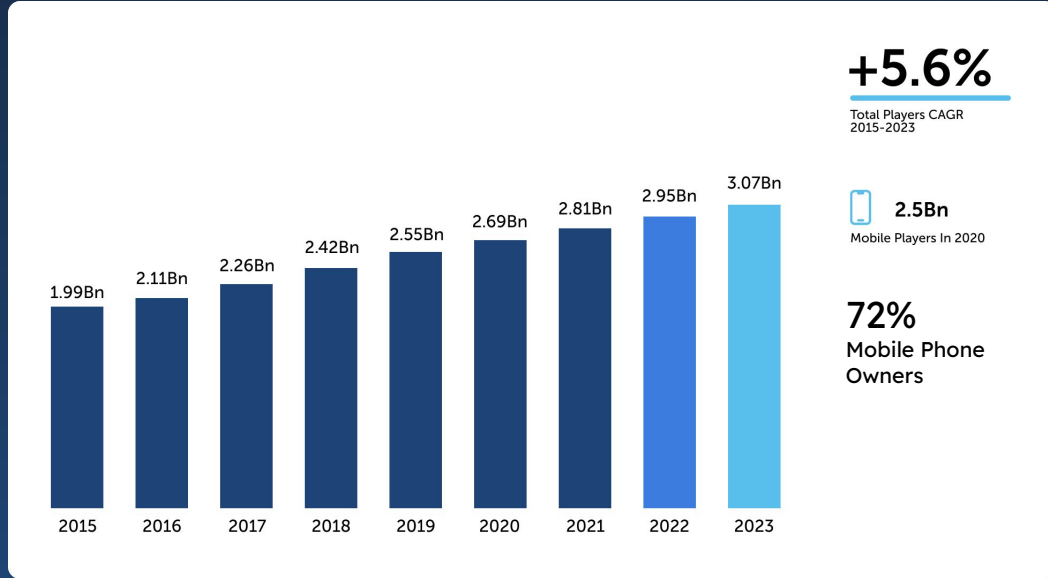
Connection/Time Spent



Memory

Intent/Action

# GAMES - "INTERACTIVE MACHINES FOR DELIVERING EMOTION !"



**GAMING**  
\$116BN



**SVOD**  
\$99BN



**BOX OFFICE**  
\$26



**MUSIC**  
\$17BN



**FLARIE**

# WELCOME TO FLARIE STUDIO

A LICENSE TO 'BE PLAYFUL'



## WELCOME TO FLARIE STUDIO

FLARIE BRANDED GAMES. BE PLAYFUL.

LOGIN TO DESIGN A GAME

Email

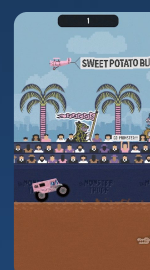
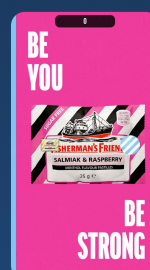
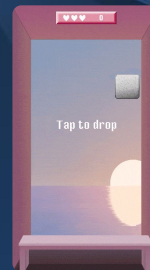
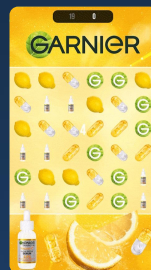
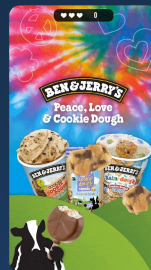
chris.drake@flarie.com

Password

\*\*\*\*\*

LOGIN

[Forgot your password?](#)



ANY BRAND AS A GAME > ANY CREATOR A GAME DESIGNER !

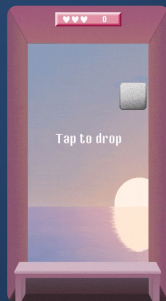
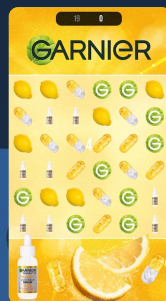


FLARIE

# WELCOME TO FLARIE STUDIO

A LICENSE TO 'BE PLAYFUL'

- Fun
- Easy to pick-up
- Brandable



# WELCOME TO FLARIE STUDIO

A LICENSE TO BE PLAYFUL!

Minutes of  
Active  
Engagement

Your brands as Games!

Customize to your audience and objectives  
Game - Design - Settings

Love

Unique design  
Interactive brand experience  
Call to action

Conversion  
(Leads, Traffic, Sales)

Challenge/Competition/Leaderboard  
Forms  
Links  
Digital Coupons

Loyalty

Gamify your service  
Game based loyalty schemes

Distribute Anywhere

Performance Analytics



# MAKING A GAME !



## 1. Determine goal

Audience + Objective  
Where do you lack engagement?



## 2. Design

Select from 100 hit games  
Customise design  
Supercharge with settings  
(love, conversion, loyalty)



## 3. Distribute

Anywhere  
Meet your audience on their terms  
URL's + QR codes



## 4. Data

Performance dashboard  
Player and form data  
Players, Session, Game Time etc..



CLICK TO WATCH ['ON-DEMAND WEBINAR'](#)





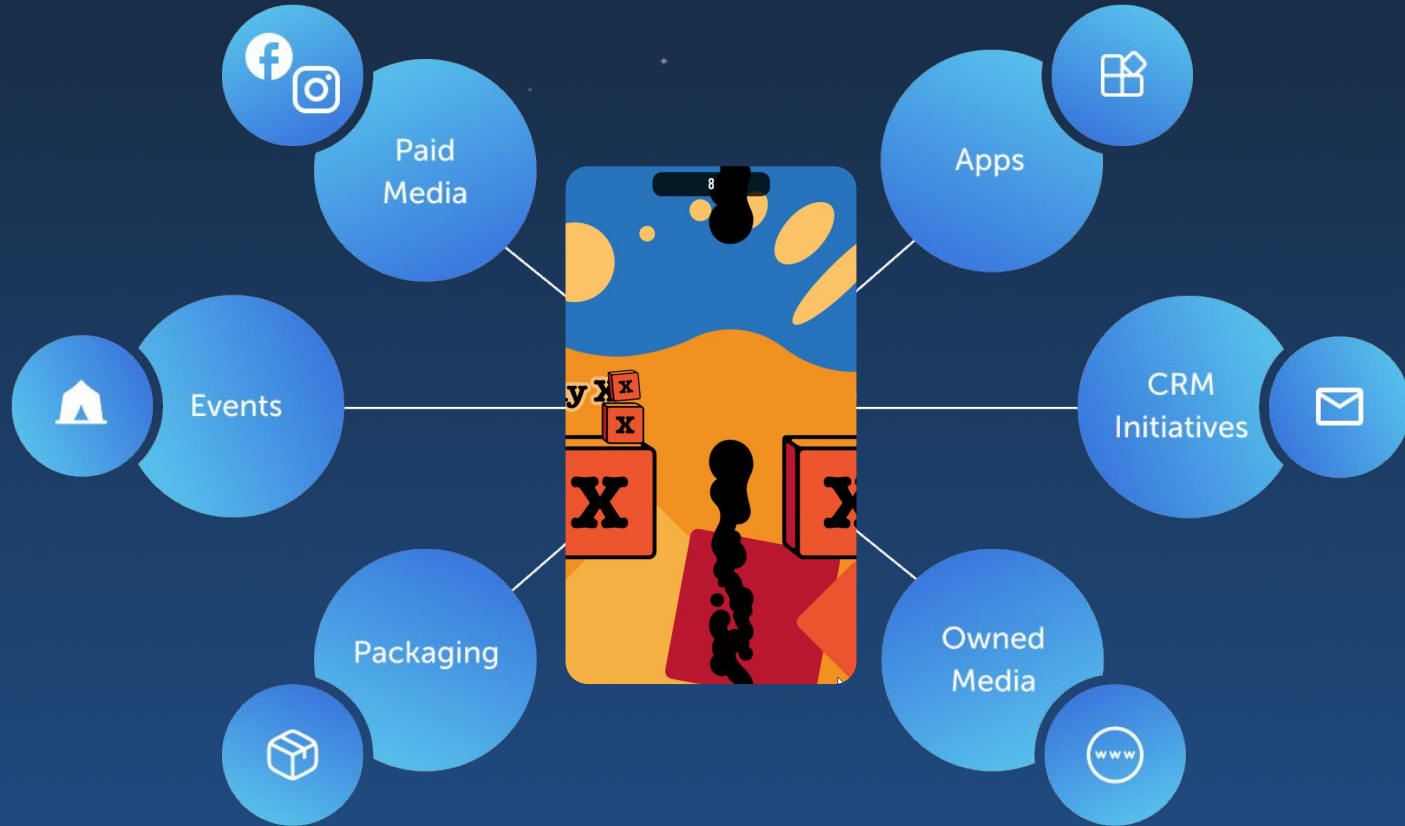
# DATA THAT MATTERS



CLICK ON 'GAME ANALYTICS' IN STUDIO



# GET THE EFFECT YOU NEED - ANYWHERE





## GOAL/BRAND PREFERENCE

Ben & Jerry's wanted to create memorable and fun advertising, in-line with their brand and put themselves top-of-mind versus their competitors.

## SOLUTION

A series of colourful games... Chop, Hoop, Grace with product front and center and 'flying cows' Distribution: Flarie App, Banners, DOOH

## RESULTS

4.3<sub>min</sub>

Ave Play Time

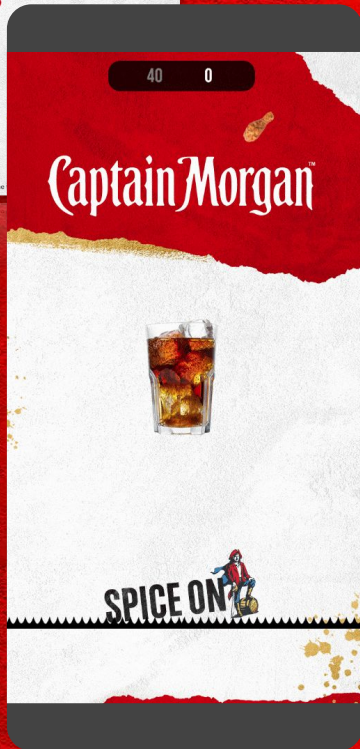
76%

Ad Recall

72%

Positivity





# Captain Morgan

## GOAL/BRAND PREFERENCE

Captain Morgan wanted to surprise and engage their audience in a new and unique way. Doing this within BVoD (broadcast video on demand) was a particularly tough challenge.

## SOLUTION

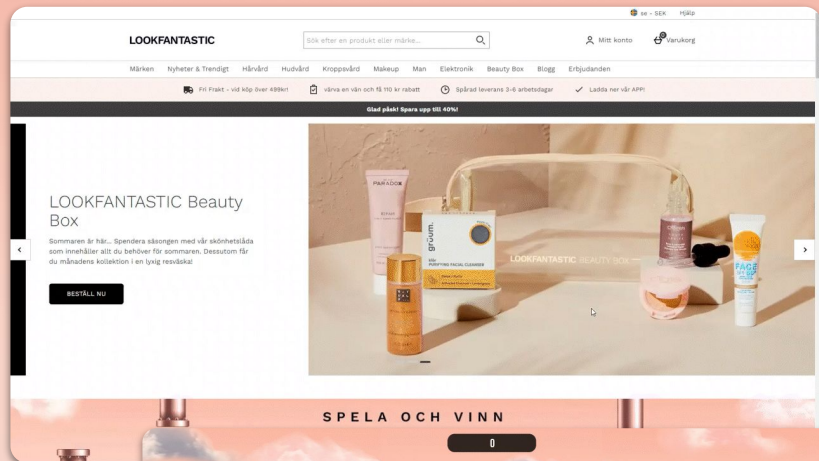
Flarie developed the "Spice On" game and distributed on UK's Channel 4 BVoD service via a QR code in a brand new format, called the "The Game Break".

## RESULTS

**4.73** min  
Ave Play Time

**45%**  
Conversion  
Imps To Players





# LOOKFANTASTIC

## GOAL/ONLINE SALES

Lookfantastic wanted to increase the time people spent on their ecommerce site as a precursor to sales.

## SOLUTION

Integrate a game onto their site, promoting a variety of different products and rewarding people for engagement.  
Distribution: Website

## RESULTS

**3.8** min  
Ave Play Time

**+180%**  
Sales Vs Goal





# elon

## CHALLENGE

Elon (Nordic electric group) wanted to recruit people into Elon Club, to increase expenditure and become high value lifetime customers.

## SOLUTION

Flarie produced 3 different games for Elon, targeted at household decision makers. These games were distributed across: **Paid media** (in the Flarie app), **Events** (including melodiefestivalen), **On Elon Website** and in **Order Confirmations Online**.

## RESULTS

**200 000**

Unique Players

**68**<sub>min</sub>

Ave Play Time

**8%**

Increase In Elon Club Membership



# Klarna®

## GOAL/LOYALTY

Klarna wanted to increase the 'time spent' 'in app' and reward financially responsible behaviour.

## SOLUTION

Klarna integrated Flarie Studio solution into their platform, enabling them to produce games for a series of use cases... including unlocking games for people who had no bills left to pay.

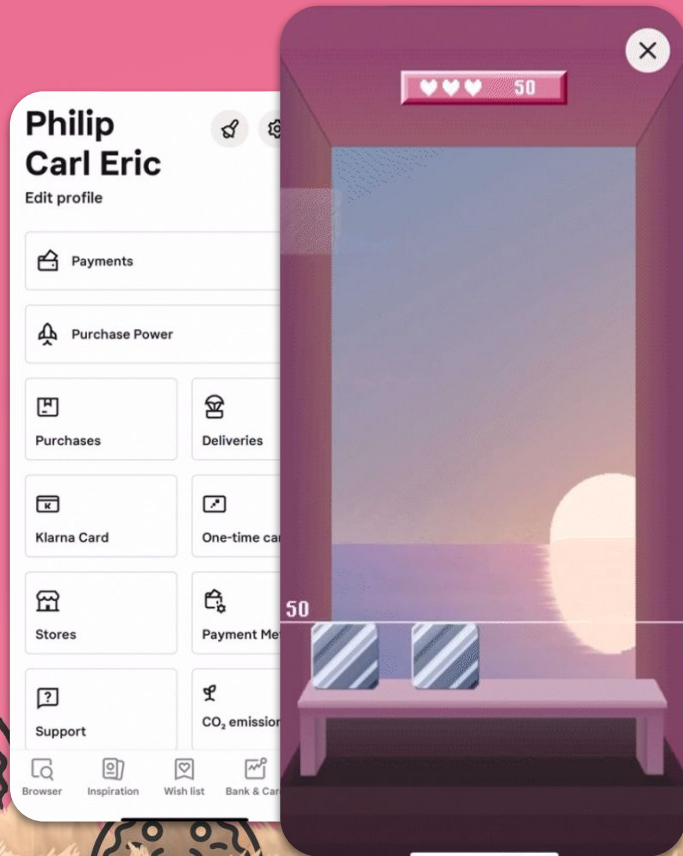
## RESULTS

**+36%**

Time Spent  
Excluding Game

**+350%**

Time Spent  
Overall





## GOAL/SALES & LOYALTY

INGO wanted to recruit and drive usage of the app to drive sales and increase customer loyalty.

## SOLUTION

INGO integrated a series of different branded games into their app, that offered users a chance to win free fuel. New competitions dropped every week.

## RESULTS (FIRST 5 MONTHS)

200K+

Re-fuels

82 min

Ave Play Time





	LAUNCH PAD	SKY	SPACE
	<b>€ 2,800</b> / mo (y) € 3,500 / mo (m)	<b>€ 4,000</b> / mo (y) € 5,000 / mo (m)	<b>€ 7,500</b> / mo (y) € 8,500 / mo (m)
No of Active Games	1	Unlimited	Unlimited
No of Users	10	Unlimited	Unlimited
Standard Studio Settings Inc. Forms, Challenges, CTA's, Prizes ect.	✓	✓	✓
Full Game Library (100+ Games)	✓	✓	✓
No of Players	Unlimited	Unlimited	Unlimited
Analytics	✓	✓	✓
User Data Base Emails and User Data-export	✓	✓	✓
Game Center (Branded Arcade)	✗	✗	✓
Gamification	✓ Action Based	✓ Action Based	✓ Action Based
Data Integration & CRM	✓ Action Based	✓ Action Based	✓ Action Based
No of Actions Included (Gamification/Data Integration & CRM)	<b>First 1,000 Actions</b> Additional Actions: € 4 / 1,000	<b>First 100,000 Actions</b> Additional Actions: € 2 / 1,000	<b>First 1,000,000 Actions</b> Additional Actions: € 1 / 1,000

**Additional Sub Accounts: € 600 / month**

Full GDPR compliance

Integration Service: Custom made connections to your service - Pricing on Request

# BEST PRACTICE FOR ADS



## Excite your audience

Offer a window to the gaming experience  
Show the game, then super-easy click/swipe to play

## Our SoMe formats

15 second video asset, with CTA "eg Play and Win"

Feed (1:1 or 4:5)

Story (9:16)

Add a logo to ensure correct 'sender id'

One video with up to 2 formats 1K euros

## Getting started

1. Specify feed/story and format/size
2. Specify CTA text (up to 2 in a single ad. 7 words max)
3. Flarie do the rest!



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## GET IN TOUCH!

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## JOIN OUR COMMUNITY

[Flarie Website](#)

[Flarie LinkedIn](#)

## BOOK A MEETING



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