

**PLAY** <sup>+1</sup>CONSULT **ING**  
CONCEPT <sup>+2</sup>

# Behavioral **Change** Through **Games**

Proven Projects 2013 - 2014



Brand  
New  
Game

# Content

1. **Who** am I and what is BrandNewGame?
2. **Why** use games as a marketing-/ training tool?
3. **What's** your challenge?
4. **How** can you use games as a marketing-/ training tool?
5. **Where** to begin?



# 1/5: Who am I?

## ACHIEVEMENTS

Bachelor Business Administration  
Master of Brand Management

- + Author
- + Speaker
- + Concept Developer
- = BrandNewGame

















# 1/5: Who am I?

## CLIENTS

- ABN Amro Bank
- ACN / Schiphol Airport
- Fontys Hogescholen
- Haven Amsterdam
- Holland Casino
- Novamedia
- Red Bull
- Robeco
- Unilever
- Ziggo



Rank	Last month	Guru	
1.	▲ (2)		<u><a href="#">Gabe Zichermann</a></u>
2.	▼ (1)		<u><a href="#">R Ray Wang</a></u>
3.	▲ (4)		<u><a href="#">Jane McGonigal</a></u>
4.	▼ (3)		<u><a href="#">Ian Bogost</a></u>
5.	▲ (14)		<u><a href="#">JP Rangaswami</a></u>
6.	▲ (21)		<u><a href="#">Sebastian Deterding</a></u>
7.	▲ (new)		<u><a href="#">Rob Zepeda</a></u>
8.	▲ (10)		<u><a href="#">Kelly Kampen</a></u>
9.	▲ (26)		<u><a href="#">Keith Smith</a></u>
10.	▲ (52)		<u><a href="#">Seth Priebatsch</a></u>
11.	▲ (18)		<u><a href="#">Michael Wu</a></u>
12.	▲ (52)		<u><a href="#">Bart Hufen</a></u>
13.	▼ (6)		<u><a href="#">Mario Herger</a></u>
14.	▲ (20)		<u><a href="#">Jesse Schell</a></u>

# 1/5: **What** is BrandNewGame?



# 2/5 Why use Games?

1. 100% Attention
2. Fun!
3. Voluntary
4. Active experience
5. Multi-sensory & Re-playable
6. Hours, weeks and potentially years of engagement
7. Immersion: suitable to address complex issues
8. Measurable effect: Our Management Dashboard delivers data!



# 3/5: What's your challenge?

“I have problems convincing my employees to work in a different way”

“I need to build up a CRM dBase and increase relevance”

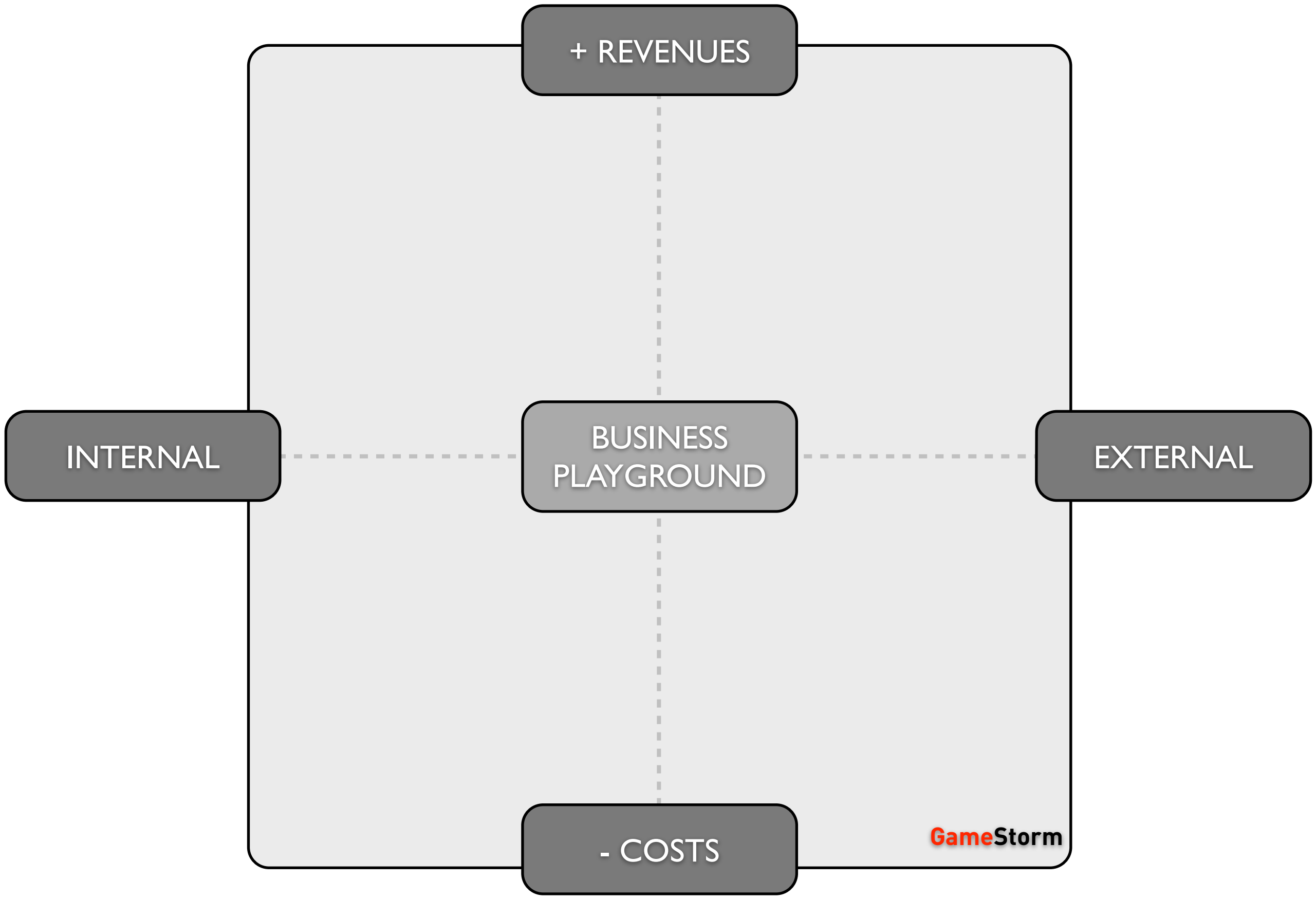
“I want to improve our sales skills”

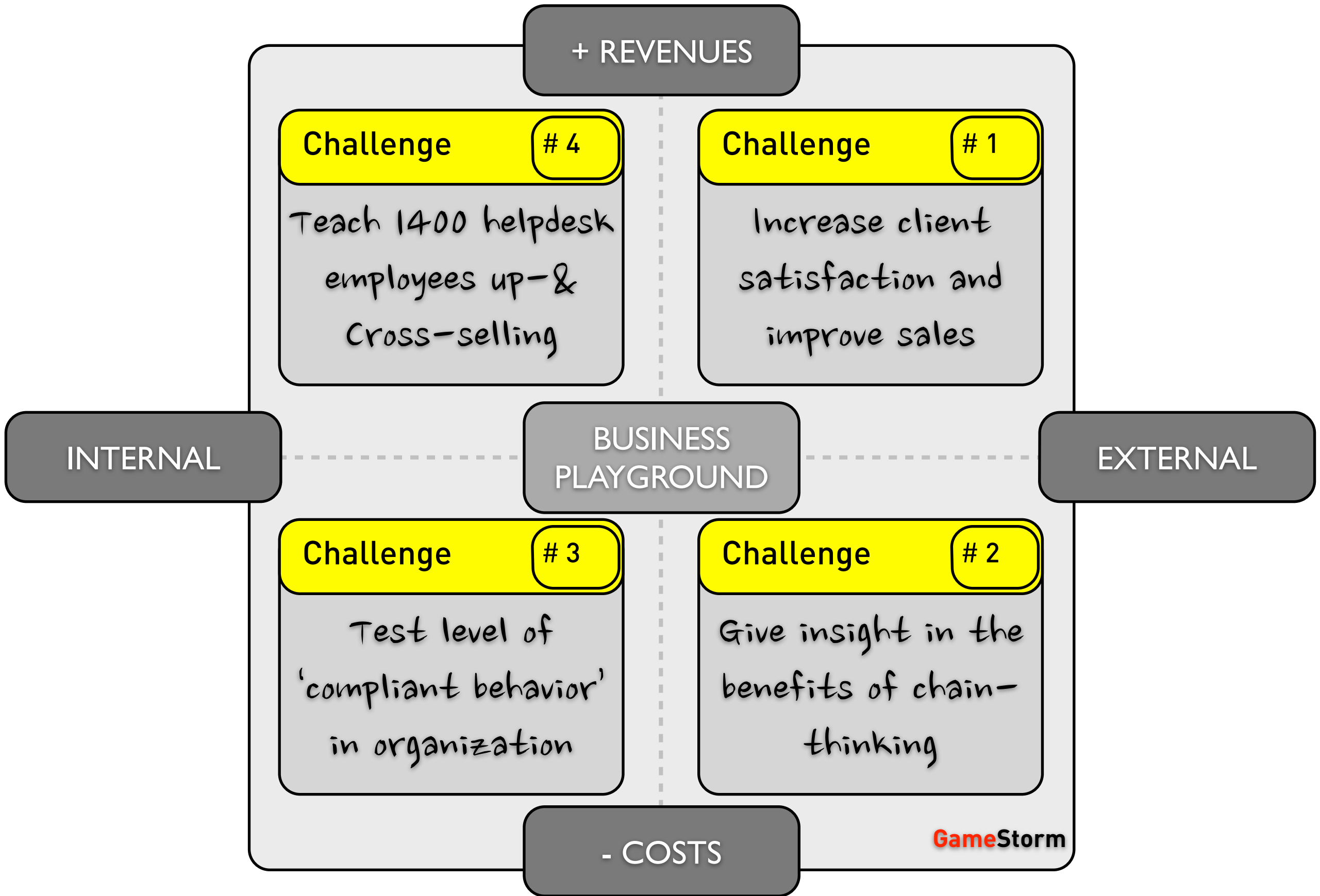
“I want to engage our visitors and increase conversion”

“I want our brand values to come to life”









GameStorm



# BelCompany



## INTERNAL



# Ziggo

## + REVENUES

### Challenge #4

Teach 1400 helpdesk employees up- & Cross-selling

### Challenge #1

Increase client satisfaction and improve sales

## BUSINESS PLAYGROUND

### Challenge #3

Test level of 'compliant behavior' in organization

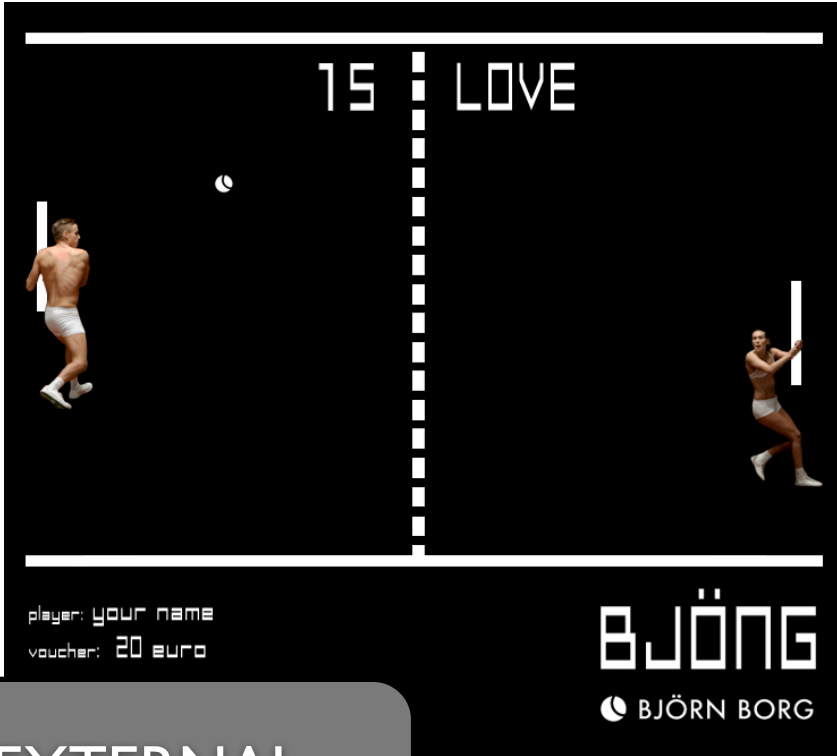
### Challenge #2

Give insight in the benefits of chain-thinking

## - COSTS

GameStorm

# Björn Borg



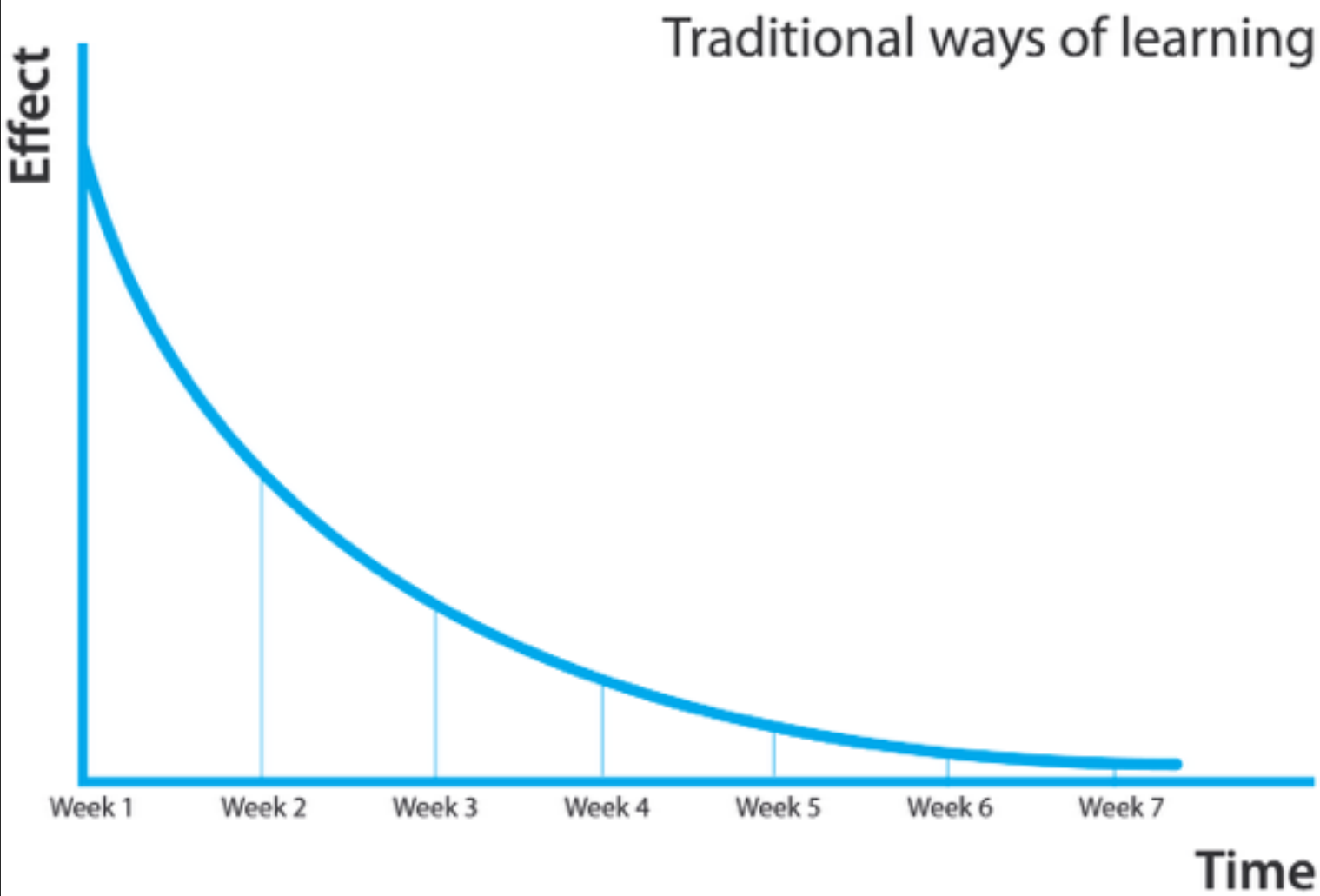
## EXTERNAL



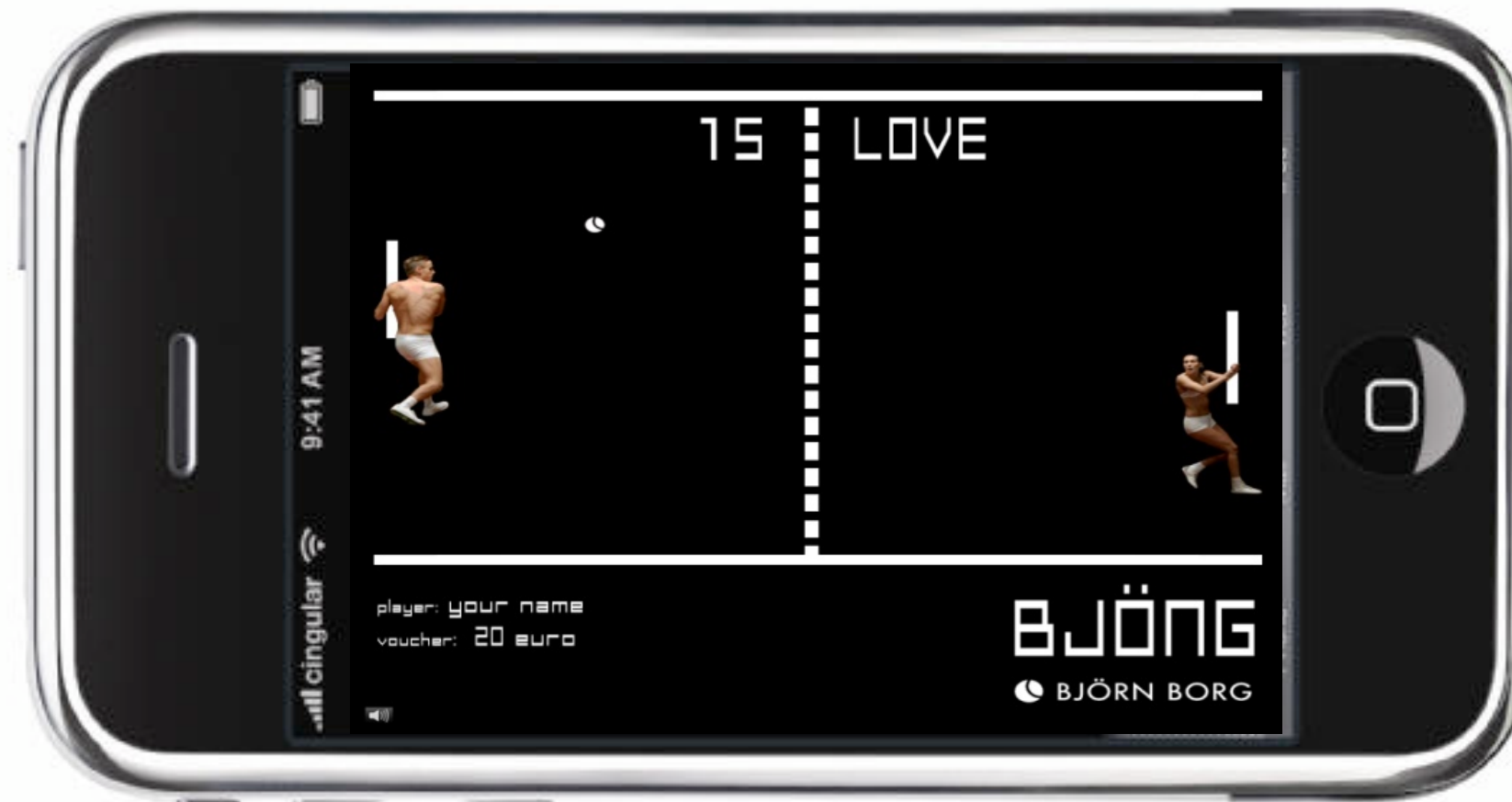
# Schiphol

Brand New Game

# 4/5: How can We?



# 4/5: **How** can We?

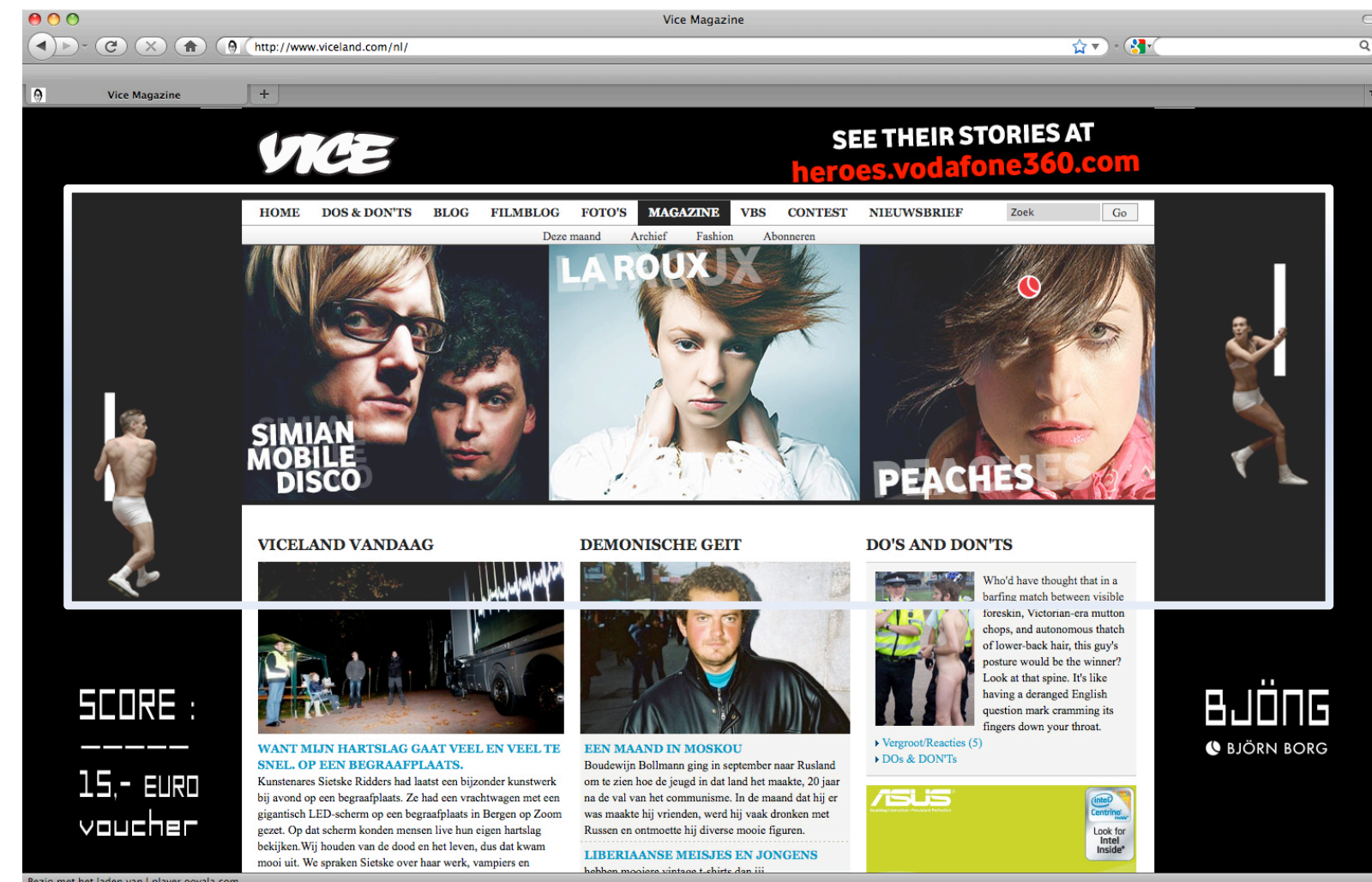


Client	Bjorn Borg Europe
Objective	Build up a CRM dBase and Increase store traffic
Target Group	Young minded consumers
Essence of Challenge	Translate brand essence into creative concept that helps to increase sales



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# 4/5: How can We?



Client	ABN Amro Bank
Objective	Make brand values come to life and teach new product information
Target Group	All bank employees and their management (retail staff)
Essence of Challenge	Give meaning to brand values on a virtual training field and teach new product specs



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# 4/5: How can We?

The collage displays several key elements of the Yunomi website interface:

- Header:** The Yunomi logo with the tagline "Door vrouwen, voor vrouwen". It includes a search bar, location (Amsterdam, 16°C), and navigation tabs: "Leuk", "Lekker", "Inspirerend", "Makkelijk", "Mooi".
- Articles:** A featured article titled "Yunomi-ontbijt" with an image of a croissant and coffee. A sidebar section "Mijn Yunomi" offers a membership option: "Word ook lid" with benefits like "Verwen jezelf met de vele voordelen", "Altijd leuke acties", "Elke dag een lekker recept", "Gratis producten testen", and "Inspirerende verhalen".
- Recipe Cards:**
  - Japanese Teriyaki:** Shows a bottle of sauce and a bowl of teriyaki. Text: "In Japan wordt teriyaki samen met andere ingrediënten in veel gerechten gebruikt. Teriyaki wordt gemaakt op basis van sojasaus en rijstwijn. De combinatie teriyaki en honing geeft een verrassend diepe smaak aan veel populaire Japanse wokgerechten. Maak een echte Teriyaki saus."
  - Kookopdracht (Cooking Challenge):** Features a timer at 00:32 sec and instructions: "Kook het water 15 minuten op hoog vuur." It includes a "gereedschap" (utensils) section with icons for a pot, bowl, cup, and various kitchen tools.
  - Unox Soeppakket (Soup Pack):** Displays four Unox soup packets (CROÏENT SOEP, TOMATEN SOEP, etc.).
  - Gefeliciteerd! (Congratulations!):** Announces "400★ nomi's" earned for completing a task with 8 stars, offering a reward of 400 nomi's.
- Styling Section:** Titled "Kook in stijl", it offers customization options for "Overhandschoen", "Haarband", "Schort", "Koksmuts", "Make-up", and "Haarkleur". A "Meer stijlen" button is present.
- Community:** A section titled "150★ nomi's" shows a grid of avatars and a "Word ook lid" button.

Client	Unilever - Yunomi
Objective	Increase conversion from visitors to members and time spend on website
Target Group	Mothers 30-50 years old
Essence of Challenge	Make Unilever brands and products relevant on the Yunomi website by means of interaction



# 4/5: How can We?



Client	Air Cargo Netherlands, Dutch Customs and Schiphol Airport
Objective	Increase awareness for SmartGate and increase willingness to change
Target Group	350 companies involved in the air cargo industry surrounding Schiphol Airport
Essence of Challenge	Experience consequences of red and green freight throughout the logistic chain



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# 4/5: How can We?



slimste keuze, beste deals  
**BelCompany**

BELCOMPANY

## Overzicht

Aantal gebruikers:	680
Actieve gebruikers:	218
Aantal sessies gestart:	31.005
Aantal sessies afgerond:	25.865
Gemiddelde sessieduur:	00:02:42
Highscore:	20.941
Gemiddelde score:	1.358

Client	BelCompany
Objective	Train characteristics of different persona's and the effect of chosen sales approach
Target Group	680 Retail employees
Essence of Challenge	Teach the impact of tone of voice and sales rhythm on customer behavior



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# 4/5: How can We?



Client	Ziggo
Objective	Improve the use of the intranet and increase knowledge about target group
Target Group	100 Marketing communication employees
Essence of Challenge	Give insight in the living room and buying behavior of 8 different consumer segments



# 4/5: How can We?



Client	Ziggo
Objective	Improve sales skills by teaching up-selling and cross-selling based on consumer needs
Target Group	1.200 client-service employees
Essence of Challenge	Creating commercial opportunities during client service moments (calls & contacts)

# 4/5: How can We?

**KLANTREIS GAME**

STARTER 00:57 TIJD RIJVEILIGHEID 020% KLANTTEVREDENHEID 000%

**Klantroute**

Ja, ik heb op jullie site al helemaal uitgezocht wat het beste bij me past. Ik ga voor het Hééél Veel Pakket.

Het Hééél Veel pakket zegt u? Fantastisch, dan ga ik dat voor u in orde maken. Om dat te kunnen doen, ga ik uw gegevens opzoeken in ons klantsysteem. Bent u al klant bij Ziggo?

Ga verder

Ja

Dat is altijd fijn om te horen! Heeft u voor mij uw postcode en huisnummer? Dan pak ik de gegevens er meteen bij.

Je zoekt aan de hand van het klantnummer, in combinatie met postcode en huisnummer, de klantgegevens op in de Mobiel bestelportal.

**EVEN SPIEKEN**

Je zoekt de klant op in de Mobiel bestelportal aan de hand van het klantnummer, in combinatie met postcode en huisnummer. Het klantnummer zoek je eerst op in eBS. De Mobiel bestelportal controleert of er een geïnstalleerd vast product aanwezig is en of er geen betalingsachterstand is en bij B2B klanten wordt een credit check uitgevoerd. Bij een afwijzing controleer je eBS op geboekte order of betalingsachterstand. Als je de reden van de afwijzing niet kunt achterhalen raadpleeg dan de Kennisbank voor de t

RIJVEILIGHEID +20% Ga verder

**KLANTREIS GAME**

**RONDE OVERZICHT**

Gefeliciteerd! Je hebt klantreis 1 voltooid! Je doel is om alle klantreizen gemiddeld met 80% klanttevredenheid te volbrengen.

Klant: **Gezin** | Speeltijd deze ronde: **03:36** | Jouw score: **80%**

**Rijveiligheid**

**100%**

Geweldig! Jij doet er alles aan om de rijveiligheid van de klant te garanderen. Ga zo door en iedereen zal bij jou willen instappen!

**Klanttevredenheid**

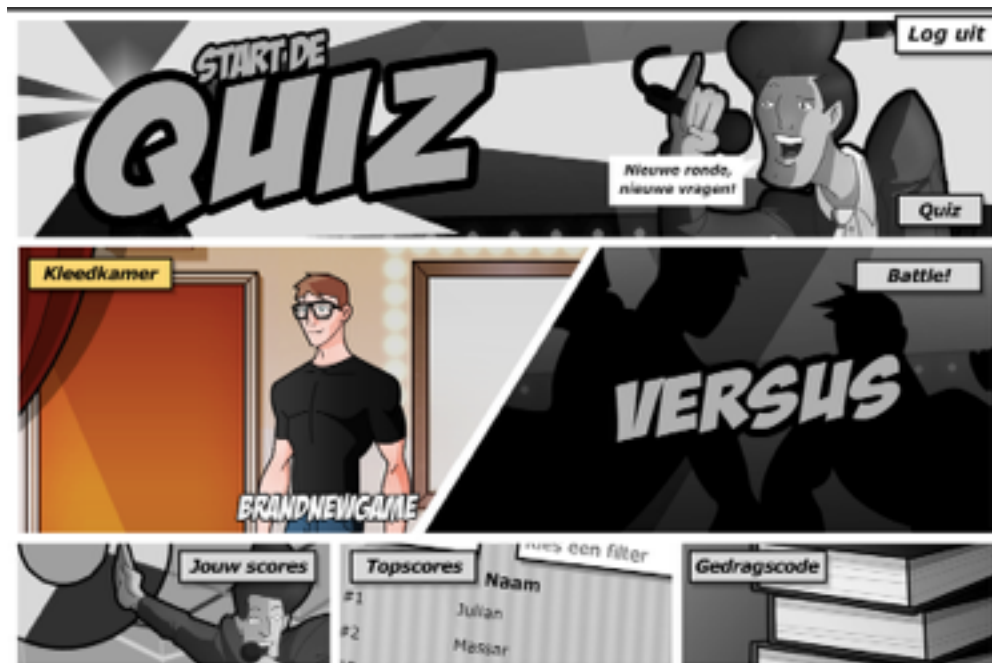
**67%**

Bij jou in de auto voelt elke klant zich goed. Je stuurt met vaste hand de klant door het land!

Ga verder

Client	Ziggo
Objective	Increase knowledge about new propositions to create maximum client satisfaction
Target Group	1.200 client-service employees
Essence of Challenge	Teaching employees all the procedural specifics for fulfillment of a new proposition

# 4/5: How can We?



Client	Ziggo
Objective	Address compliance issues and help to bring the subject to live
Target Group	All employees and especially management
Essence of Challenge	Discuss what the 'norm' should be and show consequences of certain behavior

# 5/5: **Where** to begin?

1

Do a **GameStorm** to determine objective, current challenges, desired and undesired behavior and potential impact in euro's per month

2

**BrandNewGame** develops a Game Concept that will solve the problem, takes care of production and quality assurance

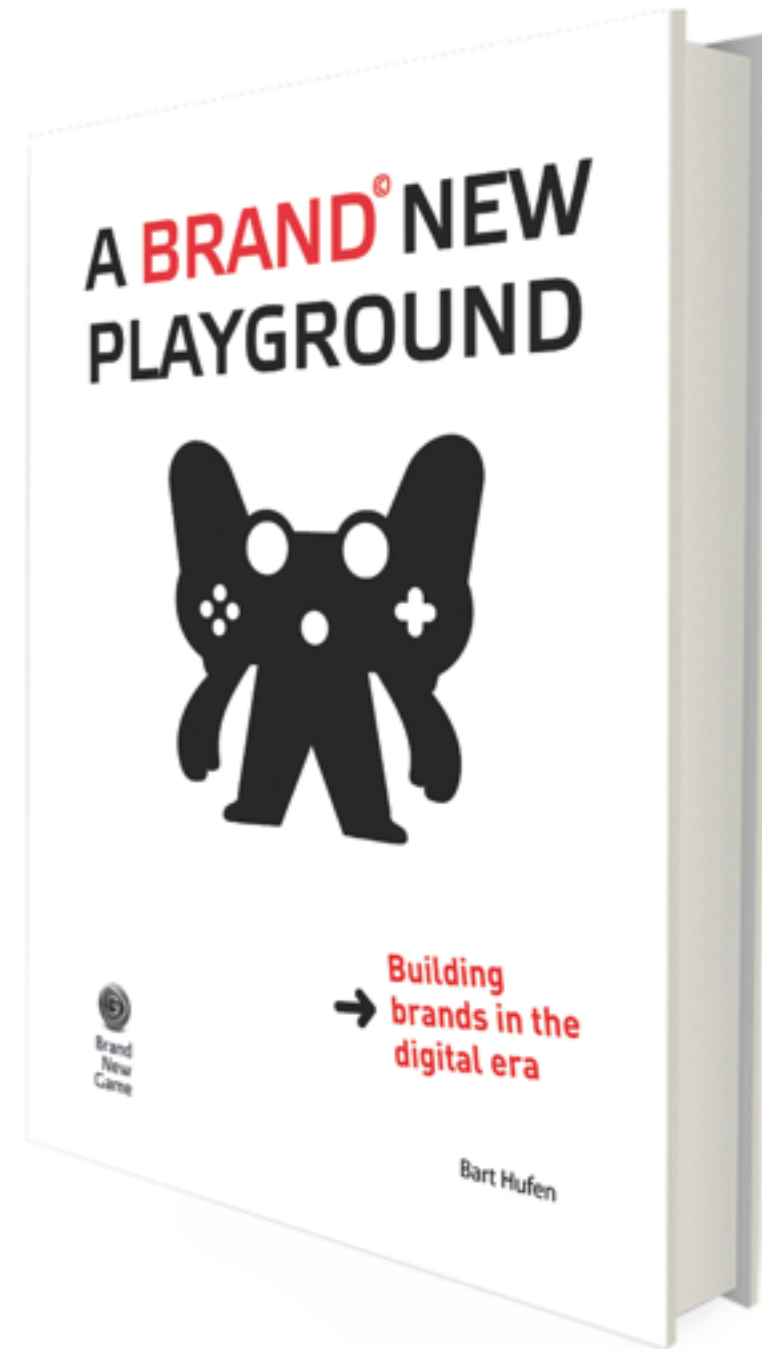
3

**Together** we evaluate the result of the game through our Management Dashboard to determine if we need to iterate





# 5/5: **Where** to begin?



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5/5: **Where** to begin?

**START**  
**PLAYING**

at [www.brandnewgame.nl](http://www.brandnewgame.nl)



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