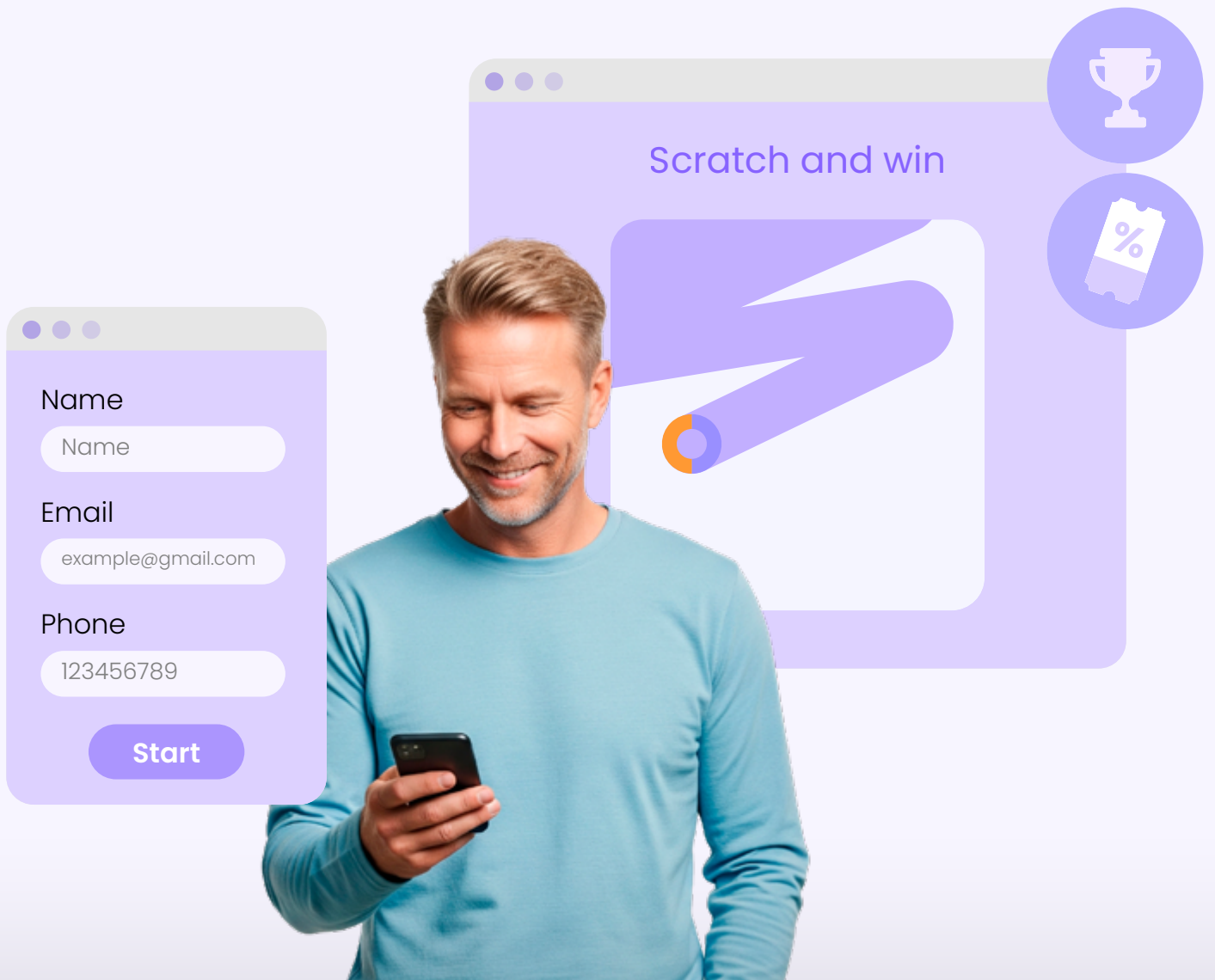




FMCG & Consumer Goods Gamification Guide

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Why gamification works

In a category where buying decisions are fast and loyalty is low, attention is the new currency. Gamification gives FMCG brands the edge—turning passive interactions into active, memorable brand experiences.

Enhanced engagement

Shoppers spend up to **2x** more time on gamified campaigns compared to static content.

(Source: HubSpot)

Data Collection

76% of consumers say they're more willing to share personal info for a chance to play and win.

(Source: Salesforce)

Customer loyalty

Gamified loyalty programs increase repeat purchase intent by **47%**.

(Source: Snipp Interactive)

Brand Differentiation

In a crowded market, interactive formats help brands stand out and convert **15–30%** more effectively.

(Source: Deloitte Digital)

Gamification goals & strategies

From shelf to screen, FMCG brands must capture attention quickly and convert it into action. Gamification helps guide shoppers through a playful, branded journey—from product discovery to repeat purchase.

Whether you're launching a new SKU, promoting on-pack activations, or boosting in-store footfall, game formats like Spin the Wheel, Scratchcards, and Mystery Boxes create interactive touchpoints that drive results.

Key goals for FMCG campaigns:

1. Brand engagement
2. Lead generation
3. Data enrichment
4. Customer activation
5. Loyalty & rewards program



Align your campaign objective with the right game format to boost engagement, collect insights, and drive measurable business outcomes.

1. Brand engagement – Create memorable experiences

Goal: Be different. Be engaging. Be unforgettable. Stand out from the sea of mundane ads and relentless “buy now” messages. Instead of pushing sales, create experiences that engage, entertain, and inspire action.

Recommended formats:

-  Product Recommendation
-  Gamified Pop-up
-  Drop
-  Smash it
-  Hit the target

Why it works:

In a category where differentiation is tough, branded interactive experiences capture attention early and leave a lasting impression. It's not just about fun—it's about guiding shoppers toward the right product in a way that feels personalized and rewarding.



Example journey:

Homepage -> "What's Your Perfect Fit?" Quiz -> Personalized Product Match -> Coupon or Content -> In-Store Purchase

Tips:

- Add internal links on result pages to support SEO and upselling.
- Use formats that require interaction and time ("sticky" = better engagement).
- Add social share buttons to boost reach and visibility.
- Use personalized outcomes to educate while entertaining.

2. Lead generation – Build your shopper database

Goal: Grow your email list with high-quality, GDPR-compliant leads—direct from your retail and campaign activations.

Recommended formats:



Spin the Wheel



Scratchcard



Gift Surprise

Why it works:

Gamified lead capture gives consumers a fun reason to share their contact details. With the right incentive, participation spikes—whether in-store, on-pack, or online.

Example journey:

On-pack QR -> Play Spin the Wheel -> Submit Email -> Win Discount or Sample -> Redeem in-store or online

Tips:

- Use “everyone wins” logic to boost participation.
- Shoppers are 2–3x more likely to opt in when it feels like a game.
- Sync directly with your CRM or email platform (Klaviyo, Mailchimp, ActiveCampaign).
- Use double opt-in to ensure high-quality permissions.

3. Data enrichment – Know your consumers better

Goal: Collect zero-party data directly from consumers to personalize future campaigns, recommend the right products, and improve segmentation.

Recommended formats:



Personality Test



Product Swipe



Product Recommendation

Why it works:

Traditional forms often go ignored—gamified formats don't. By inviting your target audience to play, explore, and choose, you can capture product preferences, habits, and interests in a fun, low-friction way.

Example journey:

Homepage or QR Code -> "What Snack Matches Your Mood?" Quiz -> Flavor Preference Captured -> Synced to CRM/CDP -> Tailored Offers or Emails

Tips:

- Use custom fields to capture real product insights (e.g., flavor profiles, skin type, household size).
- Frame your questions around daily use, routine, or taste to make it relevant.
- Sync data to your CRM or CDP (Salesforce, Segment, HubSpot) to enable personalization across channels.
- Use the data to power retargeting, dynamic email content, or in-store activations.

4. Customer activation – Bring shoppers back to buy

Goal: Re-engage consumers who drop off after visiting your product pages, landing pages, or promotional campaigns—before they're lost for good.

Recommended formats:



Mystery Box



Spin the Wheel (Exit-intent)



Scratchcard (Follow-up)

Why it works:

FMCG consumers often make snap decisions—or no decision at all. Gamification gives them a reason to return, complete an action, and feel rewarded for doing so.

Example journey:

A: Participants clicks product ad -> Views product -> Leaves without buying -> Triggered Email -> "Play to Win a Discount" -> Returns and Converts

B: On-Site Pop-Up (Exit Intent) -> Spin the Wheel -> Wins a Coupon -> Uses at Checkout

Tips:

- Use CRM or email triggers to launch follow-up games for cart abandoners.
- Create exclusivity with messages like: "Your product is waiting—and so is your chance to win."
- Add urgency (e.g., "Offer expires in 15 minutes" or "Limited rewards available today").
- Match rewards to the product viewed (e.g., discount on specific category or sample with purchase).

5. Loyalty & rewards programs

Goal: Use gamification to build programs that grow brand preference, attract new loyalty members, and engage your customers.

Recommended formats:



Slot Machine



Scratchcard (VIP only)



Roll the Dice



Christmas Calendar



Advent Calendar



Gamified Calendar

Why it works:

Loyalty doesn't have to be boring. Gamify rewards to boost repeat visits and customer lifetime value (CLTV).

Example journey:

Website visit -> Pop-up -> Advent Calendar -> One Door Unlocks Each Week -> Play Game -> Win Instant Prize or Enter Weekly Draw -> Redeem -> Return Again

Tips:

- Limit access to VIPs or logged-in users.
- Loyalty doesn't have to be boring. Gamify rewards to boost repeat visits and customer lifetime value (CLTV).
- Promote as an exclusive member benefit.
- Sync points/rewards to loyalty platforms if available.

The Wallet Feature – Powering ongoing loyalty

Scratcher's **Wallet** allows participants to collect and store rewards, points, and entries earned across multiple games and campaigns – all in one place. Instead of a single-use experience, the Wallet builds continuity between brand interactions, encouraging users to return, track their benefits, and redeem when it matters most.

Why it's ideal for loyalty programs:

- **Drives repeat engagement** – Participants have a reason to come back and check what's in their Wallet
- **Centralizes rewards** – Whether it's a coupon, free product, or loyalty point, everything is easily accessible
- **Boosts conversion** – Stored rewards remind users to return and redeem, reducing drop-off
- **Creates program continuity** – Turn standalone campaigns into a connected loyalty journey

VIP-ready – Combine with logged-in experiences or gated campaigns to reward members exclusively Perfect for FMCG brands looking to gamify their loyalty initiatives across on-pack promotions, seasonal campaigns, and member-only activations.



Most popular game formats

These formats can be customized to align with your brand's objectives and audience preferences

Format	Best for
 Scratchcard	Ideal for instant rewards and surprise discounts.
 Spin the Wheel	Engages users with the chance to win various prizes.
 Mystery Box	Enhances brand recall through interactive play.
 Slot Machine	Adds excitement and encourages repeat participation.
 Quizzes	Educate customers about products while collecting preferences.
 Vote	Ideal for gathering audience opinions, increasing engagement, and making users feel involved.
 Calendar	A time-based interactive experience with a new door unlocked daily—great for boosting daily engagement.

[More games & interactive concepts](#)

How to build your first campaign (step-by-step)

1. Choose a goal

- ☐ Brand Engagement
- ☒ **Lead Generation**
- ☐ Customer Loyalty
- ☐ Data Enrichment
- ☐ Sales Growth

2. Pick a campaign format



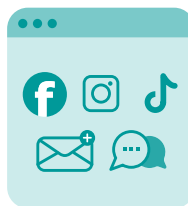
3. Apply your own branding



4. Integrate to your MarTech



5. Publish & promote



6. Monitor result

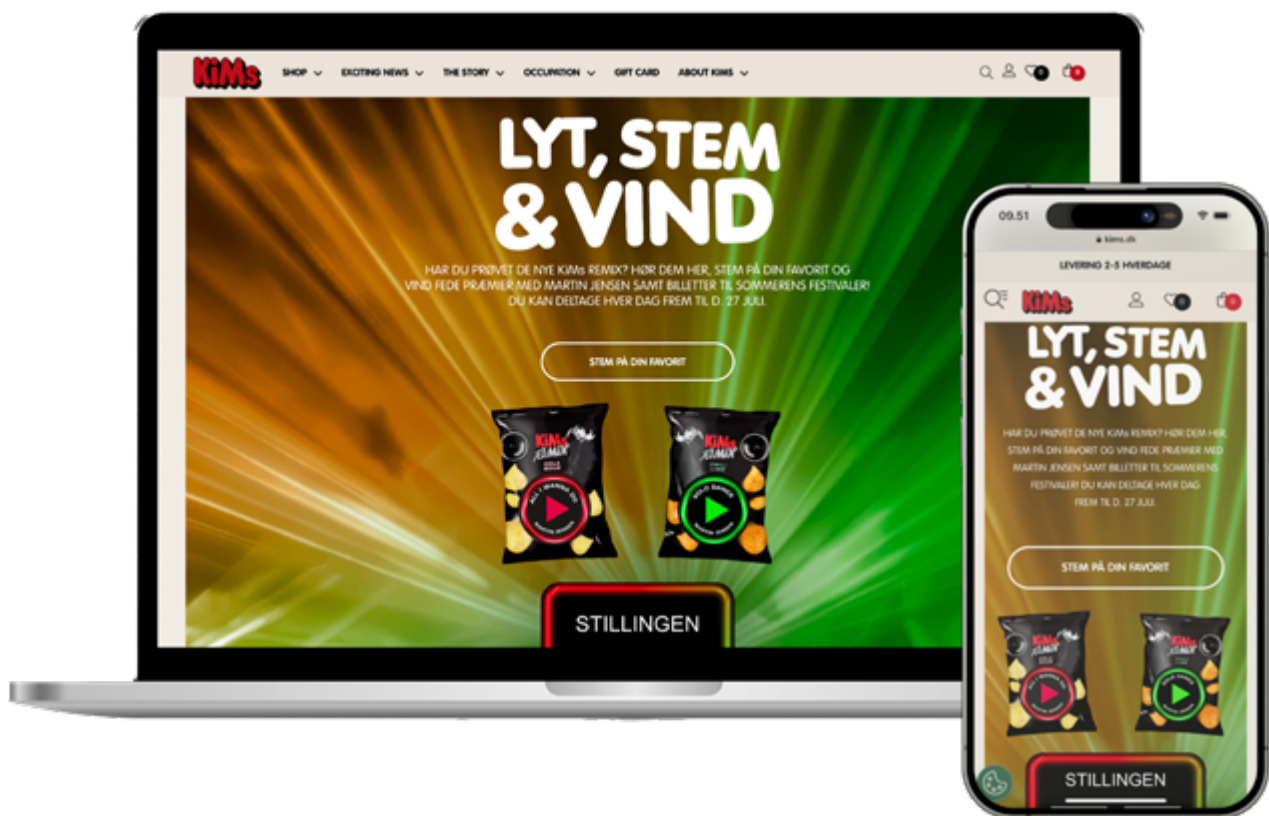


Example game journeys (for inspiration)

1. Product discovery

Game format: Vote your favourite

Objective: Involve shoppers in product decisions and boost engagement with a flavor voting experience.



Flow: Participants scans QR or visits landing page -> Votes for their favourite chip/snack flavor -> Enters email to confirm vote -> Receives instant reward (e.g. coupon or prize draw entry) -> Stays informed about the winning flavor or product launch.

1 Start game



2 Registration



3 Let's vote!



4 Reward



2. Spin to win campaign

Game Format: Slot Machine

Objective: Boost engagement and collect emails, increase order value, and drive traffic to the stores.



Flow: Participants enter email -> Spin -> Win a discount or prize -> Encouraged to shop using the reward.

1 Start game



2 Registration



3 Spin



4 Reward



3. Consumer loyalty

Game format: Lucky Number

Objective: Encourage repeat purchases and time spend with your brand.



Flow: Consumer visits the campaign's page -> Enter a unique 10-digit code -> Instant result reveal.

1 Start



2 Registration



3 Enter a code



4 Reward



Success stories

Burger King

Converting loyalty into sales: POWER's Black Friday campaign

Instead of hosting a big PR event at one store, Mila shared that they chose a nationwide gamification approach. Rather than overloading a single in-store activation, gamification spread visitor traffic across different days and locations. This helped manage kitchen workload by distributing customer visits over a longer period, enhancing the overall customer experience.

They transformed the "Mystery Box" game format into delicious prizes. Customers could participate online, with daily chances to win a free Whopper or receive discount coupons for other products over the seven-day campaign period.

One of the most compelling aspects of the campaign was its cost-effectiveness. Mila highlighted that the campaign drove high conversions at a lower media cost, with store visits and orders being the primary KPIs. Nearly half of the people who won a Whopper went to the store and redeemed it, with a 45.5% redemption rate for the free Whopper coupons across Denmark and Sweden. Moreover, customers often added additional items with their redemption, increasing overall sales.

"As far as CPM goes, it was one of the lowest we've ever experienced. It was the first time we had something so aggressively tactical without just focusing on the product price. The media agency called me and said, 'Mila, this is going through the roof.'"

Mila Hvilshøj
Head of Marketing,
Denmark & Sweden



[Read more](#)

Toyota

Huge holiday success for Toyota

For their Christmas campaign, Toyota embraced the Danish tradition of the Christmas calendar—where a new door opens each day from December 1st to 24th, revealing a game or prize. By combining this beloved format with gamification, they created an engaging, GDPR-compliant experience that encouraged participation and generated new permissions. The result? Over 25,000 unique participants and strong customer involvement throughout the campaign.

The results spoke for themselves: the campaign not only delivered a high-quality permission base but also boosted engagement. Toyota achieved impressive open and click-through rates in their newsletters and personalized, product-focused emails, proving that gamification was a smart choice for their holiday marketing strategy.

"We work with Scratcher because they are flexible and have a big focus on their customers while it's an easy platform to work around. We see high opening- and click-rates in our newsletter and personalised product mails. This is important to both maintaining and attracting new customers. The campaign went above our expectations, and it has also been cost-effective on the leads generated, which is an important parameter"

Alex Backer
Digital Marketing
Manager, Toyota



[Read more](#)

Wolt

Wolt's gamification campaign led to holistic upgrades across multiple KPIs

In Wolt's latest winter campaign, the team unveiled a Mystery Box game format designed to captivate existing customers and attract new ones. Over the two-month period, the campaign achieved widespread awareness and significant improvements in key performance indicators, such as: new user sign-ups, order volume, and total transaction value. Also a 16% rise in Wolt Plus members subscriptions was notable. The boost in Wolt Plus subscriptions was a by-product of the campaign's strategy, where it was positioned as a consolation prize, effectively driving these subscriptions.

The campaign really stood out by boosting marketing permissions by 150% compared to the starting figures in November and December. This means Wolt has significantly expanded its pool of potential contacts for future campaigns, starting from a higher baseline. This growth reduces the need for paid ads, making future marketing more cost-effective and direct.

"I believe that gamification in marketing has shown us that campaigns can be much more holistic than we're used to. They can raise awareness for retail, significantly improve our metrics, and draw new users to the platform."

Niels Klevin

Marketing Manager at
Wolt

Wolt



[Read more](#)

Pro tips for maximizing your trial

- **Start simple**

Kick off with an easy campaign like a Mystery Box or a Spin the Wheel popup to capture newsletter subscribers.

[How to create a Mystery Box campaign >](#)

[How to build a pop-up for lead generation >](#)

- **Add your brand Kit**

Make it yours by uploading your logo, brand colours, and fonts so every campaign feels on-brand. Once you upload your brand assets you can reuse them for building any other campaigns.

[Set up your design kit >](#)

- **Paste the script into your website**

Place the Script: Integrate the script into your website's HTML code at the desired location.

[How to embed Scratcher with a script >](#)

- **Set campaign details**

Decide whether your campaign should run always on or for a specific time window (limited-time offers perform well).

Reminder: After 14 days, your trial ends and you'll move to the Freemium plan with limited features.

[Campaign setup: duration, prizes, access >](#)

- **Use preview mode**

Before publishing, use preview mode to check how your game looks and plays — desktop and mobile.

[How to preview your campaign >](#)

- **Launch!**

You're ready. Promote your game across your site, email, and social channels. Keep it fun, simple, and rewarding — then watch the results come in.

- **Monitor & analyze**

Remember to keep an eye on your analytics



Integrate with Your MarTech

Automatically transfer leads to your webshop, CRM, CDP or EMS.

[Integrate with Klaviyo, ActiveCampaign, Hubspot & more >](#)

Interactive campaign formats



Luck Based Format



Spin the Wheel



Scratchcard



Slot Machine



Spin



Reel



Scratchcard Item



Gift Surprise



Dice



Spin the Bottle



Mystery Box

[See more](#)



Skill Based Format



Mystery Card



Drop



Guess the Result



Guess the Word



Lucky Number



Smash it



Slice it



Tapping



Puzzle



Hit the Target

[See more](#)



Knowledge Based Format



Poll



Vote



Guide



Battle



Personality Test



Swipe it



Product Recommendation



Rating



Quiz by Result



Quiz by Video



Quiz by Answer

[See more](#)



Special Format



Advent Calendar



Christmas Calendar



Calendar



Interactive Image



Scoreboard

[See more](#)

Get **more** out of what you are already doing.

Add an **interactive** layer to your marketing and make you campaigns more **engaging**.

Start Building

Book an expert