



Gamification 365

Seasonal Marketing Strategies

Hey **Marketers!**

Thanks for downloading and joining our community of professionals eager to elevate their marketing strategies. We're here to show you how adding an interactive layer to your seasonal campaigns can make a real impact. Whether you're a seasoned expert or just starting out, you're about to explore the exciting potential of gamification to achieve your marketing goals.

Scratcher has already helped renowned brands like **Burger King, Wolt, Power, and Toyota**—and many others, big and small—scale their campaigns and achieve remarkable results. Even smaller brands have embraced gamification without needing a huge team or big budgets.

Our platform is built to support every stage of the marketing funnel, no matter your goal. With some formats, you can create and launch a campaign in just minutes!

This guide is designed to help you maximize your seasonal campaigns and make the most of the busiest marketing times of the year.

We hope it inspires and guides you on your gamification journey. Let's dive in and unlock the power of gamified seasonal marketing!

The Scratcher Team

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SEASONAL
MARKETING**

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INTRODUCTION

- What is Seasonal Marketing?
- Why is Seasonal Marketing Essential for Brands?
- Gamification: The Secret Sauce to Seasonal Success

What is Seasonal Marketing?

Seasonal marketing means aligning your promotions with key seasons, holidays, or cultural events.

Consumers often change their buying habits based on the season, looking for products that fit their needs, like outdoor gear in summer or home improvement items in spring. Seasonal promotions and discounts are highly effective, with **78% of shoppers more likely to make purchases during these times**. Tailoring marketing campaigns to match seasonal themes and emotions can boost engagement and drive higher conversion rates.

For example, a sporting goods store might run a winter campaign to promote its ski and snowboard equipment, while an electronics retailer could launch a summer sale on outdoor tech gadgets like waterproof speakers and drones. Ultimately, the goal of a seasonal marketing campaign is to increase sales, customer engagement, and brand awareness by creating a sense of urgency and excitement around a specific occasion or time of the year.

Why is Seasonal Marketing Essential for Brands?

There are **5** big reasons:

1. Boosts Sales:

Consumers tend to spend more during specific times of the year. For example, in 2023, the Christmas season in Europe saw retail sales of £84.9 billion in the UK alone. Similarly, Nordic countries experience significant sales peaks during holiday seasons, with December being the strongest month for retail sales in countries like Sweden and Denmark.

2. Increases Revenue:

Seasonal promotions can significantly drive revenue growth. In Europe, online sales during Q4 2023, including major events like Black Friday, Cyber Monday, and Christmas, increased by about 16% compared to the previous year. This period is critical for Retail

and Ecommerce, as 30–40% of annual sales typically occur in Q4. By leveraging special promotions and discounts during these key times, brands can maximize their earnings and capitalize on the heightened consumer activity.

3. Builds Brand Awareness:

Stand out with timely, engaging campaigns. For example, the summer sales in Europe are a major retail event, with significant media coverage and consumer interest. In the Nordic countries, Midsummer celebrations are a key cultural event that brands can leverage to increase visibility and connect with consumers. By creating campaigns that resonate with these seasonal events in a different way, brands can enhance their visibility and build brand awareness with a completely different approach from their competitors.

4. Fosters Loyalty:

Seasonal campaigns create emotional connections with customers. During the Christmas season, for example, brands that offer personalized gift recommendations and exclusive holiday deals can foster a sense of loyalty and appreciation among customers. In the Nordics, retailers who engage customers with personalized seasonal offers during events like Christmas or Easter see higher customer retention rates.

5. Enrich your data:

Why do businesses need to enrich their data? The simple answer: to avoid data decay and to personalize to be relevant. Data enrichment is not something you perform once and forget about. Consumer patterns tend to change over time and demographic data for individual visitors can evolve. Failing to update your business' data can result in inaccurate and outdated information about your audience. In effect, the more updated information you have about your visitors, the greater the chance that you can create tailored offers for each and every customer.

Gamification: The Secret Sauce to Seasonal Success

Adding interactive elements to your marketing isn't just fun – it's effective! It makes your campaigns more engaging and memorable. Here's some stats:

- 40x more engagement!
- 56% more likely to click a gamified ad.
- 51% of people find winning a voucher more valuable than just receiving one.
- 2% normal sign up rate vs 10-12% a gamified pop-up

2%

Normal pop-up/ newsletter sign-up

10-12%

Scratcher gamified content pop-up

02

UNDERSTANDING SEASONAL MARKETING

- The Four Seasons of Marketing
- Holidays and Cultural Events
- Seasonal Marketing Across Industries

The Four Seasons of Marketing.

Each season has its own vibe and opportunities:

- 🌱 Spring: Fresh starts and renewal – perfect for cleaning products and fashion.
- ☀️ Summer: Fun and energy – think travel and outdoor activities.
- 🍁 Fall: Comfort and warmth – ideal for home improvements and comfort foods.
- ❄️ Winter: Togetherness and nostalgia – great for holiday-themed campaigns.

Holidays and Cultural Events

You have at least 8 key occasions throughout the year to build impactful campaigns, focusing on Holidays and Cultural Events. From Valentine's Day to Christmas, every event brings unique marketing potential. Research and plan to make the most of these opportunities.

Here are some seasonal campaign ideas to help you join the hype:

- 💕 Valentines
- 🏆 Sports Champions
- 💰 Summer Sale
- 🎒 Back to school
- ❤️ Black Friday or Week
- 🖥️ Cyber Monday
- 🎃 Halloween
- 🎄 Christmas

Seasonal Marketing Across Industries

Seasonal trends play a critical role in shaping your marketing strategy. Different industries experience unique patterns of consumer behavior throughout the year, making it essential to adapt your campaigns to align with these shifts.

E-commerce, Retail, and Consumer Goods

The holiday season is a goldmine for these industries, with consumer spending skyrocketing during Black Friday, Christmas, and other festive periods. To make the most of this peak demand:

- **Plan Ahead:** Launch early bird promotions or pre-holiday campaigns to capture attention before competitors.
- **Gamify Your Offers:** Use interactive tools like scratchcards or spin-to-win games to boost engagement and conversions.
- **Create Urgency:** Leverage countdown timers and exclusive deals to encourage immediate action.

B2B Industries

Business-to-business sectors often see a slowdown during summer months or holiday breaks when decision-makers are on vacation. Instead of focusing on aggressive sales during these periods, consider:

- **Building Relationships:** Use quieter months for nurturing leads through email campaigns or thought leadership content.
- **Long-Term Campaigns:** Prepare campaigns to go live as businesses ramp up after the holidays.
- **Optimize for Trends:** Showcase solutions that align with the end-of-year budget spends or start-of-year planning.

03

CRAFTING YOUR SEASONAL MARKETING STRATEGY

- Reflecting on Your Approach
- Setting Goals and Objectives
- Budgeting Smartly

Reflecting on Your Approach. Before you dive in, take a moment to:

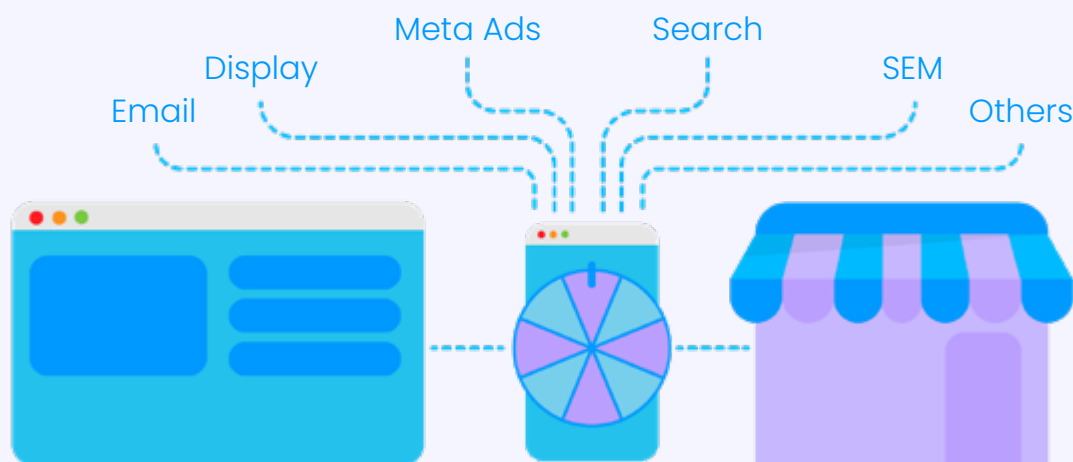
- Identify seasonal opportunities. What are the main seasons I would like to take part in? This will also reflect your brand identity.
- Conduct market research. What are your competitors doing? How can you differentiate from them?
- Brainstorm ideas. What would be a great incentive to engage people to participate? Big prizes have few winners, smaller prizes more winners? Discounts, product samples?
- Assess your budget and resources. Do I have enough budget to activate this gamification campaign? Is my owned media like newsletter, social media and website enough to create traction? Should I need more investment in ads?

Setting Goals and Objectives

Clear, achievable goals are crucial. Do you want to boost sales, engagement, or brand awareness? Define it and stay focused.

Budgeting Smartly

Analyze past performance to allocate your budget wisely. Prioritize seasons that historically bring the best ROI.



04

CREATING NICE SEASONAL MARKETING CAMPAIGNS

- Picking a Goal
- Deciding on the Interactive Format
- Designing the Scratcher Experience
- Choosing Promotion Channels & Activation
- Measuring Success
- Common Pitfalls to Avoid

Picking a Goal

Choose a goal that aligns with both your overall strategy and the seasonal theme.

Deciding on the Interactive Format

When selecting a campaign format, consider your audience, your marketing goals, and the season.

There are three main concept categories that explain how each format works: luck-based, knowledge-based, and skill-based. Additionally, there are special interactive formats.

- **Luck-Based Formats**

These games, such as Spin the Wheel, Roll the Dice, Slot Machine, and Scratchcard, are digital versions of familiar real-world games. They rely on luck and are easy to understand, attracting broad participation. They are usually used for lead generation, data enrichment, and customer activation.

- **Knowledge-Based Formats**

Concepts like Quizzes and Product Choose fall into this category. These formats allow participants to demonstrate their knowledge and are designed to be highly engaging, encouraging your audience to think and choose preferences. The Product Choose format is very useful when you need to guide and sell your website visitors to make a purchase online. Based on preferences you can lead them to a particular product or service. The Quizzes are typically used by B2B brands to educate the target audience about a product while collecting 1st party data.

- **Skill-Based Formats**

These concepts are more challenging, it includes engaging and enduring games like Puzzles, Memory Games, Hit the Target, and Drop. These formats are designed to test your audience's abilities, requiring focus and effort to succeed.

- **Special Interactive Formats**

These interactive formats are designed for maximum engagement. From calendars for any occasion—offering a new game each day during a specified time window—to the classic Christmas and Advent Calendars, there's something for everyone. We've also recently introduced Interactive Graphics, allowing you to make any image interactive. Add quizzes and games to create multiple outcomes and endless possibilities for creative campaigns!

Luck-Based Formats



Spin the Wheel



Spin the Bottle



ScratchCard



Spin



Mystery Box



Dice



Lucky Code



Spin the Wheel
pop-up



Slot Machine



Reel



Scratch Item



Guess the word

Knowledge-Based Formats



Polls



My Favourite



Product Choose



Product Selector



Product
Recommendation



Product Swipe



Quiz



Form



Guess the Result



Pop-up



Personality Test

Skill-Based Formats



Memory Card



Drop



Puzzle



Hit the Target

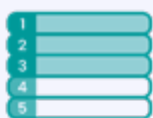


Slice it



Tap it

Special Formats



Scoreboard



Calendar



Advent
Calendar



Christmas
Calendar



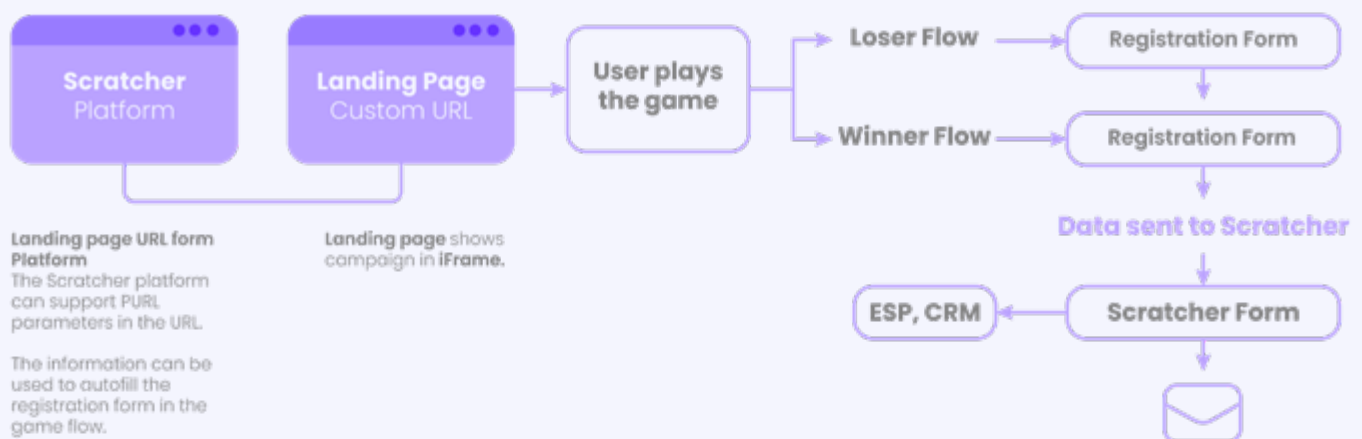
Interactive
Graphics

Designing the Interactive Experience

Keep it engaging and on-theme:

- Encourage Participation: Use clear instructions and fun elements.
- Incorporate Seasonal Themes: Use relevant colors, graphics, and messaging.
- Align with Marketing Objectives: Make sure the game supports your overall goals.
- Seasonal Promotions: Tie in special offers or discounts with your campaign.

Landing page – Custom URL



Choosing Promotion Channels

This is another important step in structuring the campaign. Like any other activation, it requires a clear distribution and visibility plan. You can leverage your own media channels or invest in ads and create engaging creatives, such as animated GIFs. As we've mentioned before, ads that invite participation tend to increase conversions and significantly reduce costs per click.

One of the most common misconceptions about gamification is that it can only be implemented in online communications. That's not true. You can combine omnichannel experiences to connect offline with online and vice versa.

For an activation, we always differentiate between owned media and paid media. Select the right channels based on your audience. Social media, email, influencers, QR codes in your store or key locations, and your website are all great options.



Measuring Success

Track engagement, participation rates, and feedback. Of course, your success metrics will depend on the campaign's objectives. For example:

- **Increasing Leads:** Track new subscribers (participants who filled out the form).
- **Brand Awareness:** Consider metrics such as reach, impressions, and time spent with the brand (playing the game).
- **Revenue:** Measure the revenue generated from the campaign by the number of tickets using the discount vouchers.
- **Loyalty:** Track how many participants registered for the loyalty program after participating in the campaign.

Common Pitfalls to Avoid

Avoid these mistakes to keep your campaigns on track:

1. Picking the wrong type of game
2. Forgetting to theme your game
3. Neglecting the overall campaign message
4. Overcomplicating the game
5. Failing to test thoroughly
6. Not offering enough incentives
7. Ignoring accessibility
8. Poor promotion
9. Forgetting to measure success

05

REAL-WORLD EXAMPLES

- Valentines – Rito.dk
- Winter Campaign – Wolt
- Black Friday – Power
- Christmas – Advent Calendar – Continental

Valentines

A high-converting Valentine's campaign with over 13.500€ in revenue.

During a five-day campaign, visitors were invited to spin the wheel to win one of four Rito.dk gift cards, valued at up to 140€. With a seasonal theme—love—and an easily recognizable game format, the campaign rewarded existing customers while offering an extra incentive to convert new leads into buyers. 'Unsuccessful' players received consolation prizes for discounted merchandise (totaling 13€ in purchase price), accompanied by a discount code CTA on the final game page. Participants also received a follow-up email to ensure the code was received and, ideally, redeemed.

This dual approach—offering both regular and consolation prizes—is a highly effective strategy to guide visitors through their customer journey. People are more likely to use a gift card or discount code when they feel they've won it, as it fosters a sense of value and fulfilment.

In the short term, it generated the desired 'here and now' revenue of over 13,500€ for Rito.dk. For their long-term goals, the company acquired new, engaged leads inspired by the Rito.dk universe that will eventually convert into satisfied, repeat customers.

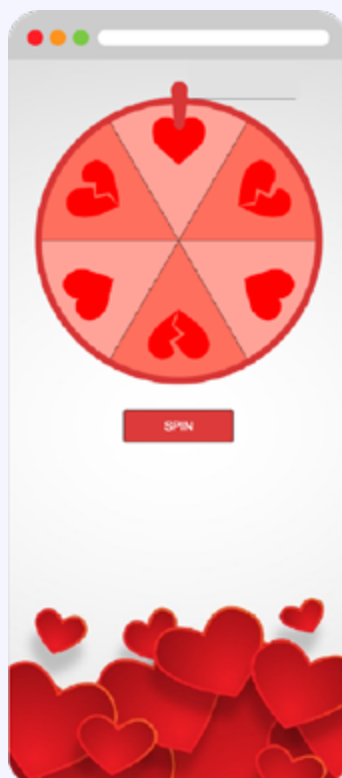
1. Intro page



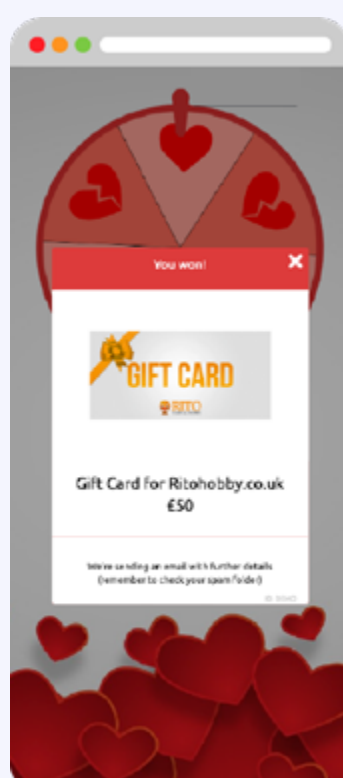
2. Registration



3. Play



4. Result



“Our main goal for this Valentine’s campaign was to increase our revenue—the bonus was lead gen. This is true for all of our Scratcher campaigns—revenue and new leads—as gamification is a great way to activate your target audience and convert them into buying customers. And this campaign was hugely successful for us in terms of ‘here and now’ revenue and new, activated leads!”

Dennis Falkenberg
Email-marketing Specialist, Rito.dk



Winter Campaign – Wolt:

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

In Wolt's latest winter campaign, the team unveiled a Mystery Box game format designed to captivate existing customers and attract new ones.

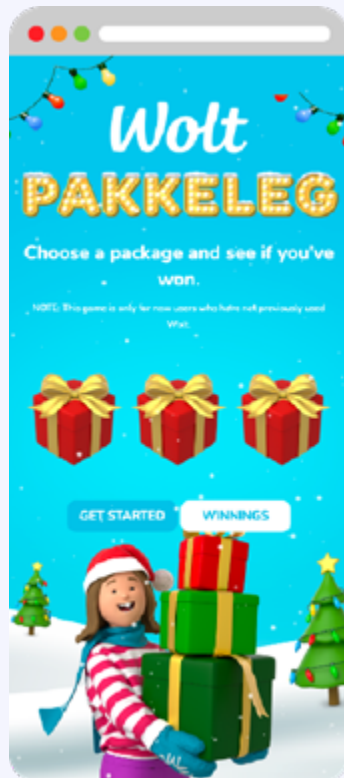
Over the two-month period, the campaign achieved widespread awareness and significant improvements in key performance indicators, such as:

new user sign-ups, order volume, and total transaction value. Also a 16% rise in Wolt Plus members subscriptions was notable.

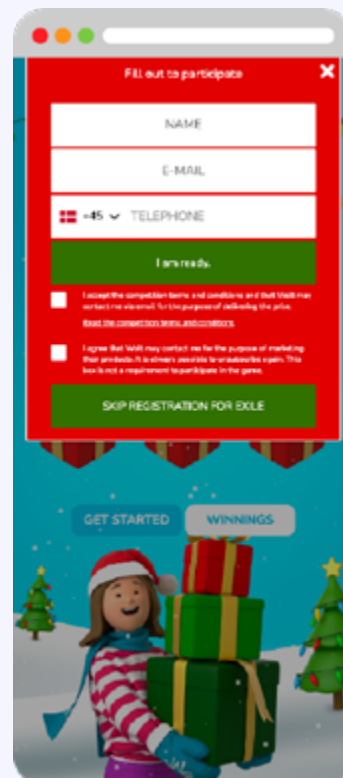
The boost in Wolt's Plus subscriptions was a by-product of the campaign's strategy, where it was positioned as a consolation prize, effectively driving these subscriptions.

This success in diversifying our user base and increasing transactions highlighted Wolt's platform's broad offerings beyond just takeaway, showcasing their strong presence in the retail vertical and underlining the campaign's effectiveness not only in raising brand awareness but also in converting that awareness into measurable growth.

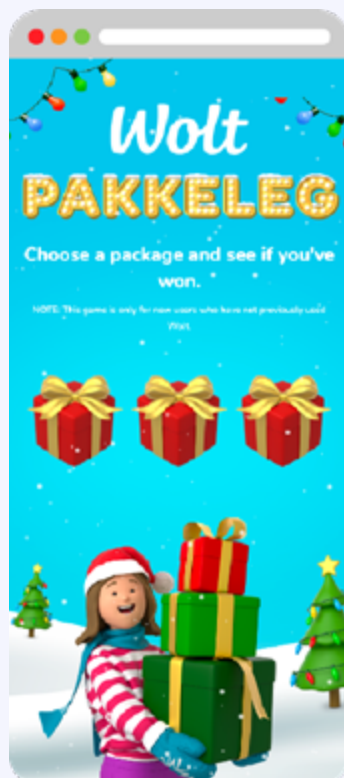
1. Intro page



2. Registration



3. Play



4. Result



“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



Black Friday – POWER:

Converting Loyalty into Sales with Power's Black Friday Campaign

This campaign, which led to an impressive 60,000 new email permissions, was part of POWER's strategy to leverage their high conversion rates from leads to customers.

At the heart of their approach was the MyPower program, designed to incentivize customers with points and rewards for their purchases.

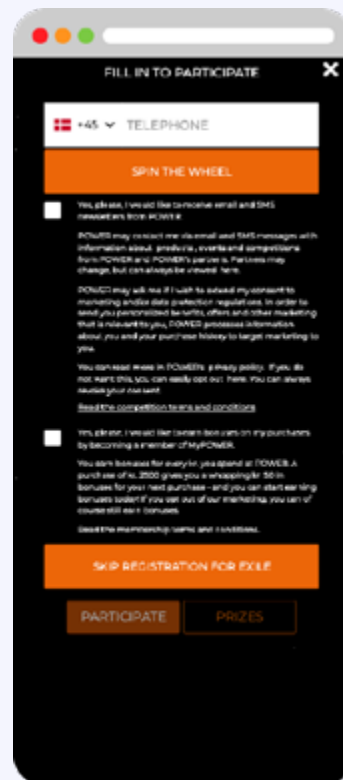
To drive engagement and growth, POWER's marketing team introduced a Spin the Wheel format, a tactic previously proven effective in boosting sign-ups and expanding both their email list and the MyPower community. The campaign, spanning from November 10th to 26th. The enticing benefits of bonus points and discounts were key in drawing people to the loyalty program.

Focused on the Danish market, resulted in a significant increase in permissions, with thousands of new entries and 45,697 new members joining MyPower.

1. Intro page



2. Registration



3. Play



4. Result



“In my experience, generally over 50% of those who engage in a Scratcher game, whether they’re existing customers or new leads, tend to convert within a reasonable period. However, this can rise to as much as 85%, depending on the specific campaign and its outcomes.”

Joakim Sigvardt
Group Omnichannel Director at POWER



Christmas, Advent Calendar – Continental:

A Christmas campaign with a 130% increase in newsletter subscribers.

For the Danish market, Continental first explored gamification in the form of a Danish holiday staple – the Christmas Calendar.

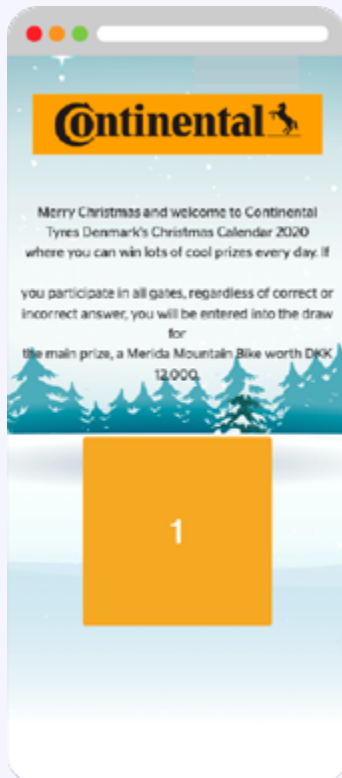
Their campaign targeted Continental dealers in Denmark with a KPI of growing their B2B newsletter subscribers. This narrow channel—dealers in Denmark—was where they saw the highest potential for conversion.

Each day, from 1 December to 24 December, visitors were presented with a quiz and, with a correct answer, were entered into a draw to win a grand prize. The campaign focused on both education—to gain insight into their audience’s knowledge and understanding of the company—and entertainment, as it was the holiday season. For example, “when is the best time to switch from summer to winter tires?”, a question that takes advantage of the season and combines it with product knowledge.

The result?

Huge success and high conversion, with a 130% increase in Continental’s newsletter subscribers by the end of the campaign. From there, they could create segments for future marketing opportunities and consider how their newsletter would play a role in the long term.

1. Intro page



2. Registration

 The registration form is titled "Fill out to participate" with a close button (X). It contains input fields for "FIRST NAME", "SURNAME", "EMAIL", and "BUSINESS". Below these is a green button labeled "I am ready". A checkbox is present with the text: "Yes, I agree that Continental Tyres Denmark may contact me e-mail with information and prizes. Read the competition terms and conditions". At the bottom is a green button labeled "SIGN REGISTRATION FOR EXILE". Below the form, on a grey background, is the text "Enter today's competition for a pair of Adidas Ultra Boost." and a black button labeled "PARTICIPATE".

3. Quiz

 The quiz section repeats the introductory text. The question is: "At what temperature does Continental recommend that you switch to winter tires?". Below the question is a small image of a car on a snowy road. Three radio button options are provided: "Below 4 degrees", "Below 7 degrees", and "Below 0 degrees".

4. Result

 The result screen repeats the introductory text. It then displays the message: "That's right, you are now entering today's competition for a pair of Adidas Ultra Boost."

“We created a Christmas calendar, and each day, everyone had to participate and answer questions regarding either our brand, our product, or anything in that point of view.

[We] saw a huge, huge rate of people who were going through [the calendar] ... the conversions were higher than I’ve ever seen! But, also what was really interesting to see was that we gained ... 130% more on our newsletter! The numbers were quite low from a starting point of view, but the percentage was really high once we were done.”

Casper Svanemose
Marketing Manager, Continental





06

**KEY
TAKEAWAYS**

Key Takeaways: Democratizing Gamification

Gamification is suitable for every brand, regardless of size, seriousness, or industry.

- **No Coding Skills Needed:** After building the campaign, you just need to copy and paste the code into the desired landing pages on your website.
- **Templates and Customization:** You can choose to use pre-made seasonal templates or create and upload your own. The level of campaign customization is up to you, but we offer quick-start options if you're short on time.
- **Email Automation:** Automate email notifications from the Scratcher platform, or integrate your own CRM or CDP to seamlessly work with Scratcher, ensuring smooth data flow between systems.
- **Special Services:** If you need something unique, we offer special services to tailor the campaign to your specific needs.



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