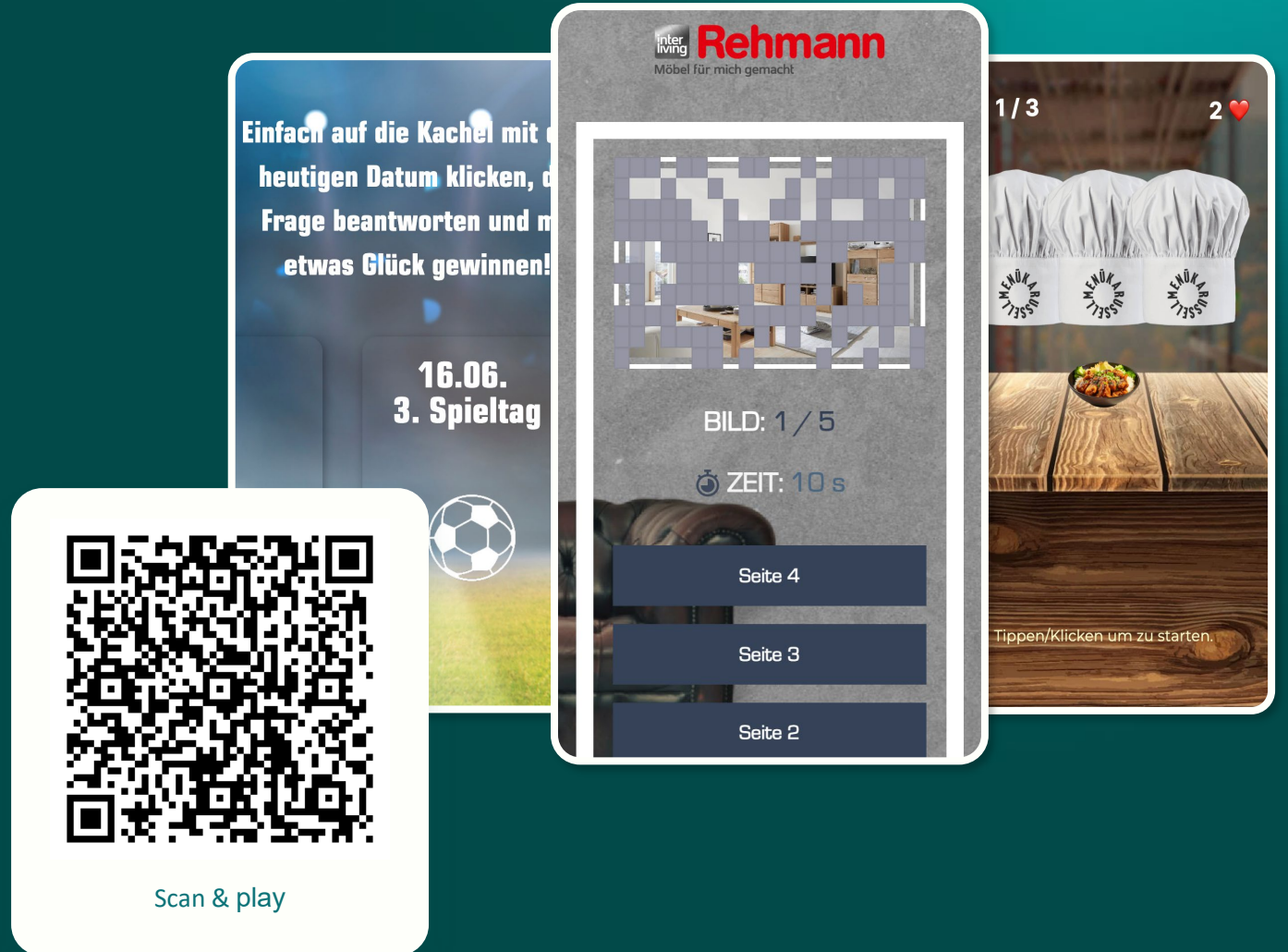


BRAME

FUN, FUN, FUN

How to gamify omnichannel brand experiences



Your speakers

Generating omnichannel engagement with **Gamification Marketing**



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Changing how brands connect with
consumers, **at scale**

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TODAY'S CHALLENGES IN BROADCASTING

The problem with traditional one-way marketing

300

Ads are seen by the average consumer
every day

90%

of potential customers are **banner blind**
to ordinary marketing.

2 sec

for consumers to decide whether to engage
with an ad

Broadcast marketers face more
pressure than ever to grab and hold
the attention of busy, overwhelmed
consumers

Failing to do so risks **missing revenue
targets, stagnating growth, and losing
market share**

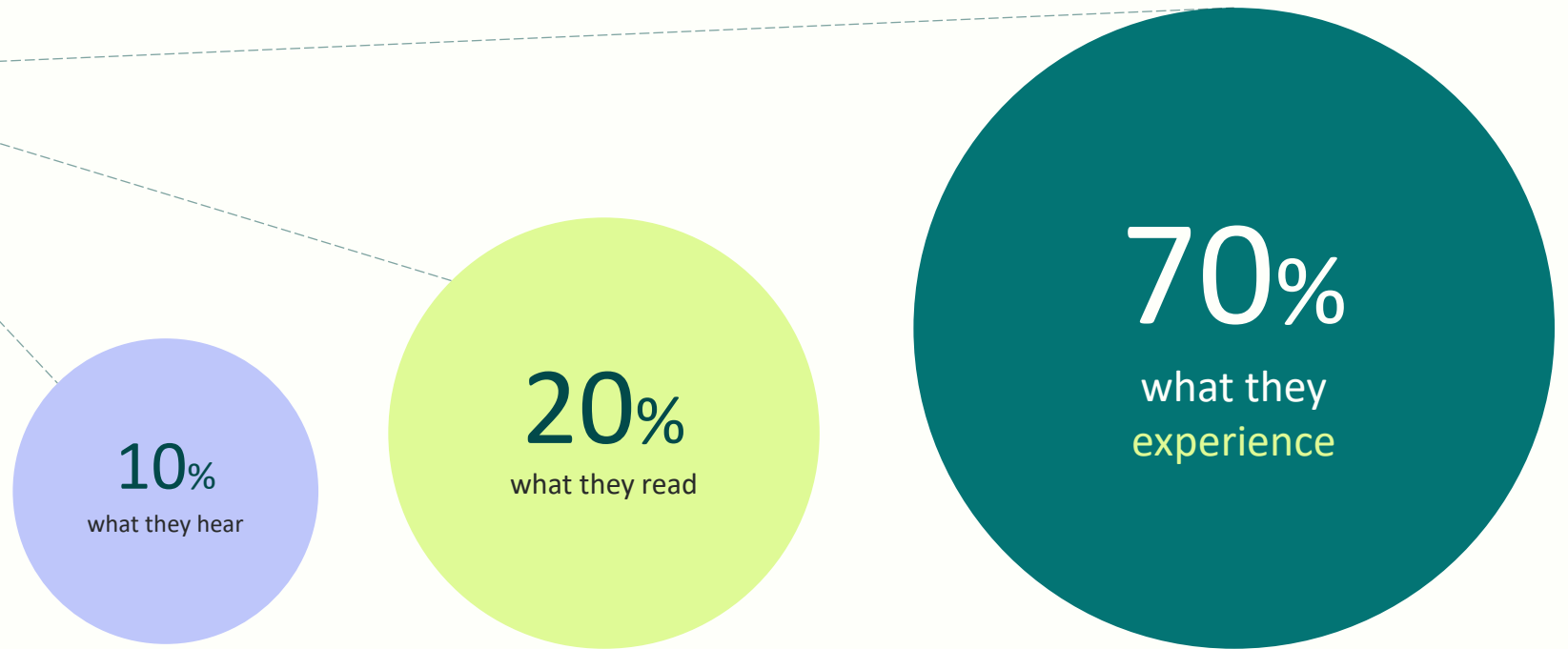


THE PROBLEM

Why traditional one-way marketing fails in 2025

Hands-on experiences engage the human brain more effectively than passive verbal or visual content

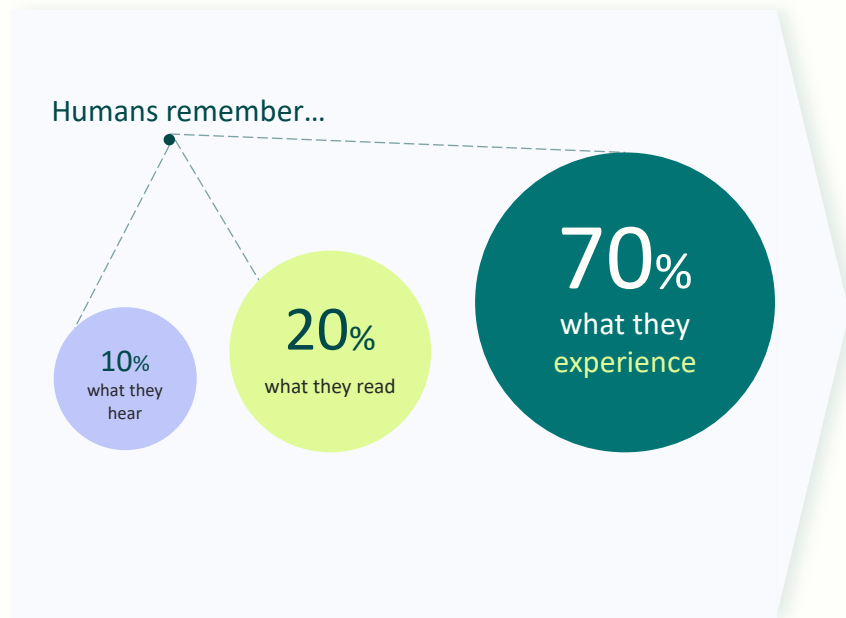
Humans remember...





THE WINNING SOLUTION

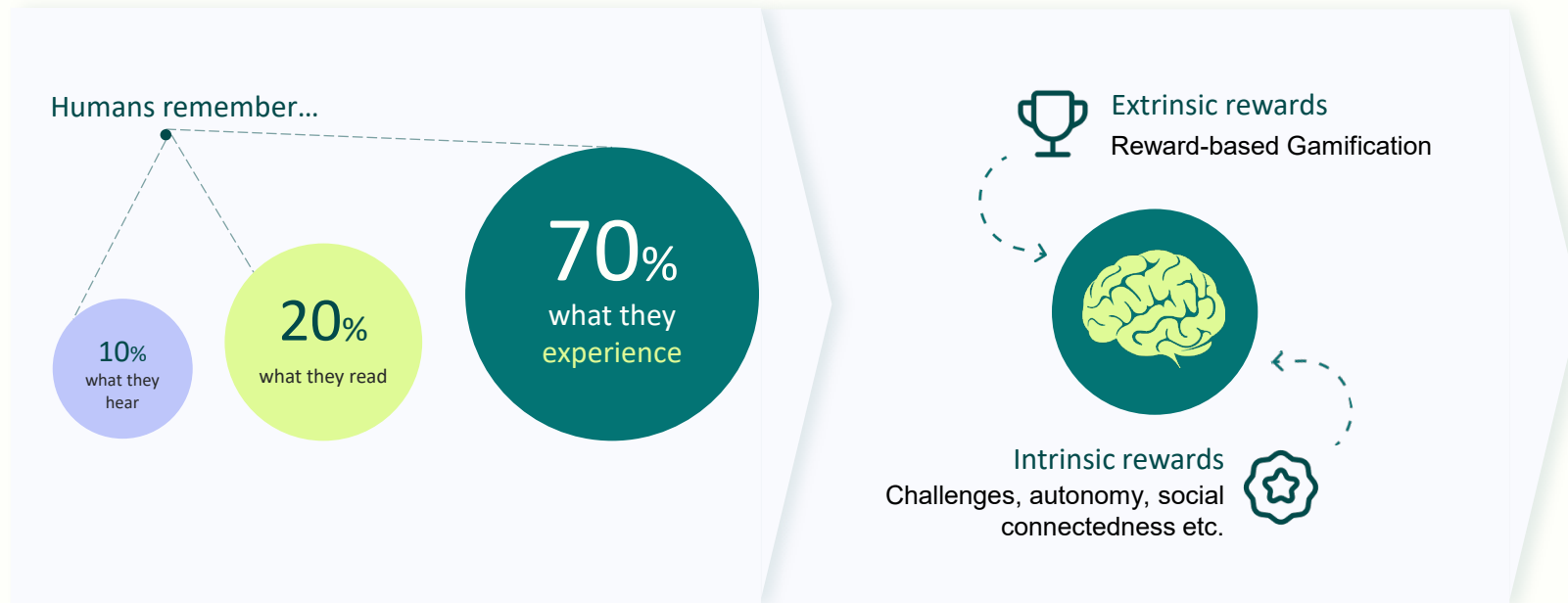
Gamification Marketing delivers impactful interactive experiences





THE WINNING SOLUTION

Gamification Marketing delivers impactful interactive experiences





THE WINNING SOLUTION

Gamification Marketing delivers impactful interactive experiences





We empower marketers to win

BRAME transforms ordinary incentives, forms, promotions, and loyalty initiatives into interactive and impactful brand experiences

ENGAGE MORE CUSTOMERS

Gamify sweepstakes, incentives and forms

Gamified incentives and forms increase **digital engagement**, the number and quality of **opt-ins**, and **data enrichment**.

CONVERT MORE CUSTOMERS

Gamify promotions and offers

Gamified promotions and offers increase your **redemption rates**, **sales conversions**, and **margins**.

RETAIN MORE CUSTOMERS

Gamify apps and loyalty initiatives & programs

Gamified apps and loyalty initiatives increase **active usage**, **brand love**, and **transaction frequency** per customer.

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How broadcasters make marketing fun with Gamification

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Trendy events & time spent listening

Option 1

FIFA World Cup 2026 expected to be the **most-watched sporting event in history**, and will dominate conversations across demographics.



Broadcasting still outperforms

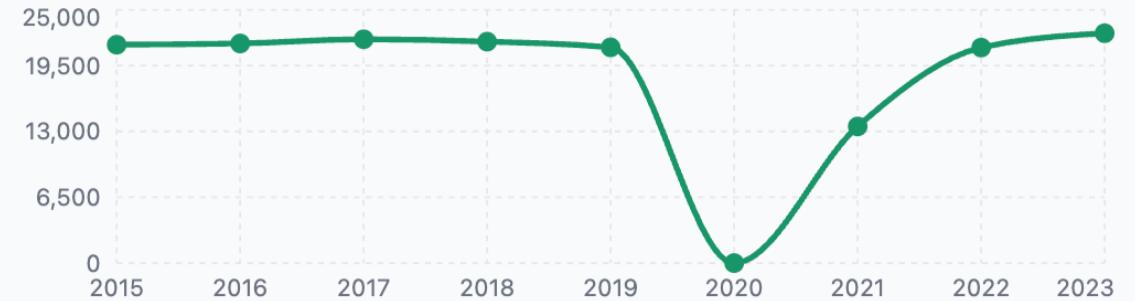


Passionate, loyal and competitive key audience



Marketing innovation sticks when they're part of a trend

AVERAGE ATTENDANCE OF MLS GAMES FROM 2015 TO 2023

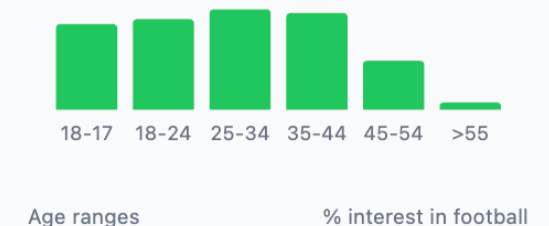


US SPORTS FANS 'PLATFORM OF CHOICE'



% of fans who selected platform as their #1 choice for watching sports

UNITED STATES FOOTBALL FAN BY AGE





Trendy events & time spent listening

Option 2

FIFA World Cup 2026 expected to be the **most-watched sporting event in history**, and will dominate conversations across demographics.



Broadcasting still outperforms



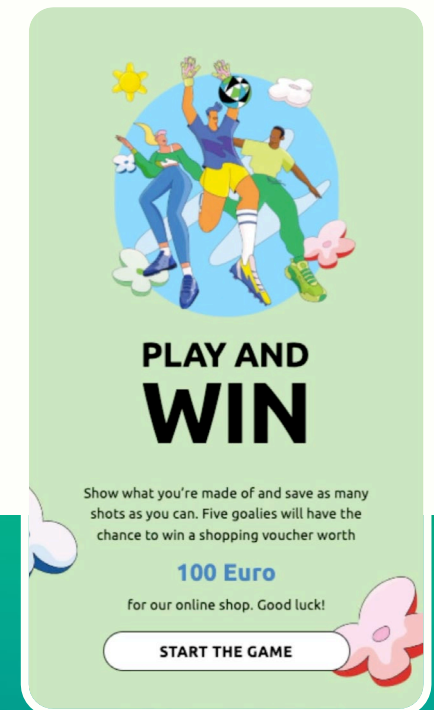
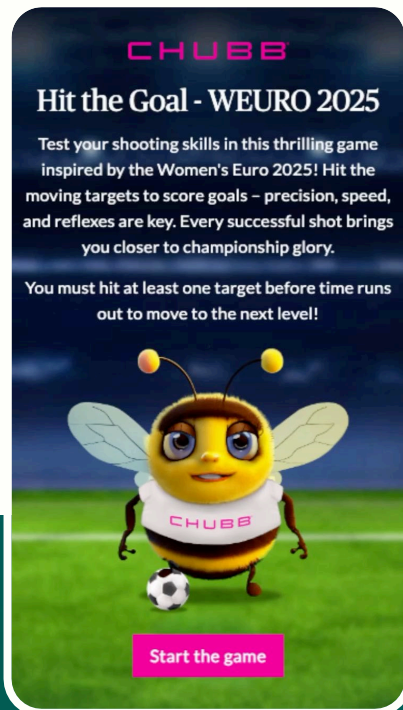
Passionate, loyal and competitive key audience



Marketing innovation sticks when they're part of a trend

Boost your seasonal campaigns with **Gamification Marketing**

Try one of our hundreds of customisable game templates for your football campaign.



How Westfunk generates more engagement during key events for customers

BLOG POST

135 Years of Rehmann Furniture: Anniversary Puzzle

Published: Thursday, 03.11.2022 12:33

Win vouchers worth up to €1,000 with Möbel Rehmann!



Vouchers for the 3 fastest participants

The fastest participant will receive a **€1,000 voucher**! But that's not all: second and third place will also be rewarded. With a little luck, you can win a **€250 voucher**! If both participants have the same time, a draw will decide.

MÖBEL REHMANN BROCHURE



PROMOTION

Rehmann Möbel für mich gemacht



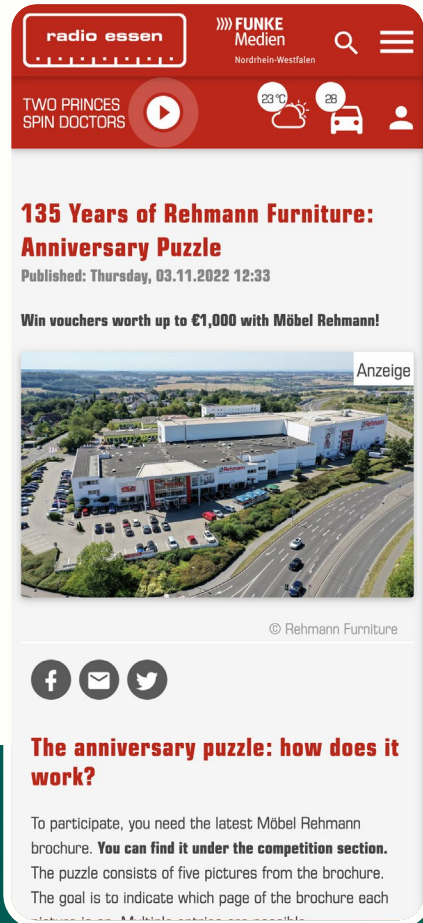
Das Möbel Rehmann
Jubiläumsrätsel!

Wer schnell ist gewinnt: Auf
welcher Seite im Prospekt findet ihr
die folgenden Bilder?

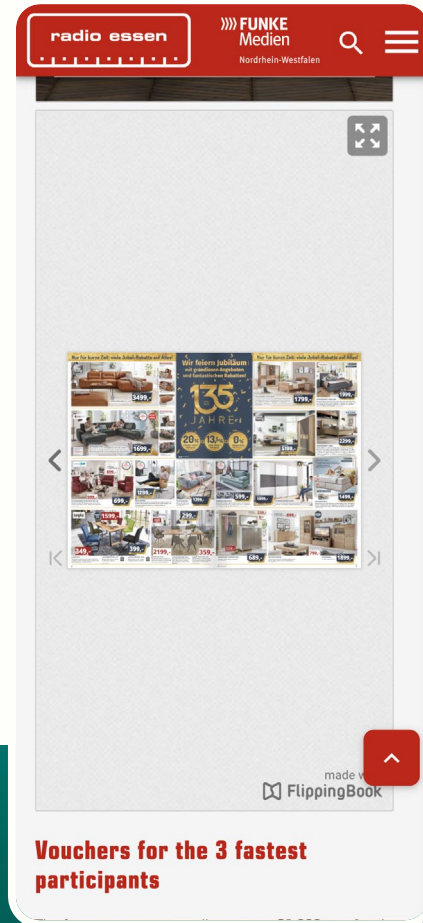
LOS!

GAME FLOW

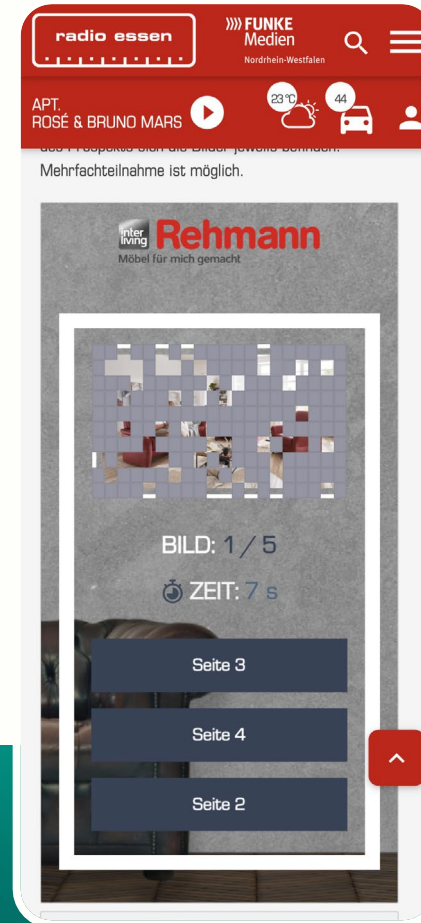
Westfunk's football quiz game flow



Visitors read a promotional article and start the game



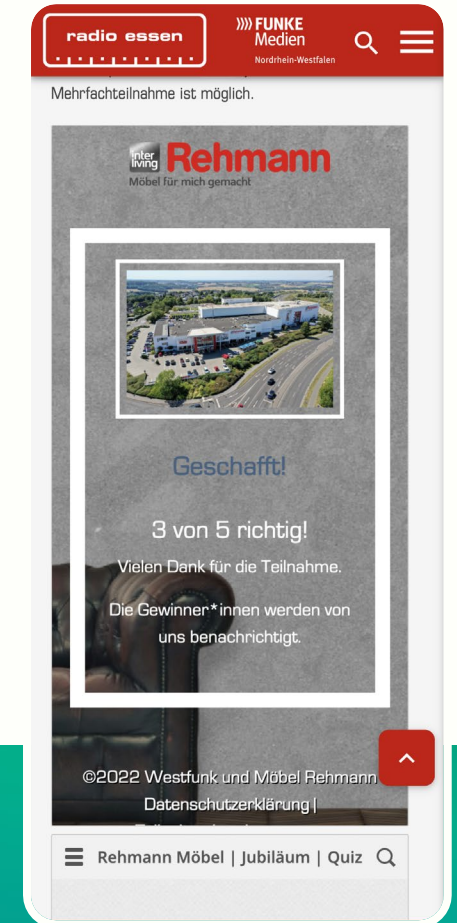
Players refer to the Möbel Rehmann brochure



Players complete the game

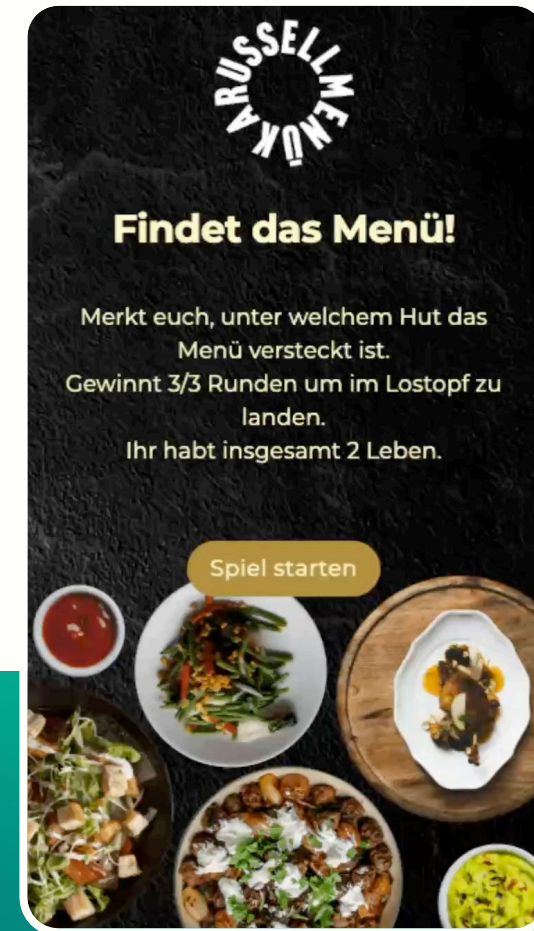
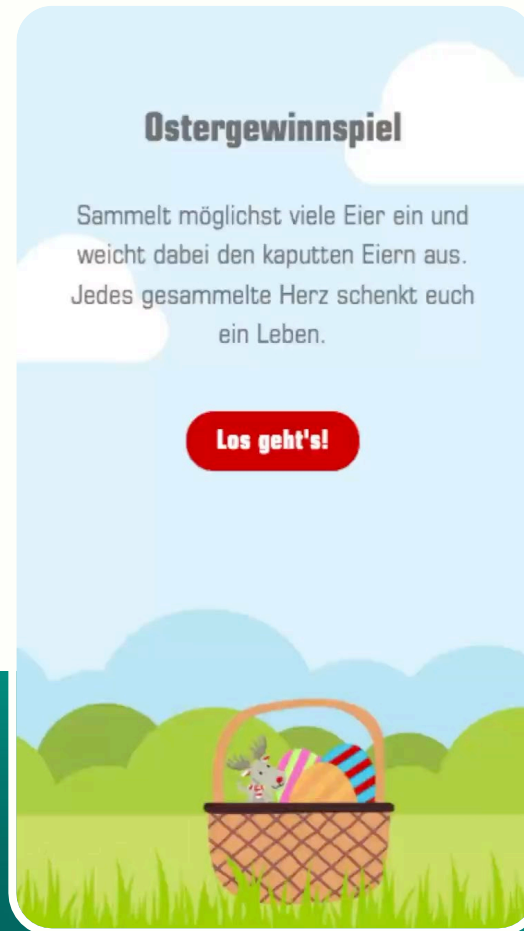
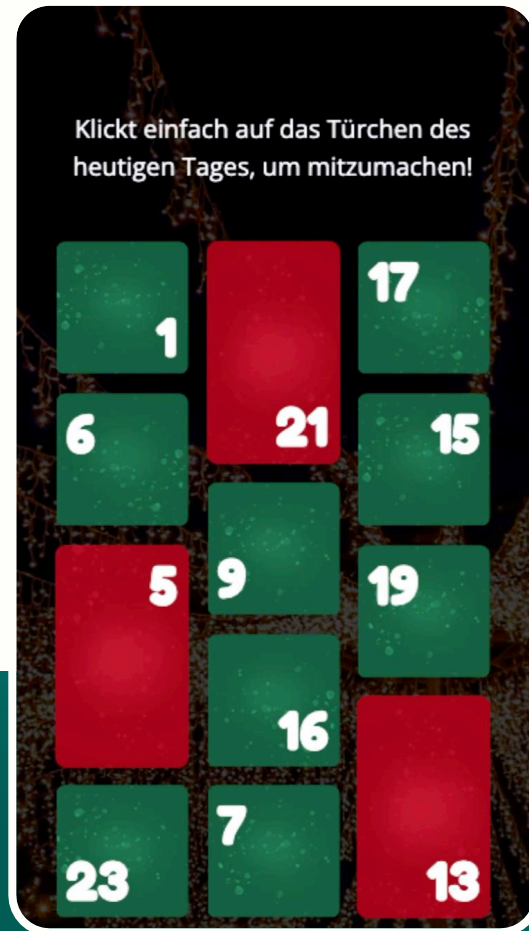


Players enter lead details to continue



Players are served with a results page

More Gamification ideas for radio



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Gamification: the future of omnichannel engagement in broadcasting

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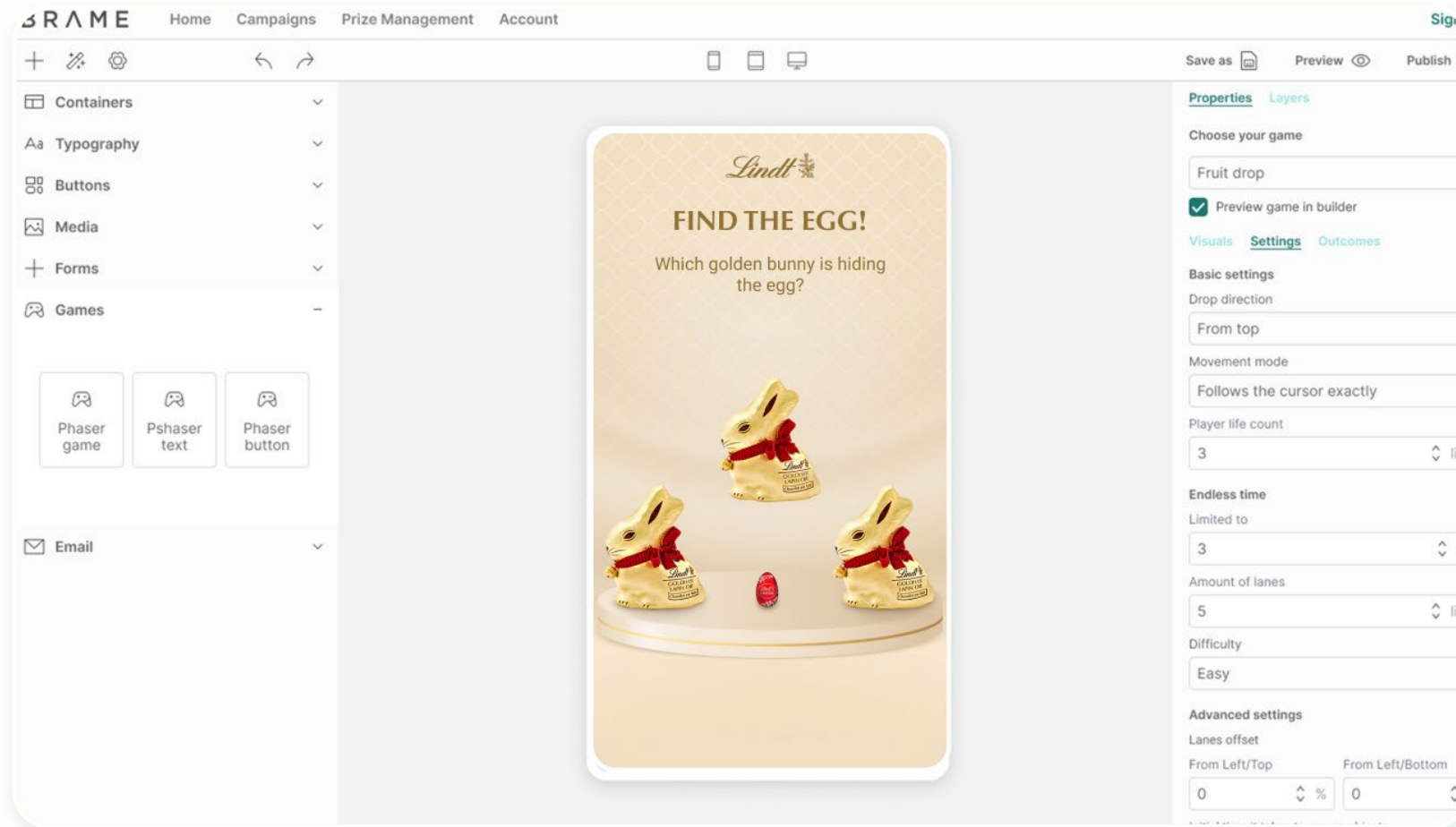
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BRAME Studio: The leader in Gamification Marketing

BRAME Studio includes our drag and drop Builder and is the **easiest, fastest and most cost-effective end-to-end solution** to gamify your marketing.







Increase customer acquisition through referral challenges

Campaign idea


Referral challenge: keep referring other customers to earn increasingly valuable prizes.



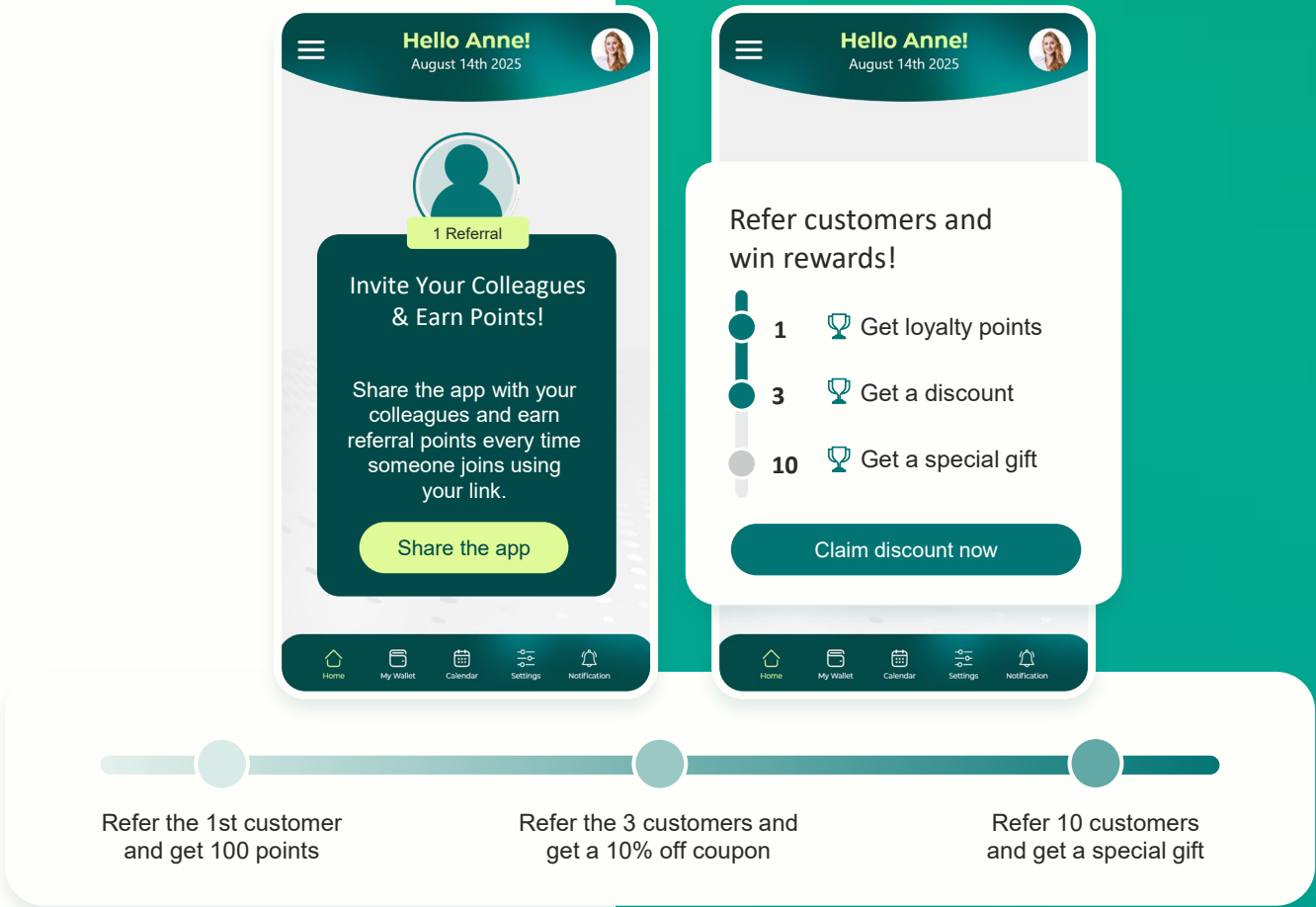
Increase customer acquisition



Minimize fraud



Boost customer activation



Turn app downloads into engagement that builds CLTV

Campaign idea

Download the mobile app, engage with it 4 times a month, and earn extra € 20 minimum purchase voucher, redeemable for exciting offers.



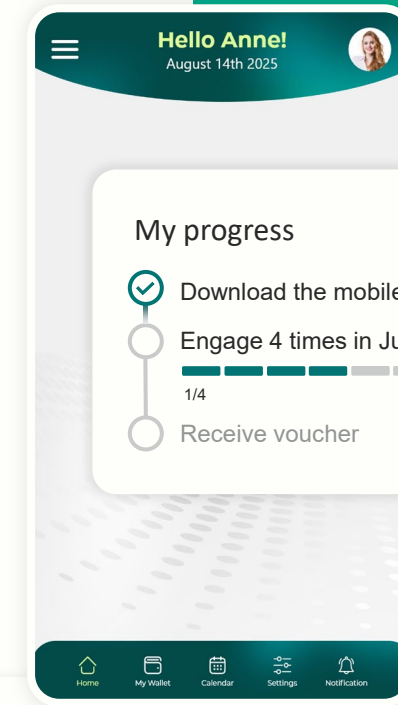
Fill your most engaging channel



Accelerate loyalty adoption



Build lasting customer habits



B R A M E

Thank you

Ready to get practical with
simple, scalable solutions?
Get in touch!



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