Find &
count me!

Steam Cards, Loyalty Activities, and Rewards **Engagement Unleashed!**

Steve Bocska

Forces in Action Today

Forces in Action Today

#2 Virtual Identities

Forces in Action Today

#3 Science of Motivation

PugPharm

- 10+ years designing & producing big-budget AAA video games
- Disney, EA, Vivendi, Ubisoft
- Simpsons Hit & Run, CSI, Need for Speed
- Over $600M revenue
- Co-founded Hothead Games 2006, raised $6.5M

Steve Bocska
CEO

Consumer goods

Kimberly-Clark / Kotex

Sports & entertainment

ICE PILOTS NWT / HISTORY / GIANTS

Shopping centres/retail

SUNRIDGE / Primaris A DIVISION OF H&R REIT

Online services

indiloop mix. love. share.

ANSUNITE

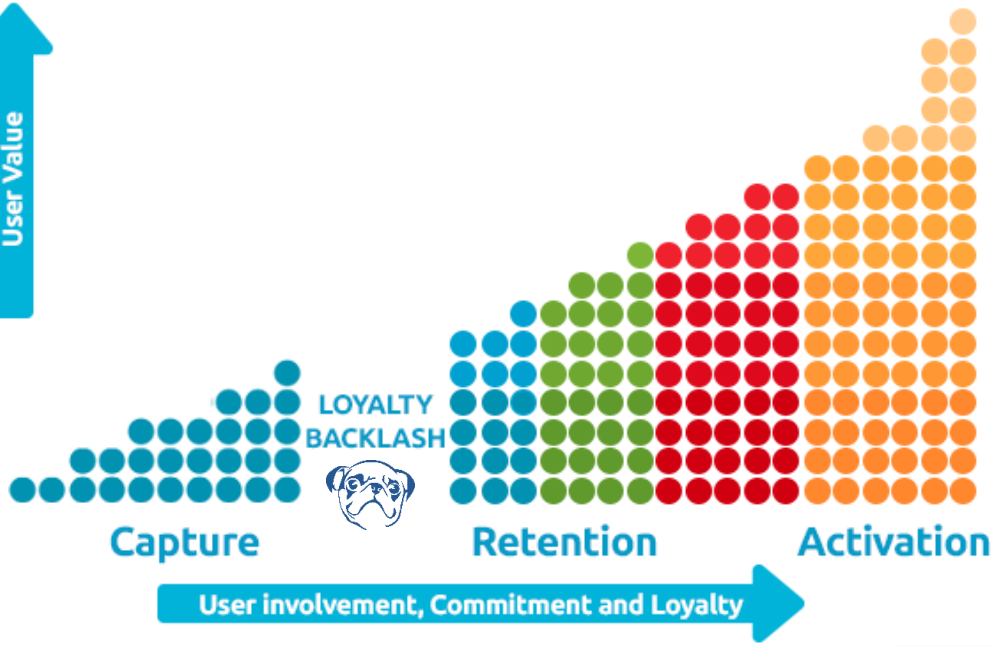
The Ultimate Game of Life

Hotels & tourism

cityexpress hoteles

Audience capture is only one part of the equation.

Retention and activation are the **real** challenge.



PugPharm

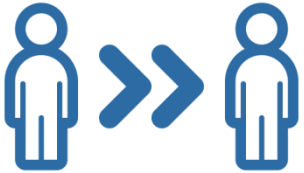
Engagement: the king of all metrics!

higher revenues

35%-59% direct increases

lower acquisition costs

32%-78% ongoing savings



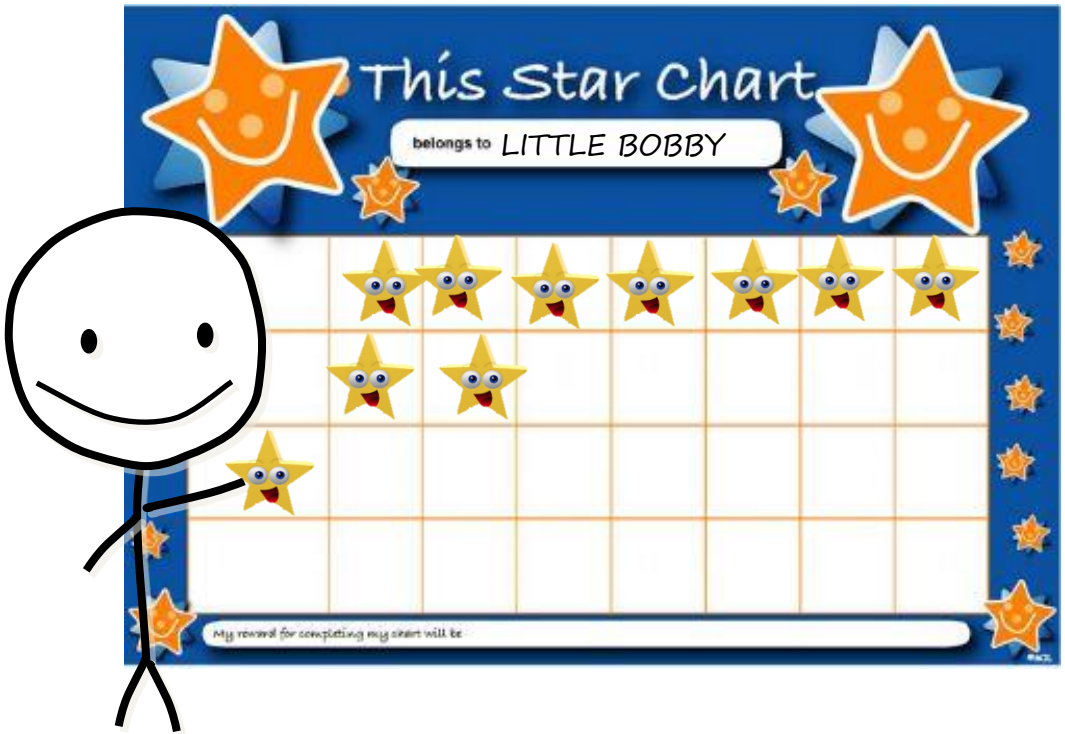
better 1-to-1 marketing

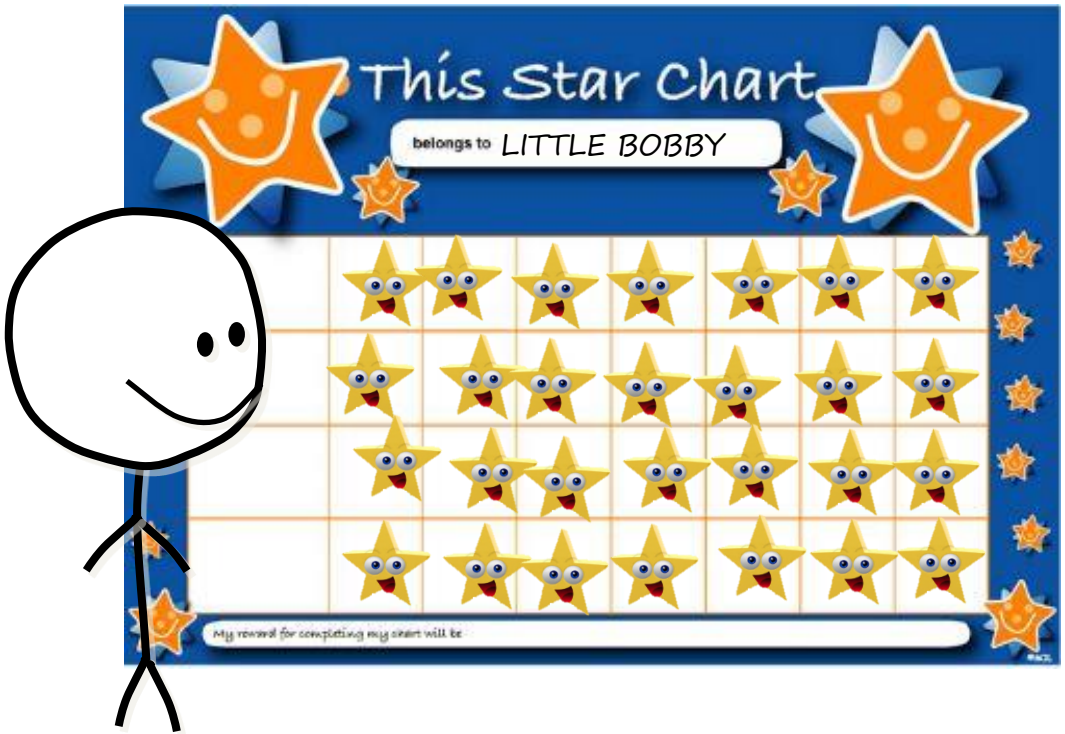
dozens of measurable new actions & insights

stronger retention rates

85% conversion rates + 35% return visits

Common Misteaks


This Star Chart
belongs to LITTLE BOBBY
My reward for completing my chart will be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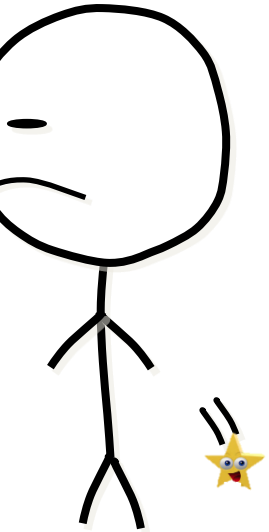

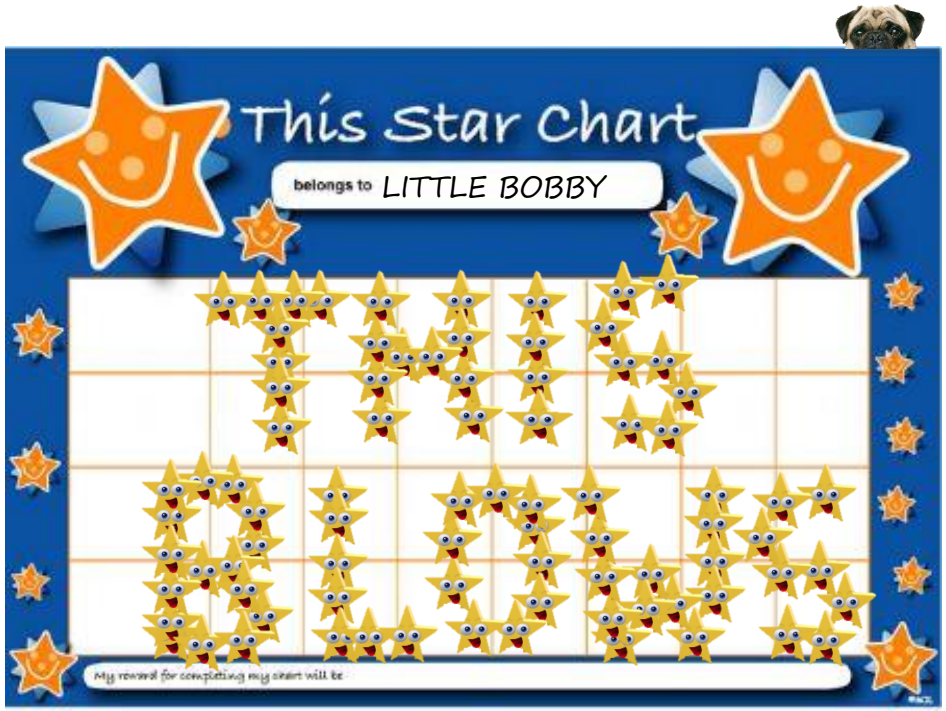
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The Problem With Leaderboards

Top Leaders Overall		
Rank	Name	Points
1	Someone I Don't Trust	115,492,316
2	Someone I Hate	1,325,953
3	Someone I Hate	1,156,090
4	Someone I Hate	1,030,118
5	Someone I Hate	1,001,764
6	Someone I Hate	987,436
7	Someone I Hate	952,576
8	ME	943,102
9	Someone Who Hates Me	920,715
10	Someone Who Hates Me	914,855
11	Someone Who Hates Me	910,993
12	Someone Who Hates Me	903,164
13	Someone Who Hates Me	899,354
14	Someone Who Hates Me	870,438

User Engagement Overview

existing engagement assets/initiatives

- [eg. Facebook page, Twitter, contests, YouTube, email marketing, coupons, events, tv/radio ads, etc.]

community descriptors

- [eg. collaborative, social, principled, competitive, value-oriented, etc.]

infrastructure

brand values

- [eg. joy, intelligence, strengths, success, comfort, style, imagination, maternal love, etc.]

business goals/objectives

- [eg. increase $ sales; increase % retention, reduce marketing spend, etc.]

Build vs. Buy?

Custom technologies…

1,100+ Steam games have been updated to include the Steam Trading Cards feature since June 2013 (of 4,000 total)!

DIGITAL
AGENCY

PugPharm

One-stop shop platforms & designers…

COOL IDEA

+

picnic™

OUR PLATFORM
IN THE CLOUDS

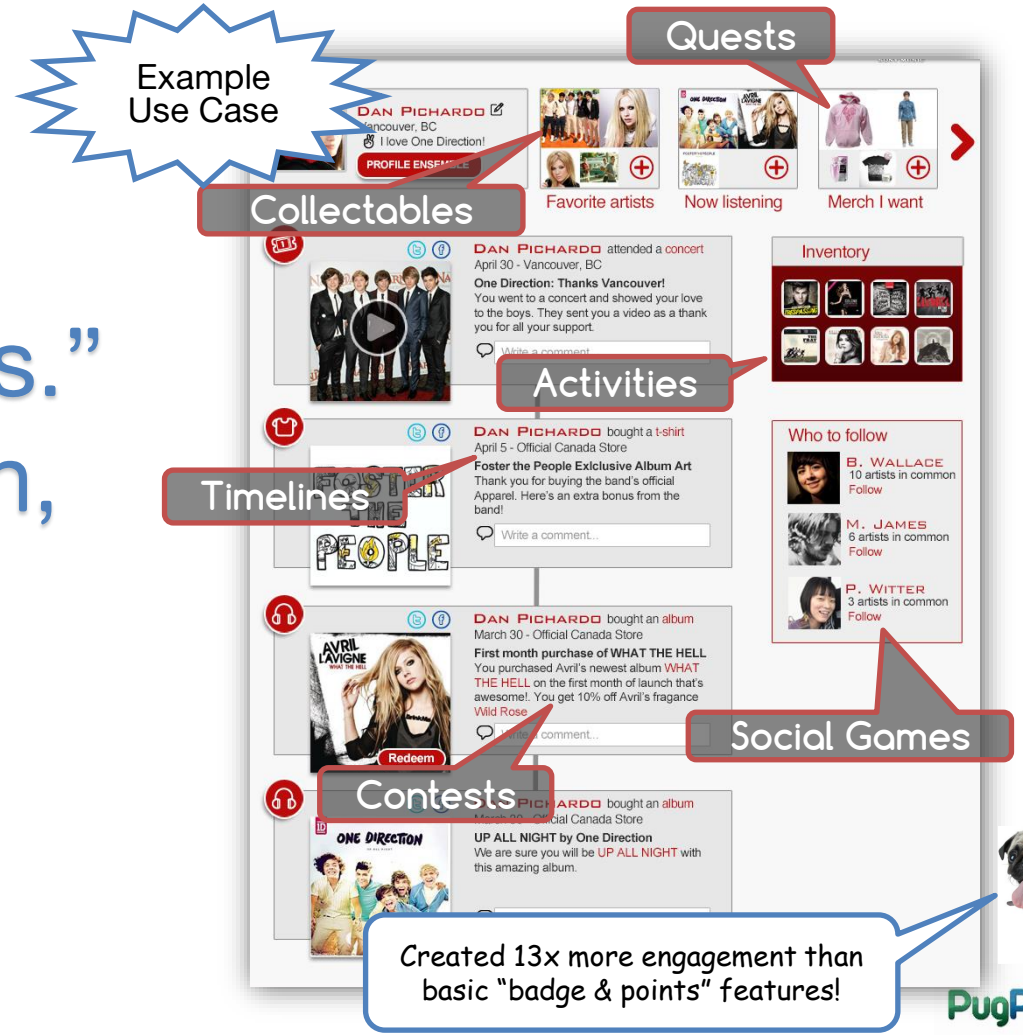
=

Ready to launch:

- Engagement Activities
- Loyalty Programs
- Contests/Promotions
- Games/Gamification
- VIP Reward & Status Programs

Play the long game

Don’t stop at “badges & points.” Aim for crazy-fun, rich interactive engagement.



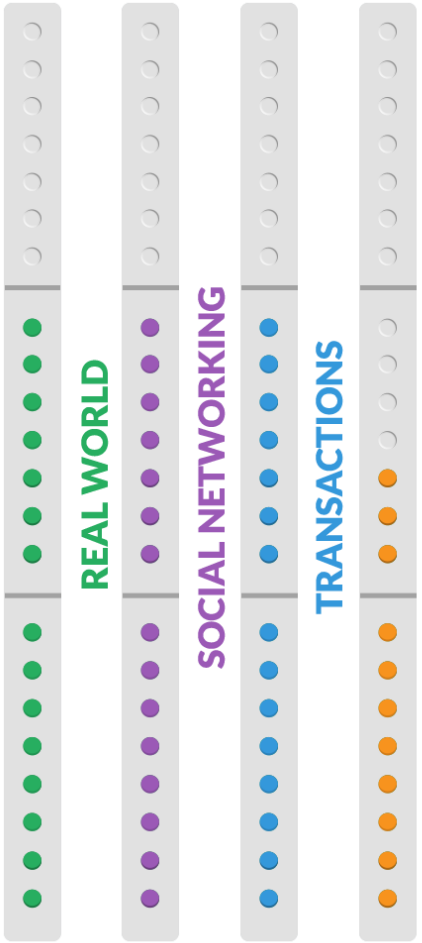
turn strangers into friends

Example Use Case

Look to create clusters of like-minded users who trust each other for recommendations & opinions

capture your influencers

Uncover trend-setting “VIP” users that drive the personality & attitude of your community.



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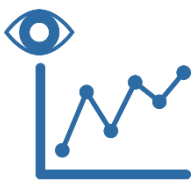
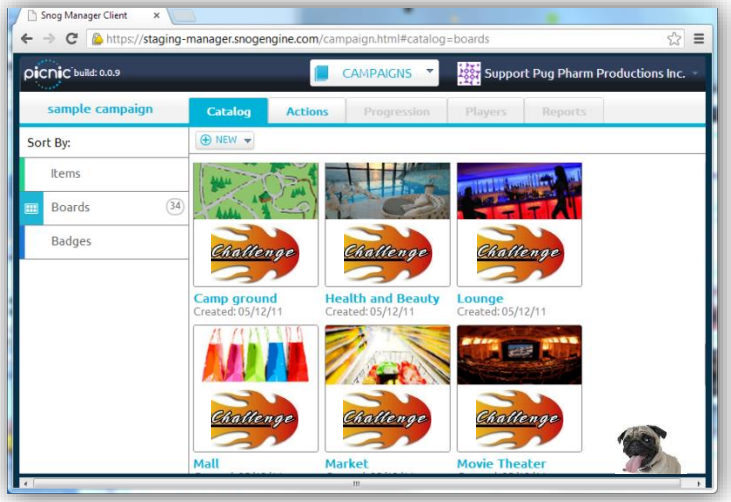
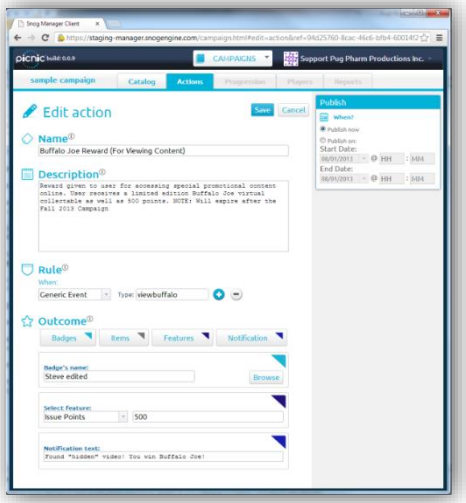
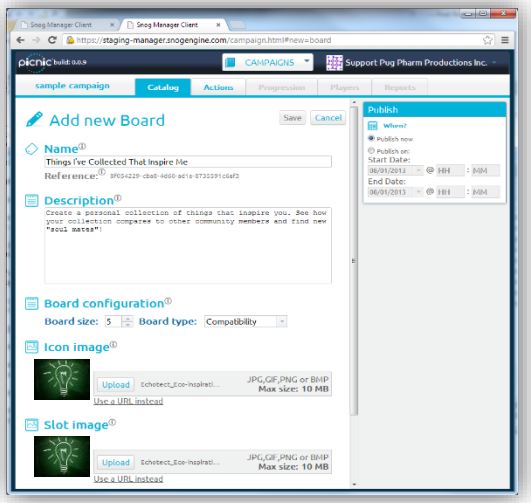


big big BIG data!

Capturing “choices” to create high-fidelity behavior and engagement data







So, did you count me?

Did you find me 15 times?

Were you anticipating the next slide?
Were you paying closer attention?
Were you having more fun?

THAT'S the power of ENGAGEMENT!

PugPharm

GDCNext 2014
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Engagement Unleashed!

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