



609 East Lockwood Avenue
 St. Louis, MO 63119
 Phone: 314.963.9700

CASE STUDY

Online Individual and Team Gameplay

Program Duration: Annual (since 2009), 9-12 week duration each year



Program Results

- Promotion has been running for eight years ongoing
- Participants enjoyed an educational and engaging competition which rewarded the top competitors both individually and on a team-level

2017 Results:

- Overall Training Completions: 729,000+
- Overall Active Users: 14,000+
- Stores Registered: 1,200+

Program Objectives

- Increase user involvement in the main ongoing Program
- Ignite retail store manager contributions to the Program
- Nurture the connection between technology retailers and the communities in which they reside

Program Strategies

- Build an immersive, Promotion-exclusive promotion that showcases highly active participants
- Reward individuals and retail stores working as a team for their dedication through multiple prize drawings
- Motivate retail store managers to become involved in the promotion

Program Operations

Early Registration

- Approximately four weeks prior to the promotion launch, six promotion-exclusive learning activities are released
- Individuals who pass all six early registration learnings receive a bonus in the form of the Program's currency
- Stores that have a promotion-registered manager and four or more sales professionals competing, nominate a local school to win a monetary prize, should the store win the early registration drawing



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Program Operations (continued)

Promotion

- For nine weeks, an imaginative storyline supports the daily functionality of the promotion's gameplay
- Members compete via the promotion-themed pages, accessible through the Program website or mobile app
- Every week, promotion-exclusive learning activities are launched and can be completed to earn the Program's currency, competition points, and virtual tokens that are redeemable for entries into weekly prize drawings
- Every day, competitors can take a specified number of random, timed quizzes in order to earn virtual tokens and competition points
- Customized store and individual leaderboards allow participants to track their progress throughout the competition; individuals and stores with the most competition points are eligible to win a grand prize
- Stores that have four or more active participants and a registered manager are eligible to win store-specific prizes