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CASE STUDY

Soccer-Themed Virtual Training Competition

Program Duration: Four weeks



Program Results

- Retail sales professionals experienced an original, engaging method of increasing their technology knowledge while competing for industry-relevant prizes
- Program members in 38 countries participated

Region 1:

- Overall Activity Completions during promotion: 56,089
- Overall Active Users during promotion: 1,869

Region 2:

- Overall Activity Completions during promotion: 7,777
- Overall Active Users during promotion: 429

Program Objectives

- Increase learning activity completions on the Program website
- Encourage Program members to interact on the website daily

Program Strategies

- Develop an interactive virtual game that educates and involves Program members in multiple regions of the World
- Necessitate the completion of learning activities prior to gameplay
- Utilize incentives and daily quizzes to ensure an active user base throughout the competition

Program Operations

- Participants login to the Program website and navigate to the Score to Win pages, which host an innovative soccer game simulation
- In order to play, users must first complete a set of specified Learning activities
- Each day throughout the promotion, players can participate in five games
- A game consists of a maximum of five timed questions; a player must answer four correct to win the match and receive points that improve their ranking on the leaderboard
- A leaderboard is implemented, by country, to track and showcase the competition winners
- Technology prizes are given away daily, weekly and at the end of the promotion to players who are at the top of their leaderboard