



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

# CASE STUDY

## Character-Based Virtual Team Competition

*Program Duration: Seven Weeks*



### Program Results

- Participants experienced a custom, interactive method of increasing their industry knowledge and sales skills while earning opportunities to win coveted technology prizes
- 270 prizes awarded

#### Results

- Learning Completions: 90,076
- Participants: 7,105
- Random Quiz Completions: 58,199
- Total Completions: 135,275

### Program Objectives

- Encourage Program-affiliated retail stores to have four or more retail sales professionals active in the promotion and Program overall
- Maximize industry-relevant quiz and learning activity completions

### Program Strategies

- Develop and launch an immersive, educational game utilizing program-exclusive technology characters – “Hack” and “Slash”
- Infiltrate weekly prize drawings to keep participants active for the duration of the promotion
- Incentivize retail stores to have four or more sales professionals active in the promotion

### Program Operations

#### Gameplay

- Participants log in to the Program website or mobile apps and navigate to the promotion-specific pages, where they are randomly assigned to “Team Hack” or “Team Slash”
- Each week, participants can complete three new learning activities for the opportunity to earn redeemable currency and tokens that can be played to strengthen their team
- Each day, participants can complete a specified number of random quizzes to earn additional tokens
- At the end of each week, the team with the most strength earns the maximum amount of prize drawing entries for the weekly drawing, while the weakest team earns minimal entries
- For individuals representing a store that has four or more participants, double prize drawing entries are rewarded