

Case Study: Play Conservation Pays

Program Objective

Combine PUG Interactive’s Picnic™ Community Engagement Engine with program content from Conservation Pays to deliver a new standard for digital e-learning community engagement.

Program Details

- **Platform:** PUG’s Picnic Community Engagement Engine
- **Activity:** Multi-themed, choice-based online community content & recognition activity
- **Audience:** Communities from 18 partner municipalities in Florida
- **Touchpoints:** Website, Social Media, e-Mail Lists, Partners
- **Duration:** 3-month initial campaign

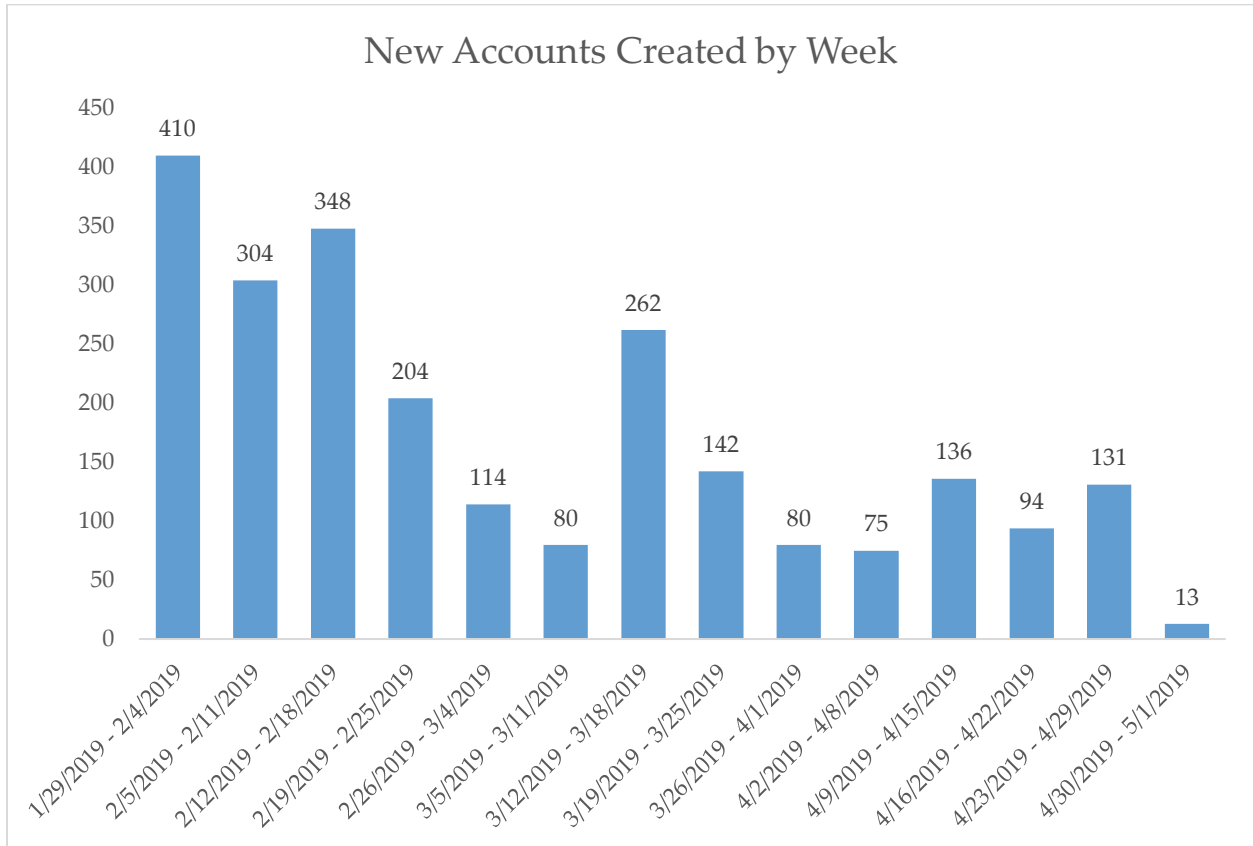
Highlights Summary

- **2,415+ users** participated in Conservation Pays Game campaign during 3-month period
- Created **88,903 interactions** between the content brand and its community members (an “interaction” is an interactive moment within the activity where the user makes a meaningful choice or decides on a specific action)
- Over **79%** of the **total community** participated **repeatedly** during the campaign
- **90.1% call-to-action conversation** by users registered within the system (ie. < 10% bounce rate)
- **88.3%** learned something new
- **80.4%** changed their behavior as a result
- **74.7%** cross-connected to at least 1 social media channel during program

“I loved this game/program. It was engaging and gave me an excuse to learn about and change my behavior regarding so many new things about conservation, sustainability and climate change.” ~ZT



User Sign-up Rates

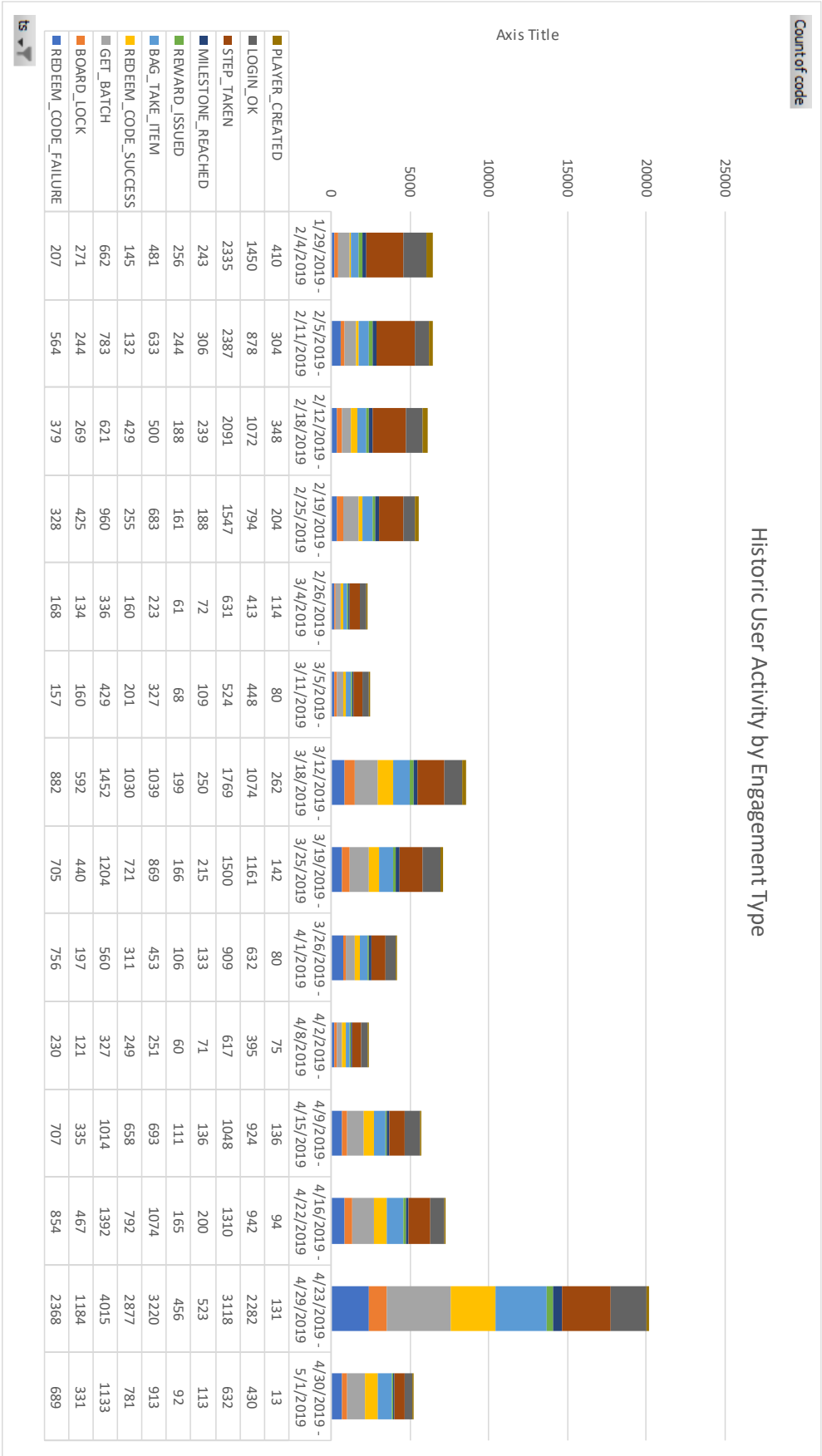


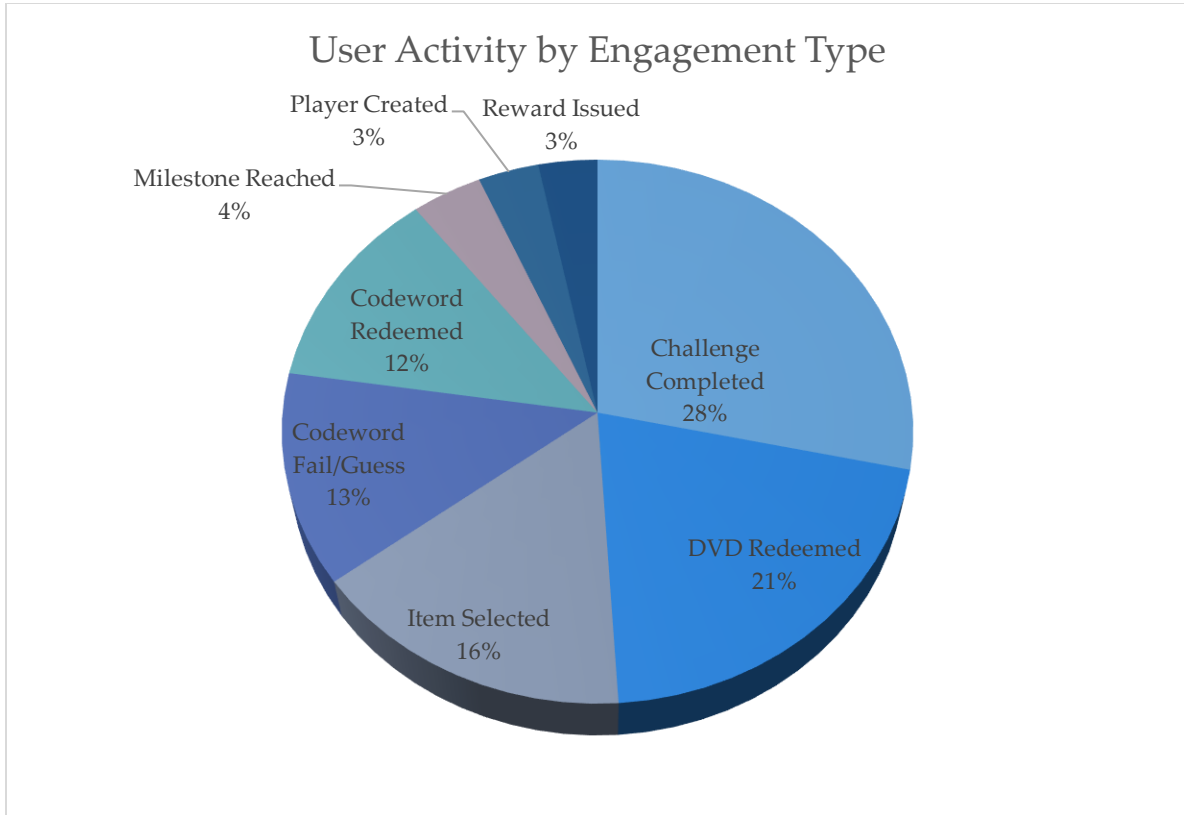
The successful pre-launch promotional campaigns created a **build-up of demand that drove initial sign-ups** to Conservation Pays. A number of smaller outreach efforts were initiated throughout the 3-month campaign period which periodically drove further registration and interest, along with positive word of mouth.

These results reflect an unsurprising fact about marketing campaigns in general – building an audience simply requires creating awareness and driving interest through traditional marketing avenues, such as advertising and promotions through mailing lists and social media.

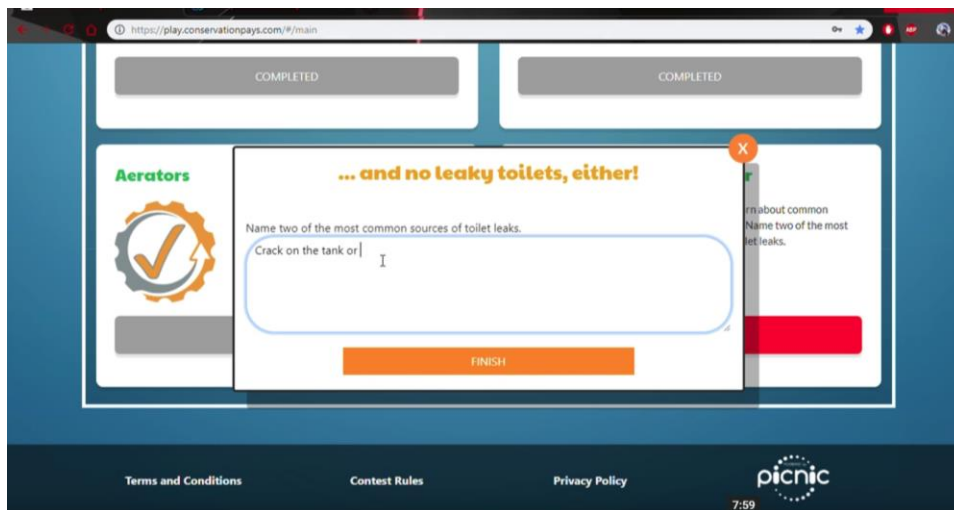
Sustained Engagement Activities

When it comes to keeping the audience engaged over a longer period of time, however, the results **were very strong**. Here we see how the compelling activity design was able to keep users **interested, invested and involved long-term**, even when fewer new accounts were being created. In fact, we saw some of **highest levels of repeat participation and meaningful engagement** as the campaign was nearing its end (when relatively few new users were joining):



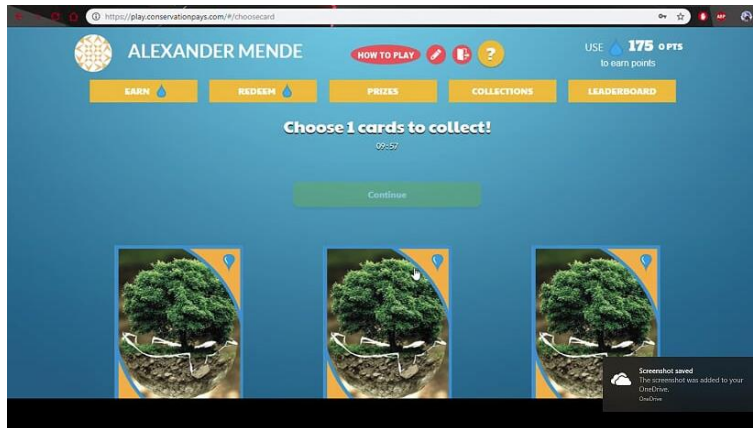


Highest participation was via Quests and Challenges (28%), Codewords (combined redeemed + guesses, 25%), and DVD Item redemption (21%).

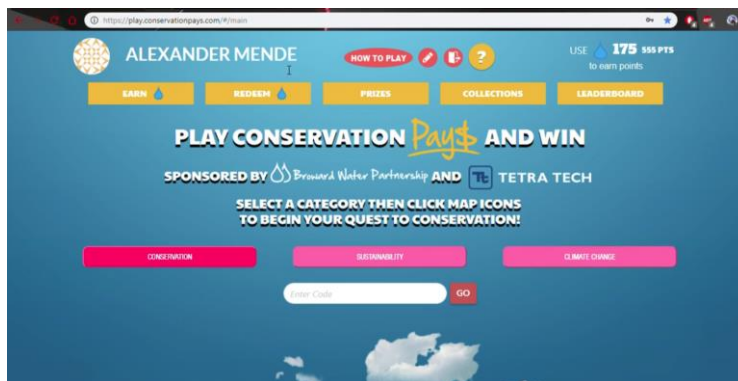


Approximately **half of all of actions performed** by users within Conservation Pays involved community members completing “challenges” which counted towards the **conservation-themed “Quests”** (which guided users through interesting content and tested their knowledge, showing above) or in their **interaction with the conservation-themed “Reward” content** (presented primarily

as themed, fun collectable “DVD” videos) that provided additional context and playful recognition to reward their dedication and engagement:



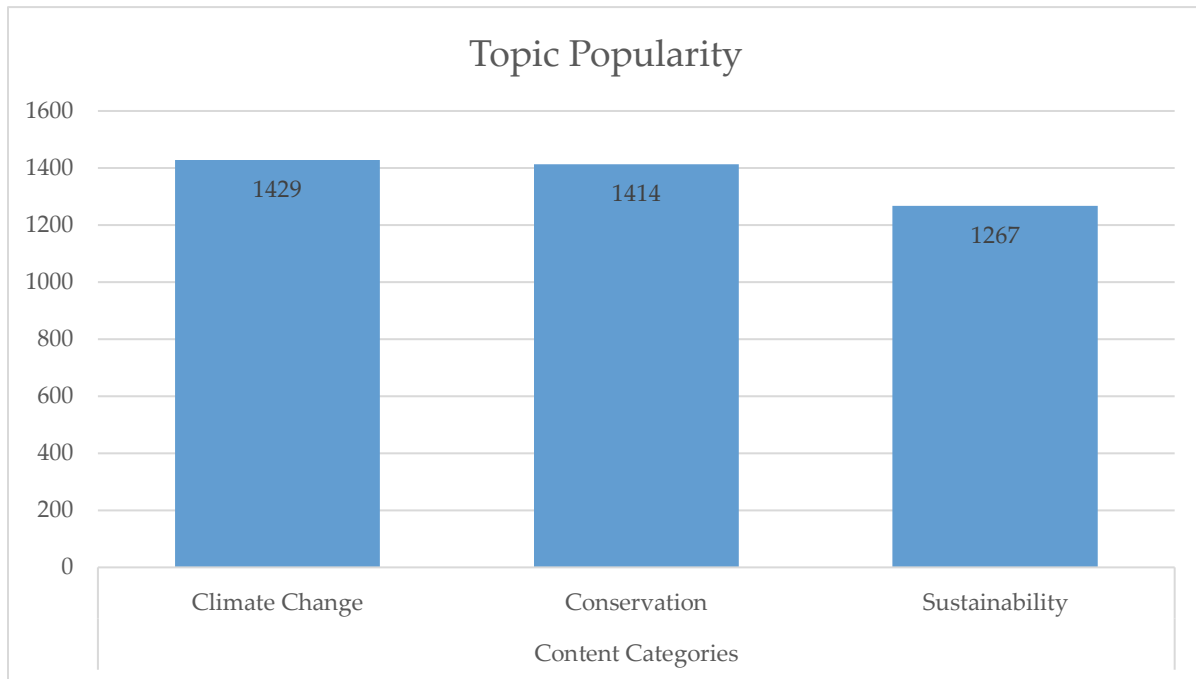
A codeword campaign was also enabled as part of ongoing campaign to stimulate engagement through social media channels and partner participation. User activity pertaining to codewords accounted for **approximately 25% of the total in-system actions**.



However, it is highly notable that nearly **half of this activity** was due to codewords entered *incorrectly*. While a small percentage of these incorrect codes can be attributed to mistakenly typing in the wrong word, it was evident from a close inspection of the data that many users undertook **active efforts** to try to “**guess**” **codewords** to continue their participation and progress in the game. In fact, one user **attempted over 370 “guesses”** at codewords in the apparent hope of earning bonus currency (unfortunately for this user, the Picnic™ system protects against such abuses).

The conclusion that can be drawn is that a **large number of players were extremely eager to continue** their participation – even AFTER they had completed everything there was to do. Such a highly-engageable community represents an **untapped opportunity** – these users would have clearly responded to more codewords, quests, challenges and content as their desire to continue playing was unmet to the point of them inventing their own novel ways of playing further.

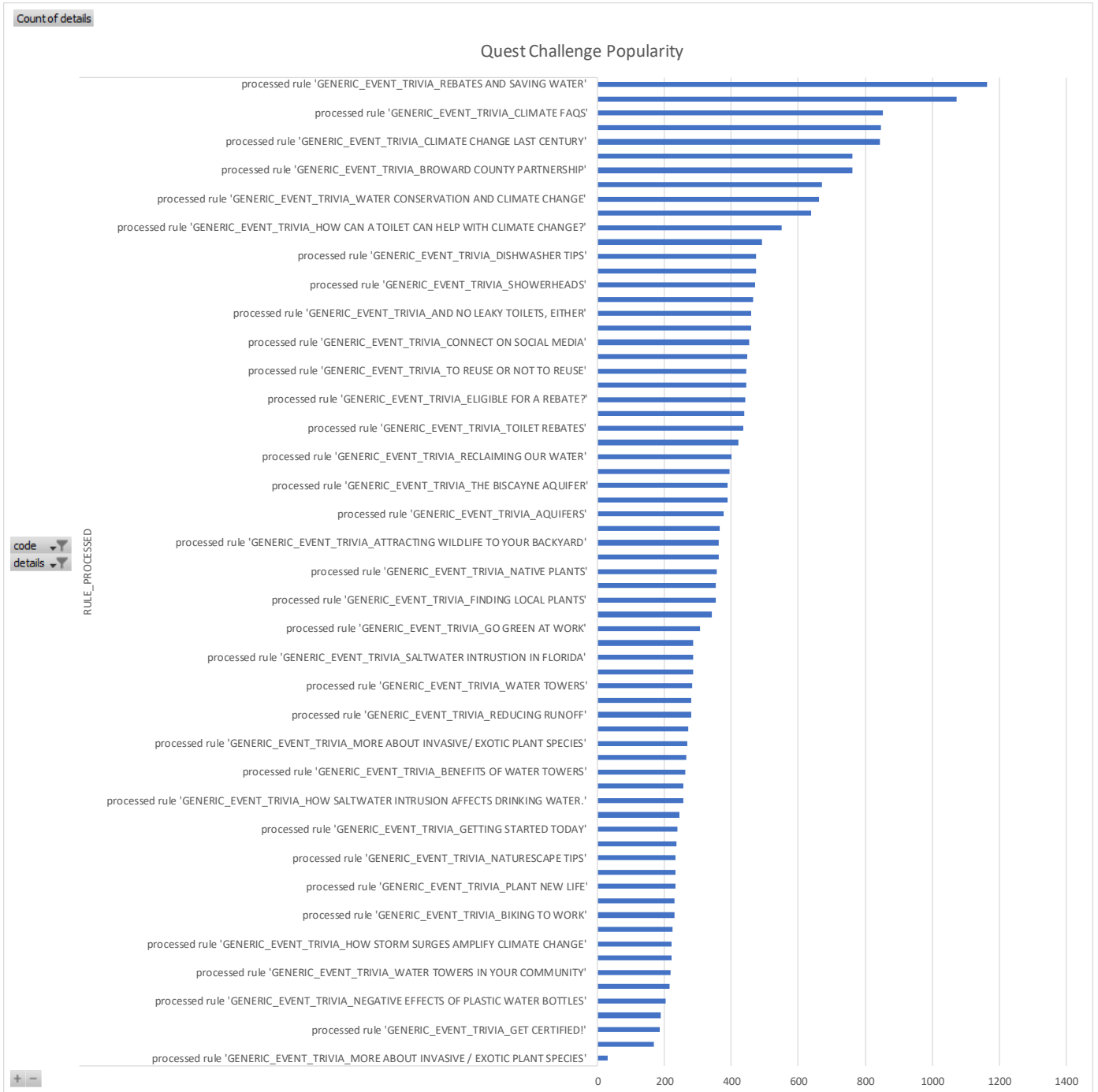
Content Preference Insights



Community members preferred “Climate Change” (35.2%) and “Conservation” (35.5%) content almost equally, followed by “Sustainability” (29.9%).

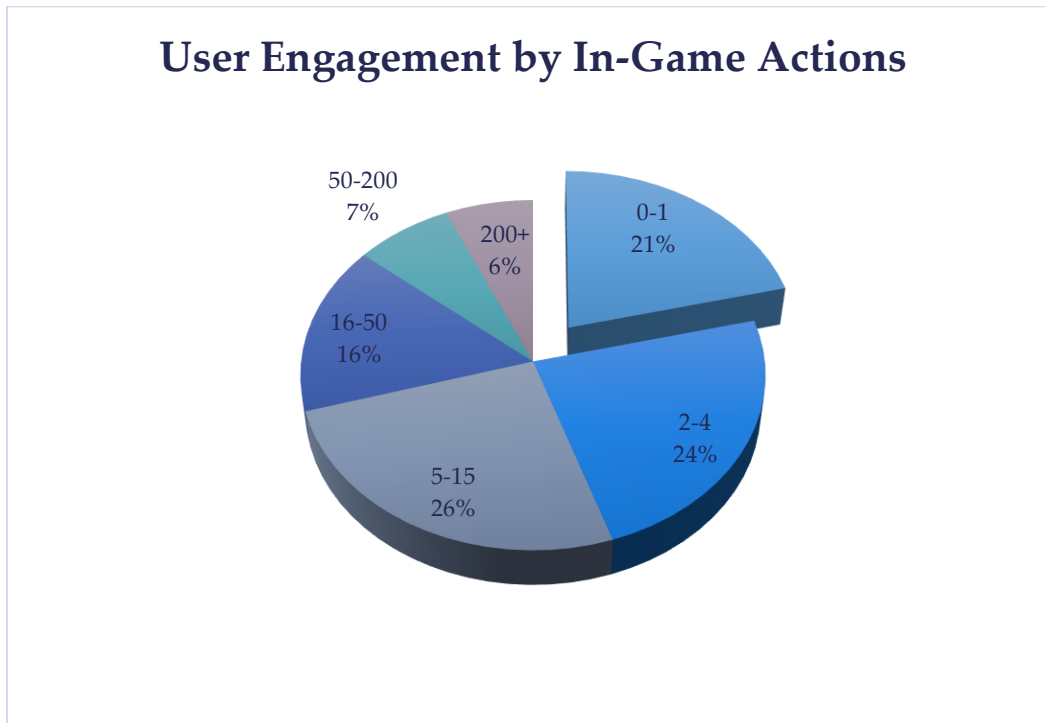
More fascinating insights can be drawn from the preferences users showed for the popularity of individual Challenges within the Quests themselves, as detailed in the summary following:

“That was fun! Definitely would play something similar in the future.” ~HZ



"It was such fun - and quite educational. Thanks for having it!" ~ZT

Exceptional Overall Engagement

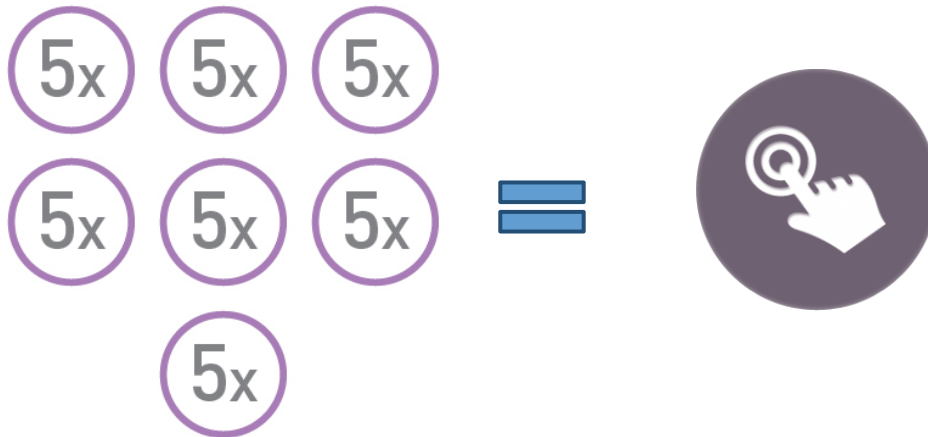


The most remarkable metrics in Conservation Pays were those reflecting the breakdown of community segments within different participation categories. As shown above, only 21% of the accounts created were simply not interested in even trying or abandoned the activity after just a single action. An **impressive 79%** of the users became “repeat players” (more than 2 completed engagement actions) and an **astounding 13%** were “deeply engagement” users who performed **more than 50 actions over the 3-month program!**

Based on our broad knowledge of the field of community engagement and e-learning, the Conservation Pays campaign has established a **new industry standard** in best-practices for digital community engagement, content amplification, and community profiling data.

Impact Metrics & ROI

Conservation Pays generated over **88,900 engagement actions** across **2,415 users**, or approximately **36.8 engagement actions** per registered user. **88.3%** of the users **learned something new** and **80.4%** **changed their behavior** as a result. **74.7%** **cross-connected** to at least 1 social media channel during program.



*On average, each user performed
36+ choice-based interactions
throughout the campaign...*

*...with 6% of the community
performing more than 200!*

Conclusion

Conservation Pays is an exceptional case-study in the power of **choice-based campaign design, cumulative participation, and driving individual action** – all towards leveraging **existing content**.

Broward Partnership's investment in Conservation Pays has resulted in an **extremely versatile** and **cost-effective** platform capable of easily & affordably supporting an **unlimited number** of subsequent – or **even continuous** – content programs campaigns. Best of all, Conservation Pays can be **easily and cost-effectively reapplied**, making it an extremely **valuable asset across other programs**, helping drive further community engagement, participation, sentiment, and outcomes.

About PUG Interactive

PUG Interactive (puginteractive.com) is a leader in providing gamified engagement solutions for enterprise, delivering playful, purposeful community engagement to the world's top brands. By combining proven video gameplay design experience and its proven Picnic™ platform technology, PUG Interactive delivers high-performance retention, loyalty, and motivation solutions for large audiences and enterprise applications.