



# Designing a SNO-GE Promotion, Campaign, or Contest

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## Overview

This document will describe the process of defining and designing the business rules to implement a campaign, promotion, or contest using the SNO-Game Engine. Working with a Pug Pharm representative to define the following attributes will create an exciting and effective experience on your website and within the online gameplay ecosystem.

## Defining a Promotion

### Step 1: Define your goals

Define the goal or goals that you want your campaign or promotion to achieve. Examples of goals include:

- **Increase traffic** to a particular URL
- **Increase engagement** with the corporation, including signing up for newsletters, exploring the website further, etc.
- **Increase sales or awareness** of a particular product line
- **Increase visits/attendance** to a store, location, or live event

### Step 2: Identify actionable events to support goals

Virtually any action performed by a user on your website can become part of the promotion, contest, or campaign experience. Actions can also include real-world activities, such as visiting a store, making a real-world purchase, or attending a live event. Actions that are chosen for rewards should reflect and support your goals for gamification of your website. For example:

- Clicking a specific website link
- Making a purchase (online or real-world)
- Signing up for an e-newsletter
- Forwarding branded content to a friend
- Visiting a particular store or location
- Becoming a fan/follower on Twitter, Facebook, etc.

### Step 3: Represent your brand

Using our Item Creator, design virtual items that effectively represent your brand with elements such as:

- An expressive or descriptive image
- A URL to your website
- A detailed description of the virtual item

Be creative when thinking about the collections and sets of virtual items you want to make available to your end-users. Considering including virtual items representing things such as:

- Your organization's logo
- Items within individual products lines
- Faces of people associated with your brand (celebrities, authors, brand ambassadors, etc.)
- Flags of countries your products are manufactured or sold
- Images from recent television campaigns and promotions
- Generic items that evoke the same emotions as you would like associated with your brand (woman in a yoga pose, someone relaxing on a beach, a treasure chest of gold, etc.)

### Step 4: Define your promotion

Promotions should support your goals and the actions that have been identified in previous steps. Defining your promotion includes deciding on:

- A theme for your promotion ("Win a Trip Around the World!")
- Item collection boards with themes that support your promotion and overall brand ("What is your dream vacation?")
- The duration you want the promotion to run (eg. 4 weeks)
- The types and numbers of prizes or achievements you want to award (points, trophies, coupons, golden items that unlock rare prizes)
- The various conditions that will dictate how users will earn prizes and achievements

### Step 5: Turn your promotion into rules

Once you have determined all of the above, you can create the collections of rules that will govern the campaign. Rules need to reflect the goals you are trying to achieve. For example:

- Rare items are available only to participants who receive a newsletter
- Special rewards granted weekly to the top 10 users on the leaderboard
- Bonus points for purchasing specific items
- Unlock a special feature or mini-game for users who collect full sets of rare items
- Grant a "golden item" with a 20% off coupon for referring a certain number of users

## Step 6: Integrate SNO-GE into Your Web Presence

Things to consider include:

- What are the design, colours, look, etc. of your promotion?
- Will sign-up and login be integrated with your current accounts, or a separate process?
- Are mini-games played directly on your corporate website?
- Will there be a feed that displays recent activity such as boards being completed by players, items collected, leader boards, prizes won
- When users are redirected to the gameplay ecosystem, will it appear as a separate browser window or within a frame on your site?
- Should the gameplay ecosystem to be consistent with your branding so that players who enter will have an experience harmonized with your site's look and feel?

### What happens next?

When players are within the SNO-GE gameplay ecosystem a number of things will happen:

- Existing users will be exposed to your virtual items and have the option of collecting them and completing your collection boards
- Players can click through from the virtual items directly to any URL you want them to visit
- Players can chat about your items, Twitter their actions, post actions to Facebook, make new connections with other users based on their shared interests
- Players can earn rewards and achievements based on the contests you define, including those that bring the players back to your corporate websites
- Players will be called to action based on your items, collection boards, and rewards and achievements

### Step 6: Mine the data

Once your campaign is done, you will have access to data that allow you to analyze:

- How players interact with your items
- Which items are most popular
- Which challenges players have spent their time on (ie: which rewards are most popular)
- Number of players who clicked through to your corporate website
- Sales generated by players
- and more ...

## The User Experience

The following sample user-flow demonstrates one of many scenarios possible within this framework. In particular, it highlights the link between items and the socially-connecting Connection Boards. This is one of literally thousands of possible scenarios—limited only by the variety of items and connection boards available within the system.

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Visitors earn virtual branded items by completing desired behaviour on your website (completing a profile, making a purchase, etc.) or in person by scanning strategically-placed QR codes using a smart phone.



Each virtual item within the users' online inventory has its own iconic image, long descriptions, scarcity/points values, and even external links. Collecting certain items can even earn the player real-world rewards and prizes! Users can also directly Twitter and Facebook about having collected the item, or even “gift” it to friends.



“Connection Boards” provide an innovative collection/social networking hook. Users arrange their collected items into these themed/sponsored boards. Examples can capture any idea, theme, or challenge such as “My Christmas Wish List”, “Things that go great with Pepsi”, or “[Company’s] \$1,000 Set Collection Challenge.”

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Completing collection boards triggers the SNO-GE matchmaking system, which scans to find other users who have made similar choices. It is a true affinity-based networking experience, creating immediate connections between people who have similar attitudes, beliefs, and interests. Players get points for making these connections, befriending others, trading items, sending each other messages, etc.



Dynamic leaderboards track and recognize the most active users around important qualities such as most connections made, most web pages visited, and most return visits. Users can also access their collections and connections through a full web interface or from their mobile phone application, letting them review their items collections, personal connections, notes, and more.

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## Platform Features

### Social Networking

- User Profiles, Email Verification
- Interest-based Matchmaking
- Friends Lists
- User-to-user Messaging
- Profile Image Upload
- Facebook Connect Login
- Public/private Tagging

### Virtual Items

- Item Pools and User Inventories
- Gifting (to friends or external email addresses)
- Expiration and Insertion Dates
- Rich Gameplay Qualities (Long Descriptions, External Links, Quality Scores, etc.)
- Permalinks to Unique Item Instances
- Item Creation Workflow
- Facebook/Twitter Updating
- Unique Instance Scarcity Model

### Gameplay

- Game Boards (Permalinked, Facebook/Twitter Updating)
- Variable Collection Boards
- Variable Connection Boards
- Virtual Item Compatibility Checks
- Tutorials
- Mini Games, Activities, Challenges
- Point/Scoring System
- Customizable Levels, Achievements, Rewards
- Active Leader Boards

### Support

- Full Back Office Suite, Campaign Management, User Management, Item Management, Collection Board Management

- Admin system-wide Messaging
- Activity Logs and Reporting
- Item Creation Tool

## Contact

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