

BRAND-CUSTOMER ENGAGEMENT

in the digital age



PUG

INTERACTIVE

THE CHALLENGES

80%

Companies pursuing online customer engagement strategies usually look to inspire deeper, more engaged relationships between brands and their customers. But **80% of these projects fail to meet their goals**. Why?

1 Unbalanced Approach

They don't strive to achieve balance in the brand-customer relationship. That balance is critical. Customers want to feel appreciated and recognized for all they do for the brand, not just purchase. Thin engagement mechanics like extrinsic transactional rewards rarely increase long-term customer traction and return on investment on their own.

2 Fragmented Strategies

Brands are overwhelmed trying to manage poorly integrated marketing tools and segmented customer communities scattered across CRMs, social media, datawarehouses, marketing efforts and content channels, leaving brands disorganized, ineffective, and unaware of how big their addressable online community really is.

3 No Measurable Conversion

Traditional marketing and communications campaigns are no longer as effective as they used to be. Short attention spans, fleeting interest, and low switching barriers makes it challenging for companies to capture attention, achieve comprehension or deepen the brand-customer relationship.

These challenges can be devastating, leading to:

Issue 01

Erosion of brand loyalty, engagement, and affinity leading to customer disloyalty

Issue 02

Marketing inefficiency through fragmented audiences, poor reach, low conversion rates and ineffective calls-to-action

Issue 03

Reduced customer spending, basket size, purchase frequency and referrals leading to lost sales

Issue 04

Disengaged employees and lost productivity leading to reduced profitability

ENGAGEMENT

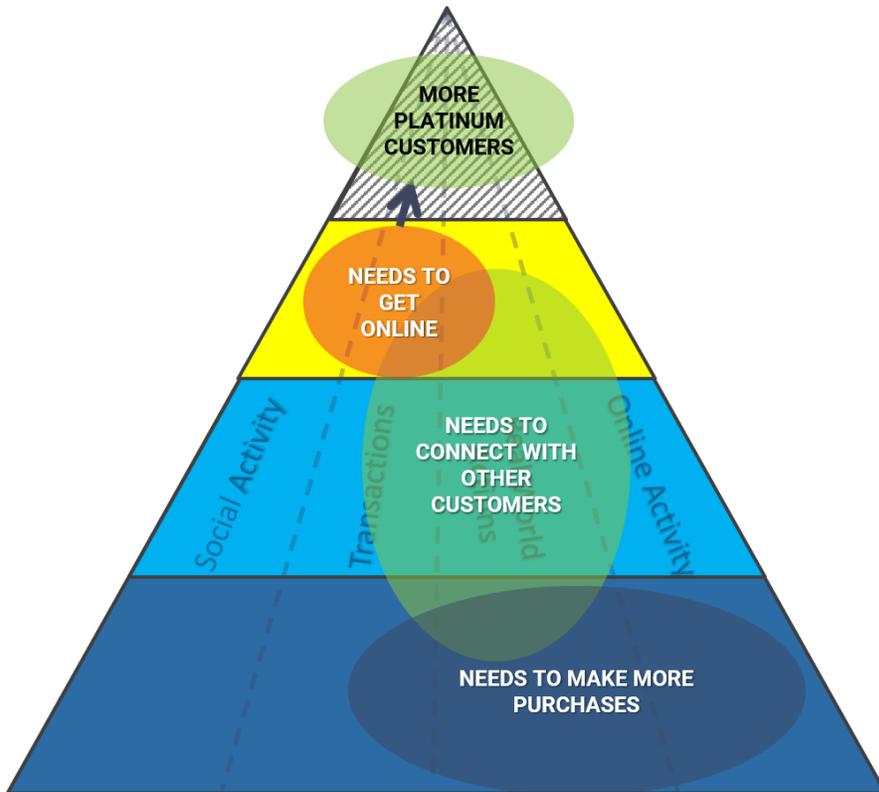
Engagement is Evolving

Engagement has evolved! **Picnic™ Customer Engagement Hub** is a SaaS platform that delivers a highly-efficient suite of consolidated enterprise services that make it possible to quickly and cost-effectively create websites and applications that solve business problems such as low community loyalty, fragmentation, poor engagement, unreliable insights, weak brand recognition, and low user activation for companies and brands.

It is the next step in the evolution of engagement, moving loyalty programs that are based purely on economic transactions and shallow intrinsic point & badge programs.

The Evolution of Engagement

	"Air Miles" Programs	Points & Badge Gamification	
Engagement mechanism	Economic rewards	Simulated economic rewards	Intrinsically rewarding activities
Interactivity principles	Transactions	Transactions & collections	Collaboration, competition, collection, customization
Primary interface	Points	Points & badges	Colourful, expressive, visceral
User profiling	Economic transactions	Economic actions/transactions	Choice-based & psychographic



The Customer Pyramid

Picnic™ Customer Engagement Hub is the only engagement hub that was purpose-built to create more top-tier customers and drive them *"up the Customer Pyramid"* using advanced gamification techniques to deliver powerful compliance motivators and keep them more devoted and brand-loyal.

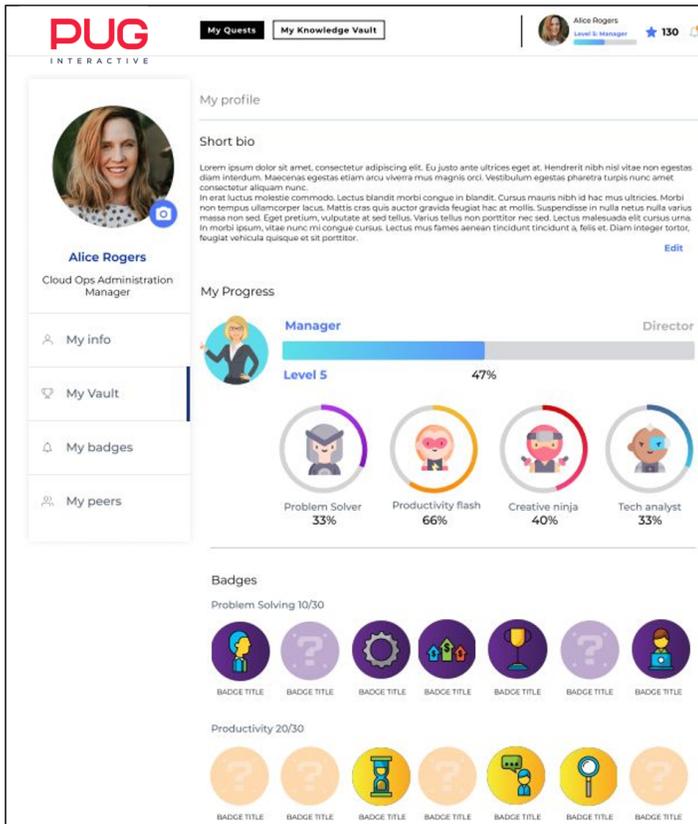
PUG's Picnic™ Engagement Engine creates customer segments based on categories of preference, behavior, and actions.

Then it identifies the "next best" actions that will cause members of each tier to become more satisfied and profitable customers that come back again and again.

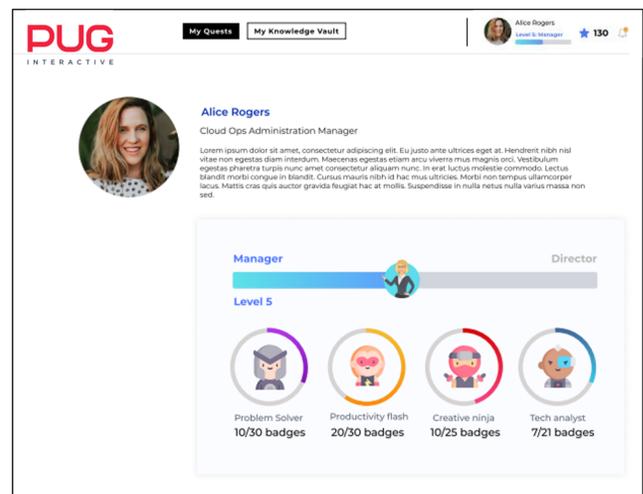


THE SOLUTION

Community Segmentation and Profile Management



Picnic™ makes it easy to add new users, track and manage their accounts, and verify their authenticity. Segmentation rules can be based on internal and third-party user data including spending patterns, social media activity, marketing response, real-world actions, and even attitudes, beliefs, and preferences. This allows brands to consolidate their communities throughout their digital and real-world touchpoints.



Social Community Features

Picnic™ makes it easy for companies and brands to tap into the power of their social community network and even reclaim investments made in captive Facebook and Twitter audiences towards driving engagement, loyalty, increased revenue and cost savings. Communities can interact with each other through familiar features such as likes, follows, public/private tagging and gifting, while push notifications and system-wide messaging makes it easy to communicate timely information to community members.

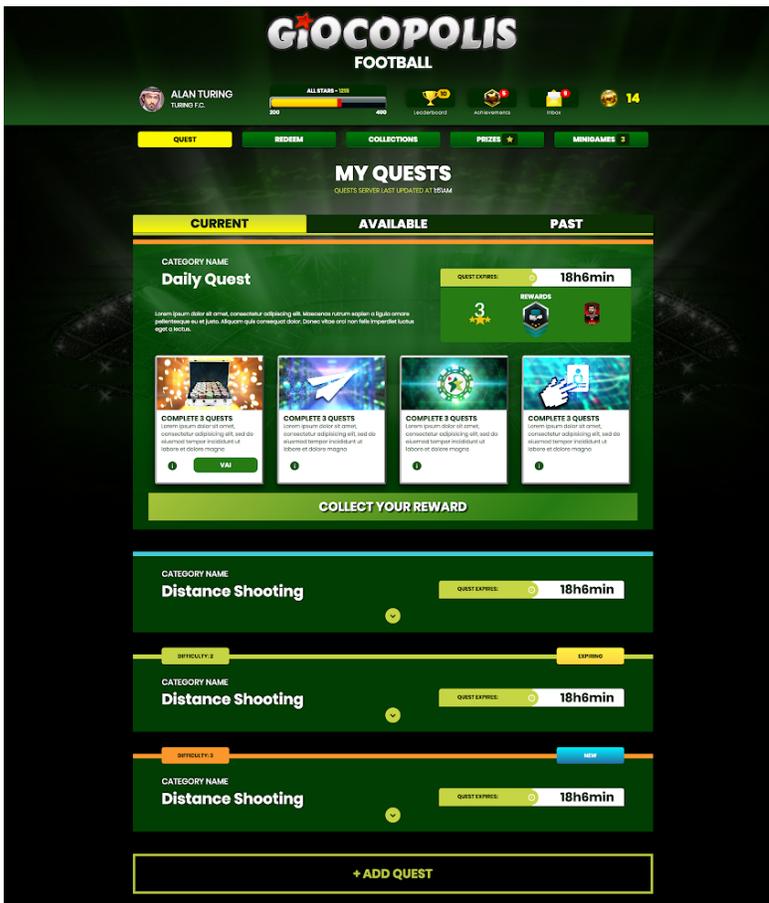
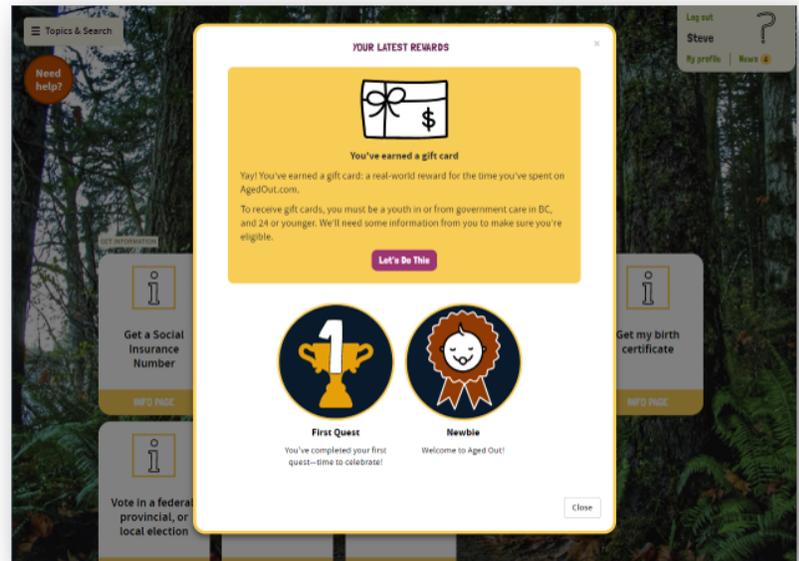


THE SOLUTION

Basic Gamification

Picnic™ basic gamified features reward and provide status recognition to their community members for loyalty and responses to calls-to-action. These include:

- points scoring systems
- leveling systems
- leaderboards
- customizable rules processing system to capture complicated combinations of user actions, avatar creators
- real-world prizing and redemption capabilities
- digital vanity badges/rewards to heighten the sense of accomplishment
- milestones recognition which offer progressive and nested quests to motivate ongoing participation.



Advanced Gamification

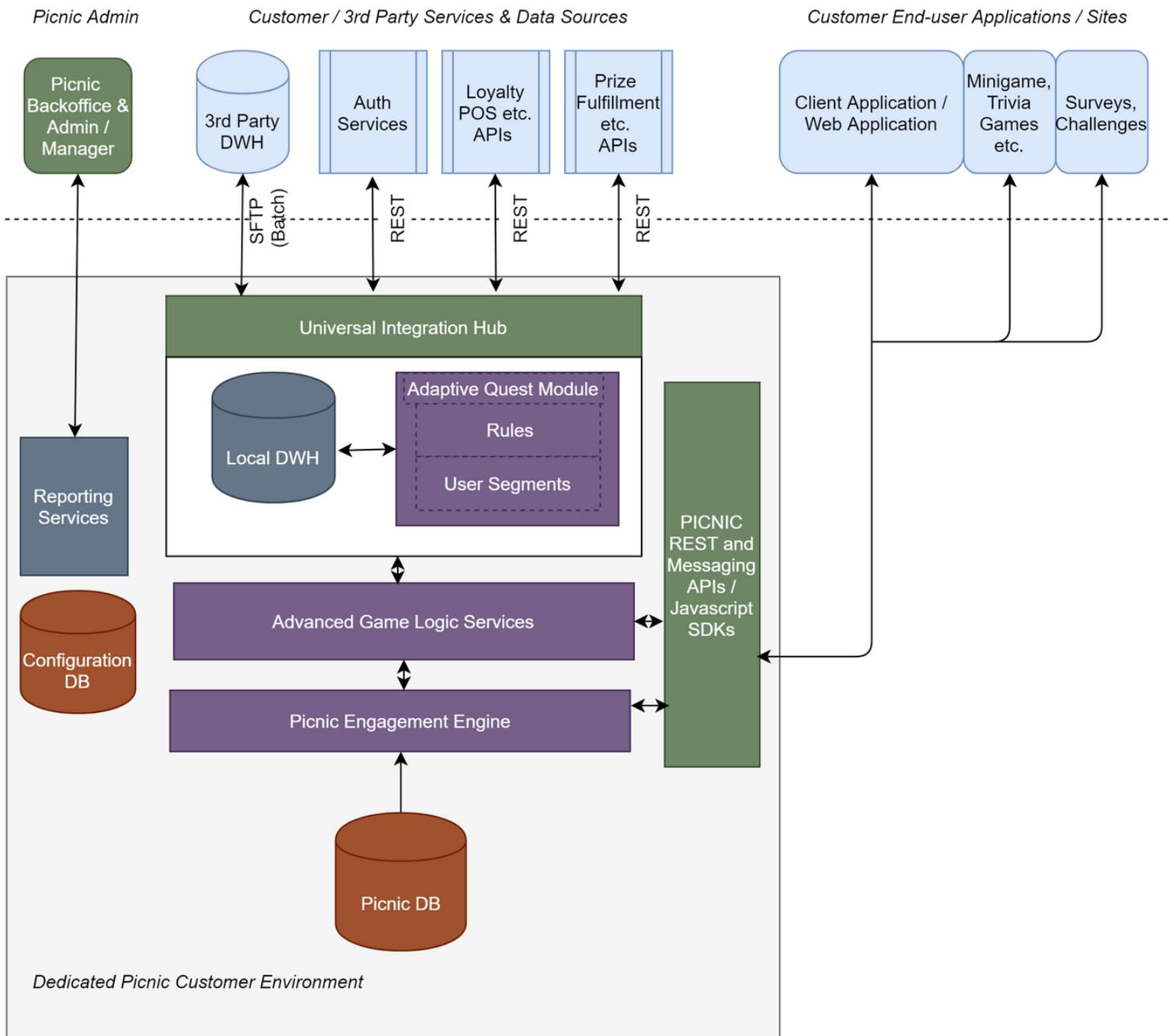
Picnic™ also offers a collection of industry-leading features which make it possible to create interactive experiences that are engaging, intrinsically motivating, and even addictive. These include

- private and public timelines and reputations
- an adaptive questing system that dynamically interprets user preferences and actions to present the most suitable engagement path forward
- a virtual item technology to create interesting collection games and challenges
- mini-game catalogues that encourage high-frequency repeat participation
- economic models that leverage psychological human compulsion to find and collect
- themed collection boards that promote content discovery and create flexible gameplay challenge options
- geolocation and codeword redemption systems that makes it possible to track, capture and reward real-world user actions.

THE SOLUTION

Enterprise Integration Hub

Picnic™ supports straightforward and rapid cration of "connectors" to third-party/external enterprise data systems to facilitate easy integration with CRM, POS, CMS, datawarehouse, loyalty and fulfilment services platforms. Once connected, **Picnic™** can segment communities to recognize, interpret, motivate, and reward complex patterns of behaviour, then communicate responses back to the originating sources of data.



THE RESULTS



"A response rate of two percent is good. A response rate of five percent would be a cause for celebration. The results for the Conservation Pays program defies explanation (47.8%) ."

Honey Rand, President, The Environmental PR Group

The Picnic™ platform and supporting systems and services has created a solution that not only delivers **8-12x** times the demonstrable engagement of more basic community loyalty offerings, and does so in a highly scalable, flexible way with an extremely low cost of operation. This means that the brand's customers are much more engaged with the brand, resulting in increased sales for the brand.

Picnic™ uses deeply engaging gameplay design features and technologies to keep audiences doing more, staying longer, spending more money and feeling appreciated—all maintaining critical balance in the brand-customer relationship.

Results generated by projects using Picnic™ provide customers with much higher fidelity and detailed insight metrics and psychographics, including:

Metric	Benefit	Typical	Picnic
Onboarding Rates	High Conversion & Marketing Efficiency	10%-20%	60%-86%
Call-to-action Response	Maximizes ROI, Opt-ins, Loyalty	10%-15%	35%-66%
Repeat Participation	Drives Community Engagement & Brand Loyalty	5%-25%	63%-78%
Social Media Conversion	Reclaims Valuable Brand Community	5%-8%	12%-15%
"Addiction" Rates	Deep Engagement With Activity Design Models	0%-5%	13%-19%



"We selected PUG and their Picnic platform from over 30 suppliers around the world. They understood our business needs and customers and had the creativity and flexibility to achieve our vision. They've helped us go where no one has gone before with customer engagement."

Francesco Hugony, Digital Innovation Manager, Sisal Lottery Italy

THE ALTERNATIVES

Here is how Picnic's™ key differentiating features relate to other alternatives across the spectrum of solutions:

	Badge & Points Gamification	Loyalty Programs	Customer Hub Platforms	
Enterprise Integration & Segmentation				
• 2-way data integration with CMSs, datawarehouses, LMSs, RTMs		✓	✓	✓
• Integration with PoS, loyalty programs, and reward/prize fulfilment services		✓	✓	✓
• Integral authentication & identity management			✓	✓
• Dynamic segmentation, both asynchronous and real-time			✓	✓
Identity, Social & Profile Management				
• Public & private user profiles, profile image, user biography, favorites lists	✓		✓	✓
• Likes, follows, public/private tagging, gifting	✓			✓
• Push notifications, system-wide messaging	✓		✓	✓
Basic Gamification				
• Points, scoring, progressive leveling and leaderboard system	✓	✓		✓
• Customizable rules language & processing system	✓			✓
• Real-world prizing & redemption		✓		✓
• Badges, rewards and achievements	✓			✓
• Milestones with progressive & nested quests	✓			✓
Advanced Gameplay				
• Unique item Instance model, item images, quality scores, long descriptions, external links, social media updating	✓			✓

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