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PROMOTIONAL GAMES

Games are Sweepstakes that employ the use of some type of tangible device to draw attention and have a call to action.

The primary benefits of games are that they are interactive. They involve and engage the participant to some degree.

- They're fun!
- Relatively inexpensive
- Easy to distribute
- Fun

An increased interest in promotional games delivered through the internet and by cell phone has been the latest growing trend. Sponsors can keep costs down – and customers entertained – by bringing games to the Web. It is a very cost-effective way to reach more people wherever they are, either at home or at work, because it's all done digitally. This helps to improve both execution and reporting. On-pack codes have become a popular driver to get consumers online or phoning.



- Instant Win
- Watch to Win
- Scratch 'n Win
- Scramble Devices/Decoders
- Match 'n Win
- Filters/Decoders
- Collect & Win
- Pull-Tabs
- Peel & Win
- Break-aparts

Promotional Games also provide the added benefit of potentially giving everyone that plays some type of prize in the form of a coupon or savings on a future purchase. This is a great way to increase trial of new products or to drive incremental traffic to a retail location or website.

The following is a list of standard game tactics in the promotional industry, both online and off-line, that can be used to achieve a variety of objectives:

