



Educational finance games for children aged 3-10 years

The Brief

Sberbank is the largest bank in Russia and Eastern Europe, with more than 4 million daily visitors to their branches. Many of the visitors bring their children. To make the children's visit fun and enjoyable, Sberbank provide games to play. The games are fun, enjoyable and educational for children aged between 3 - 10 years old

Goals

- To improve the Sberbank branch experience
- To educate children about savings and currency

The Solution

The games are available at touch-screen kiosks inside the bank. The children can play and learn about the bank, savings and currency. The games are available in 20 Sberbank branches across Saint Petersburg, Moscow and Sochi in Russia.

- Channel: Touch screen kiosks
- Mini-Games: Sort the Piles, Run Jump Collect and Swipe and Slice
- Locations: Saint Petersburg, Moscow and Sochi, Russia

The Games

To help achieve their goals, Branded Mini-Games developed 3 games, for different age groups. The Giraffe mascot, from the children's corner, is featured in all the games. The games include:

- Sort the Coins (3-5 years) :
Sort the coins into different piles
- Run & Collect (5-7 years) : Collect the coins while avoiding the obstacles
- Swipe the Piggy Bank (7-10 years): Swipe the piggy banks to release the money

All the games balance a fun game experience with an educational message - the benefit of collecting and saving money

