



### Background

Basler Versicherungen in Germany is a subsidiary of Baloise Holding AG, the third largest Swiss insurance service provider for individuals and businesses. They would like to engage and educate their employees about their company mission and concept via a fun, interactive media.

### Goals

- To increase employees engagement rate
- To educate internal staff about the company



# 98%

Users Sign up to play

# 79%

Replay the game

### The Campaign

Basler Versicherungen launches a Branded Mini Game “Zombie Escape” through email and homepage. In-game bonuses represent company’s goals and mission while zombies represents company’s challenges. Users have to collect bonuses and avoid obstacles to make their ways to the goal. The top 3 players of the week will have a chance to win a prize.

- Campaign duration: 12 weeks
- Channel: E-mail and website
- Mini-Game: Escape
- Call-to-action: Go to a landing page

### The Results

Basler Zombie Escape receives an overwhelming response from their staff with 98% of active players signed up to play the game. They also achieved the following:

- 98% of users complete the game play
- 79% of users repeat the game play
- 38% of users shares or like on company’s Facebook page
- 7% of users play the game more than 100 times

