



75%

Completion rate

34%

Conversion rate

Background

Workday is a world leading Software as a Service (SaaS) business specialising in finance and HR solutions. They have over 32 office locations worldwide. Workday wanted to launch a campaign using a Branded Mini-Game as part of a promotion to win a Tesla test drive.

Goals

- To generate awareness with their target audience
- To promote Tesla as a Workday client

The Campaign

Branded Mini-Games developed a game for Workday to use as part of a competition targeting IT Directors. The game challenges users to unblock the Tesla car by moving other cars. The game has 3 levels: easy, medium and hard. At the end, users ranked on a leaderboard and can learn more about Workday. The top 5 players of the competition have a chance to win a Tesla test drive.

- Campaign duration: 4 weeks
- Channel: E-mail
- Mini-Game: Break out
- Call-to-action: Visit website

The Results

Workday receives very positive feedback about the game, with the following results:

- 75% of users complete the game
- Users replay an average of 6 times
- 34% of users sign up to join the competition
- 17% of users click for more information

