



Panel Discussion | **[Gamification]** Unlocking Interactive Experiences in Customer Engagement



 **MyRepublic™**

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MyRepublic
[Lead Panellist]



 **Health
Promotion
Board**

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Healthy Lifestyle
Health Promotion Board



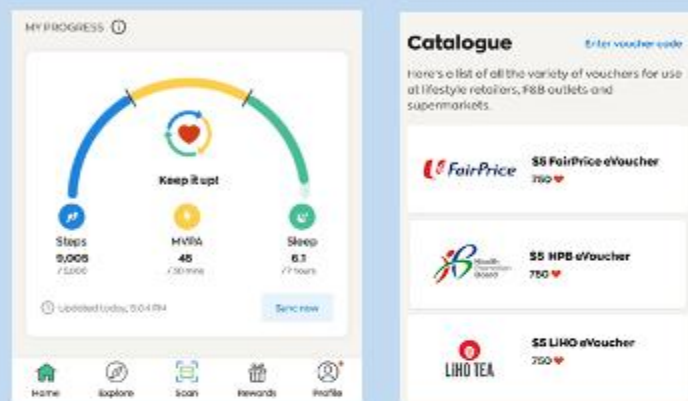
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MARTIN IVAN

Director, Cross Channel
Client Engagement
Standard Chartered Bank

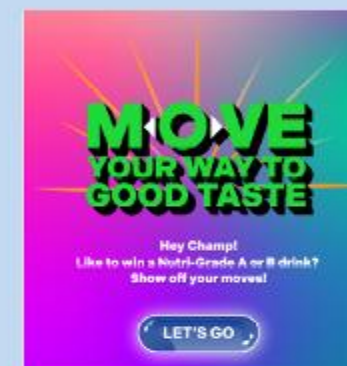
Q&A

USING GAMIFICATION TO ENGAGE THE SINGAPORE POPULATION IN GOVERNMENT HEALTH INITIATIVES



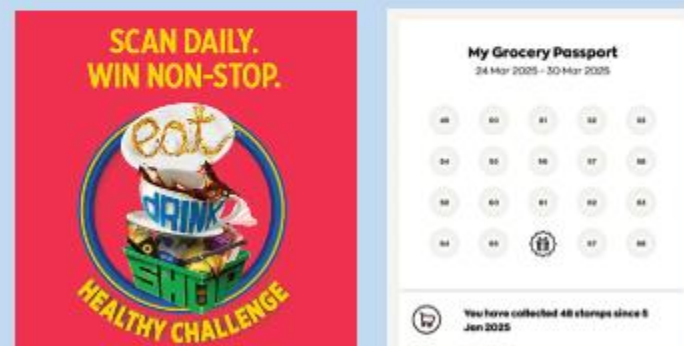
HEALTHY 365 APP

Clock steps, exercise minutes and sleep duration to earn Healthpoints



NUTRI-GRADE VENDING MACHINE

Win a free drink by catching Nutri-Grade A & B while dodging C & D



EAT, DRINK, SHOP HEALTHY CHALLENGE

Buy Healthier Choice items, scan QR code and redeem rewards



LESS SALT, MORE TASTE GENERATIVE ART INSTALLATION

Transform beloved local dishes into vibrant works of art with less salt



MILLION REASONS TO BE HAPPIER



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Apr 2025

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Stand to win the new all-electric Porsche Taycan

Register now and grow your wealth with us to rev up your chances!



MILLION REASONS TO BE HAPPIER



T&Cs apply

Shop with us

Every S\$50 Credit Card spend

+1 chance for the Grand Prize

SC EasyPay on Transaction

+2 chances for the Grand Prize

Incoming PayNow Transaction of min. S\$50

+1 chance for the Grand Prize

New approved SC Credit Card

+2 chances for the Grand Prize

Grow your wealth with us

Open a new Deposit account

+2 chances for the Grand Prize

Deposit S\$15k in fresh funds to your account

+2 chances for the Grand Prize

Approved CashOne Personal Loan of min. S\$15k

+5 chances for the Grand Prize

MILLION REASONS TO BE HAPPIER

Creating re-usable gamified experiences building on familiarity and emotional connections

1

Surprises & Chances to creates element of Surprise & Delight

Surprise Treats

Hotel & Flight Package

Luggage

Vouchers

Miles

And more...

What you're playing for

Chances
To enter the lucky draw for our Grand Prize: a new all-electric Porsche Taycan

Tokens
Your fuel to unlock Surprise Treats at every milestone

You're 150 tokens away from unlocking

American Tourister
Mission 28 Luggage
5/20 claims left
Keep shopping with your SC Credit Card to earn more tokens
View & Redeem

Congratulations, here's a Surprise Treat for you!

100 Miles
in equivalent SC Rewards Points
345/50,000 claims left
Claim now
View & Redeem

2

Personalize Gamified Experiences

Choose your Avatar

Confirm

3

Familiar physical experiences powering digital engagement



4

Embed gamification into existing Customer Journeys





POCKET ROCKET

ADVENTURES™



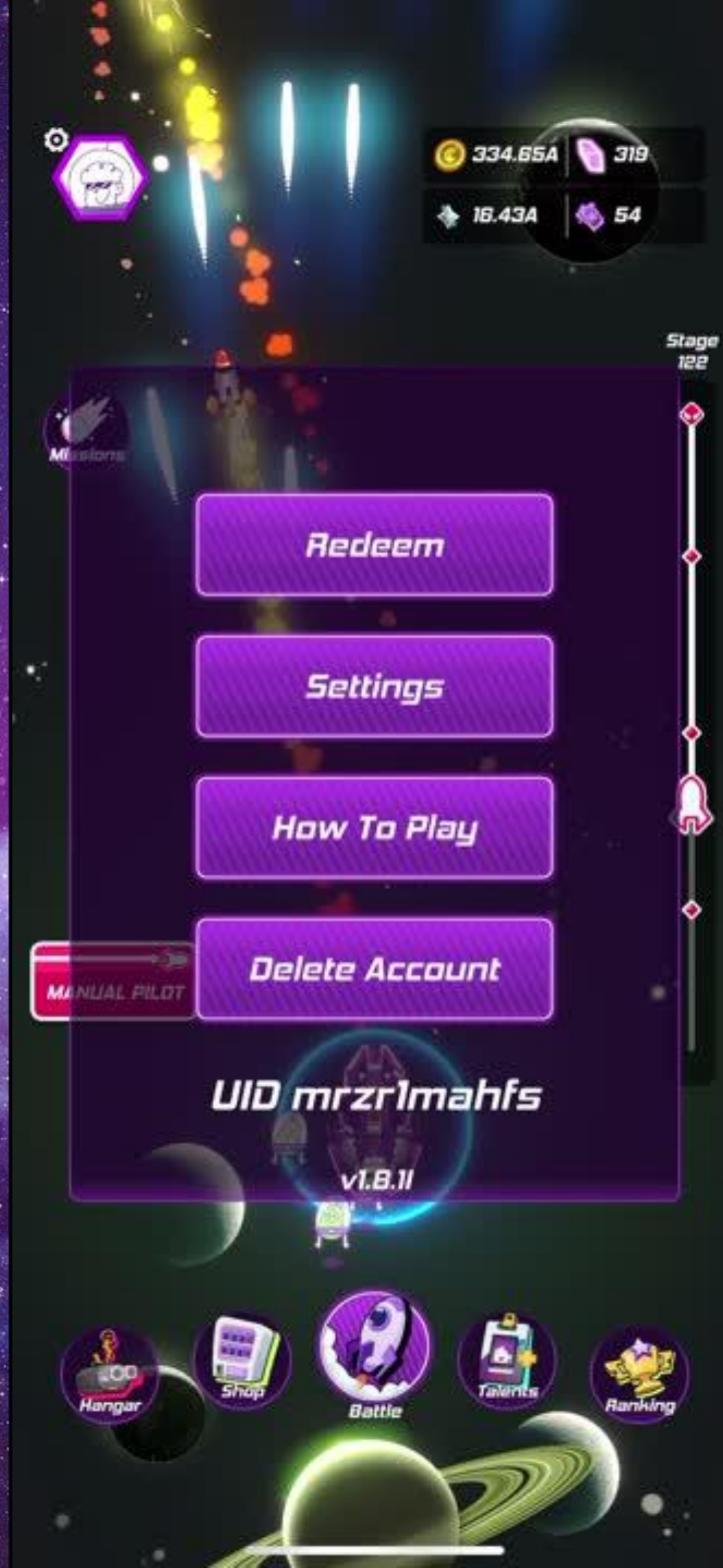
**Play on idle
or active
mode**



**Earn,
upgrade,
and craft**



**Redeem
prizes on our
mobile app**



Question 2

Why do we use gamified experiences as part of our campaign? How do we make it part of the campaign?



Q&A



Question 3

How do you personalise gamified experiences for different customer segments? Any examples?



Q&A



HEALTHY 365 APP NOW OFFERS PERSONALISED GAMIFIED EXPERIENCE AT SCALE BASED ON USER PROFILES



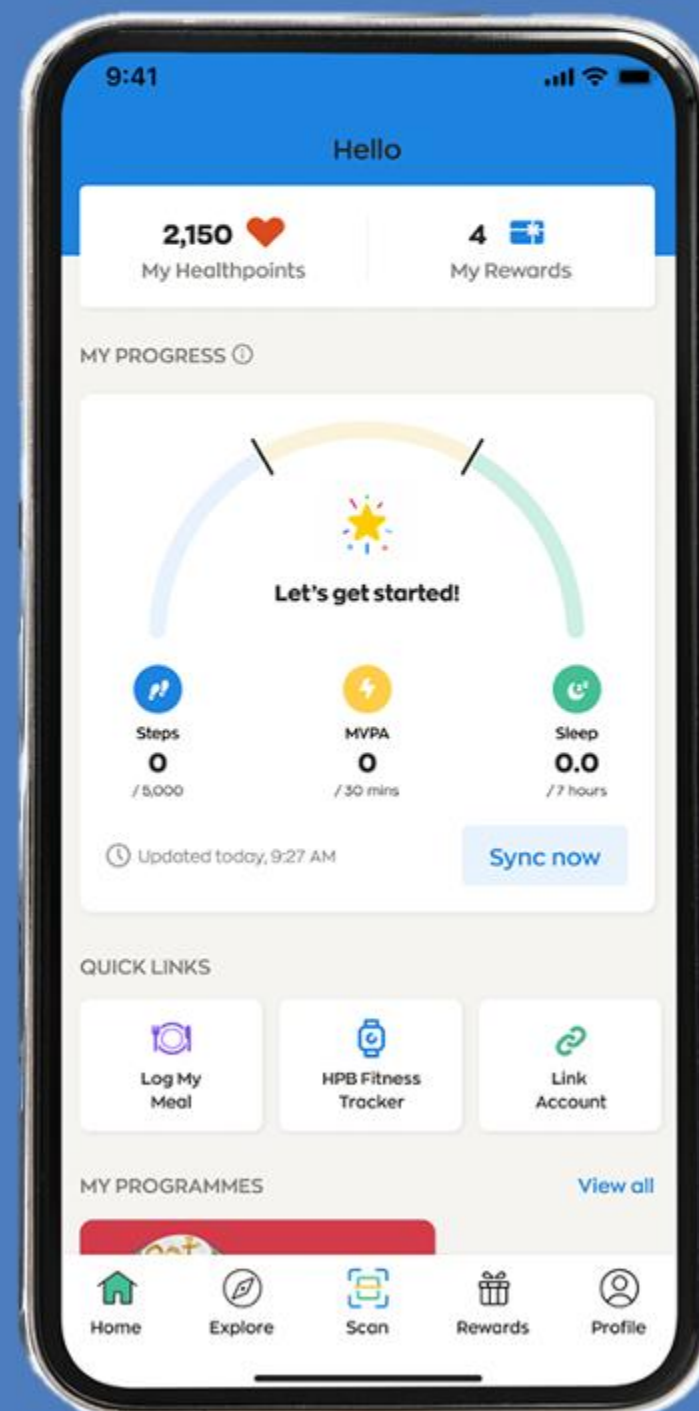
ACTIVITY GOALS AND CHALLENGES

Set personal goals for steps, exercise minutes and sleep and be rewarded for achieving challenge milestones



AGE STRONG

New health programme designed for seniors with customised daily tasks to complete for rewards



PERSONALISED RECOMMENDATIONS

Curated resources and programmes based on user profile



HEALTH AND WELLNESS

Personalised content and interactive tasks based on user profile and in-app interactions
(Coming soon in May 2025)



Question 4

How do you balance entertainment value with achieving business objectives in gamification?



Q&A



➤➤➤ B2C MARKETING

Question 5

What emerging trends in gamification are you most excited about?



Q&A

