

Play to win customers through

GAMIFICATION

dentsu

What is gamification

Gamification is an innovative approach of applying game-like mechanisms, principles, and thinking to contexts outside the realm of traditional gaming.

It's not about creating games, but rather **utilizing elements familiar to gamers.**

Such elements can be for example challenges, points, badges, and leaderboards.

Understanding gamified mechanics is important for brands, but also for any business leaders and HR and talent managers in working with fully digitally native generations.

Elements it borrows from gaming

MECHANICS

Rules and procedures that guide the player and the game response to the player's actions.

DYNAMICS

How users interact with the gamified system over time.

EMOTIONS

Gamification taps into feelings of achievement, competition, and rewards to create a connection.



Why gamification changes marketing

Gamification, when used in marketing communication, turns passive consumers into active participants, making them a part of the brand's narrative.

Benefits include, but are not limited to:

STRONGER RELATIONS

By actively involving users, gamification can foster deeper emotional connections, leading to stronger brand loyalty and advocacy.

TANGIBLE METRICS

Gamified marketing communication looks at engagement levels, user-generated content, and the quality of interactions.

INTERACTION & RECIPROCITY

Gamification focuses on two-way interaction.

USER-CENTRIC APPROACH

User is truly at the heart of the strategy, and everything is planned to offer them value through entertaining them, giving rewards and a sense of achievement,

DATA & PERSONALIZATION

Gamified campaigns often come with the added advantage of 1st party data collection. While offering profound insights, it also enables more effective future campaigns through more personalized marketing.

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GAMIFICATION IN MARKETING

Brands exploring novel avenues to foster genuine interactions.

4 reasons why we need gamification in marketing communication

SHIFT IN MODERN MARKETING DYNAMICS

Traditional advertising, while still prevalent, is no longer the sole dominant force.

Instead, brands need to explore novel avenues to foster genuine interactions, and gamification stands out as a key strategy specifically in digital platforms.

TANGIBLE RESULTS & INSIGHTS

Invaluable insights for future campaigns | The 1st data harvested from gamified campaigns is a valuable source for further insights.

It provides a views into consumer behavior, preferences, and patterns.

This feedback loop enables brands to refine their strategies, ensuring future campaigns are even more aligned with audience expectations.

NEW CURRENCY: ENGAGEMENT

From passive observers to active participants | Modern consumers crave participation, immersion, and a sense of agency.

Capturing attention | Standing out is a monumental task for brands. Gamifications manages to break through the clutter, ensuring brands are not just seen, but remembered.

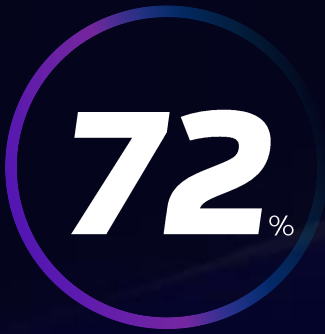
EXPERIENTIAL LEARNING DIGS DEEPER

Learning by playing | Gamification taps into experiential learning. When consumers interact with gamified campaigns, they experience the brand in a new way. This form of learning is profound and leads to better retention and recall.

Building a narrative | Through gamified experiences, brands can tell stories. Narratives, combined with the interactions, foster a deeper connection between the brand and the consumer.



Rising demand for gamification



of people say gamification motivates them to do tasks and work harder on the job.

source: review42.com

The Business-to-Consumer (B2C) sector is characterized by its direct engagement with the individual customers.

Unlike B2B, where communication is often more formal and transactional, consumer marketing emphasizes personalized interactions and experiences.

Why is gamification needed?

INTRINSIC MOTIVATION

At its core, gamification taps into our intrinsic desires for achievement, competition, and recognition.

Gaming elements, when integrated into consumer experiences, foster an innate sense of motivation, driving participation and loyalty.

AN ESCAPE FROM MONOTONY

Experiences offer consumers an escape, a brief diversion where they can engage, compete, and achieve.

CATERING TO THE TECH-SAVVY

With more of the consumer being digital natives, there's a natural inclination towards interactive and digital experiences.

Gamification aligns with the younger demographic, offering experiences they find intuitive and engaging.

MULTIMEDIA AND INTERACTIVITY

The modern consumer is no longer content with static ads or one-way communication.

People seek experiences that blend visuals, sound, and interactivity.

Strengthen brand affinity and loyalty with gamification

REWARDS AND RECOGNITION

By incorporating reward systems, leaderboards, and achievement badges, gamification can boost customer loyalty.

Users are more likely to engage with brands that recognize and reward their participation.

FROM CUSTOMERS TO ADVOCATES

A well-designed gamified campaign does more than just engage.

It empowers users to become brand advocates, sharing consumers achievements and experiences within their networks, thus amplifying the brand's reach organically. This also triggers repeat purchases and forms a one-of-a-kind emotional bond with the customer.

When customers feel valued, they don't just come back; they bring **others with them.**

The journey from a **participant to an advocate** is paved with recognition, rewards, and respect.



Gamification trends in Commerce

Opportunity for brands: Resonate with hard-to-reach audiences and whet their appetites on the potential of the brand / proposition in the real world.

1 | FOOTFALL GAMIFICATION

Transform the last mile. Burger King Whopper detour made customers to visit McDonald's to get a Whopper burger for a penny.



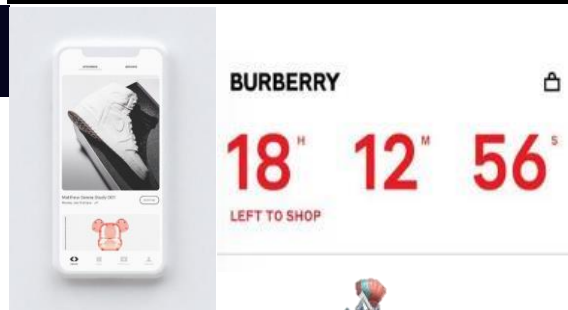
2 | LIVELY LOYALTY

Creating consumer experiences. New Balance inspired runners to enjoy a pint after a run in London, and exchange their miles for a pint in a pub.



3 | THE DROP

Limited collections. Burberry made their sneakers an exclusive drop released in social media, with only a limited time to buy them.



4 | CULTURE HACKS

Native infiltration to games. League of Legend players were able to bring a high-end fashion to the game with character skins from Louis Vuitton.



5 | GAMIFIED STORIES

Maximise brand immersion by turning audiences into heroes. Nike launched a Living Room cup where people could measure up to Nike Pro Athletes.



Starbuck rewards

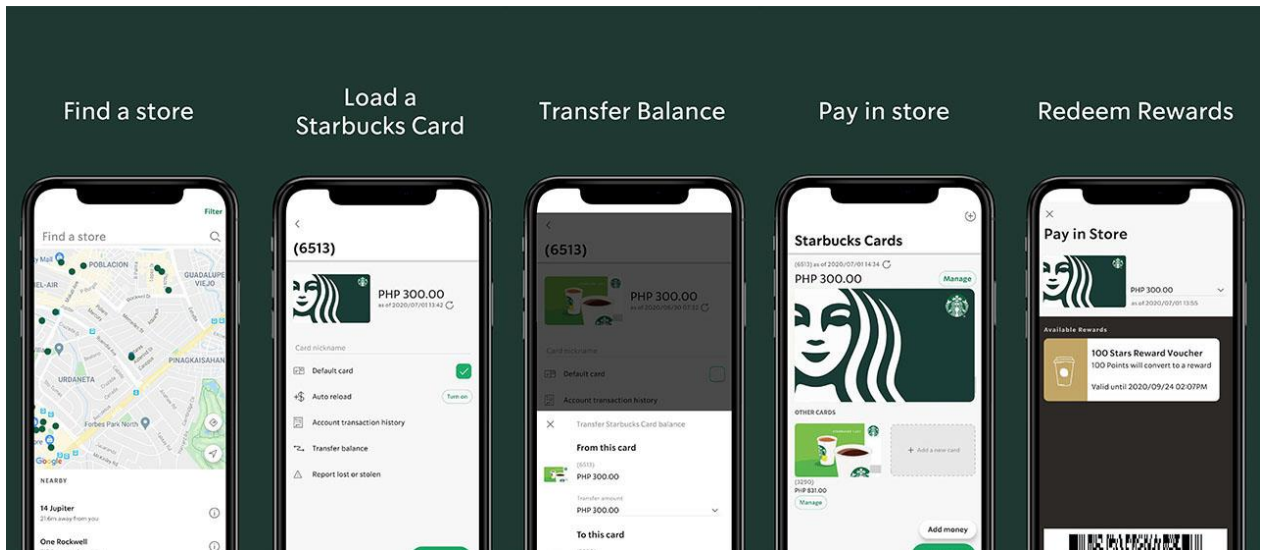


Image source: gadgetmatch.com

The Starbucks Rewards program is a testament to the power of gamification in fostering brand loyalty and enhancing customer engagement.

EARNING STARS

Every purchase made using the Starbucks app or a registered Starbucks card earns customers stars.

Stars act as a points, adding a challenge where people are motivated to collect more stars to achieve levels of rewards.

TIERED REWARDS

Starbucks has added a tier system, where the more stars you earn, the bigger and better your rewards get.

Rewards not only incentivizes regular buys but encourages customers to explore different products.

SEASONAL CHALLENGES

The brand frequently introduces limited-time challenges or games within their app.

These challenges often coincide with holidays or promo events, offering bonus stars for completing specific tasks, creating a sense of urgency and excitement.



KEY ELEMENTS OF GAMIFICATION

Gamification is strategically integrated to drive consumer behavior, engagement, and loyalty.

Game mechanics to try

CHALLENGES



Purpose | Challenges are tasks, missions, or obstacles that users must overcome. They are essential as they keep users engaged, encouraging them to return and interact with the brand or platform.

Application | For instance, a skincare brand might introduce a 30-day skincare challenge, prompting users to follow a regimen and share their results, thus fostering product usage and social sharing.

LEVELS



Purpose | Levels offer a structured progression system, allowing users to unlock new content, features, or rewards as they advance. They give users a sense of accomplishment and direction.

Application | A fitness app might use levels to categorize users based on their workout routines, offering new exercises or routines as users 'level up', keeping their fitness journey fresh and motivating.

POINTS



Purpose | Points act as a quantifiable metric for user actions. Whether it's for completing tasks, sharing content, or making purchases, points provide immediate feedback and can often be exchanged for rewards.

Application | E-commerce platforms often reward points for purchases, reviews, or referrals, which can later be redeemed for discounts or freebies, incentivizing repeat business and brand promotion.

Game dynamics to try

BADGES



Purpose | Badges are visual tokens of achievement. They serve as both a reward and a public display of accomplishment, driving users to earn them and showcase them.

Application | A learning platform might award badges upon the completion of courses or mastery of specific skills, encouraging learners to take more courses and flaunt their badges on social profiles.

LEADERBOARDS



Purpose | Leaderboards rank users based on their scores or achievements, tapping into their competitive nature. By showcasing top performers, other users are motivated to increase their activity to climb the ranks.

application | A brand running a social media contest might display a leaderboard of top participants based on the number of entries or points earned, urging participants to engage more to secure a top spot. Typically, also a sales competition.



Companies that use gamification are **seven times more profitable** than those that do not use gamified elements at work—whether with employees or consumers.

source: business.com

Game dynamics to try

REWARDS



Purpose | Rewards are the tangible or intangible offerings that users receive upon completing specific actions, challenges, or milestones. They serve as immediate gratification, incentivizing continued interaction.

Application | E-commerce brands often reward loyal customers with exclusive discounts, early access to sales, or complimentary products, cementing their loyalty and encouraging repeat purchases.

COMPETITION



Purpose | Introducing competition instills a sense of rivalry, urging users to outdo others, be it in points, achievements, or rankings. It taps into the human desire for recognition and achievement.

Application | Fitness brands might host challenges where users compete against one another to achieve the most steps in a week, stimulating more frequent app use and exercise commitment.

COLLABORATION

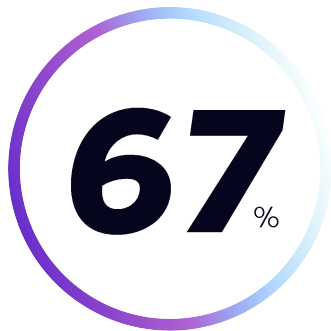


Purpose | Unlike competition, collaboration promotes teamwork and unity. Here, users come together, pooling their resources and skills to attain common goals or overcome shared challenges.

Application | Online multiplayer games often require players to form teams and strategize together to win. Similarly, brands could create collaborative events where customers team up to unlock special deals or experiences.



Gamification brings results



of students agree that gamified learning is both more engaging and motivating than traditional classes.

Gamification participants score 14% higher skill-based assessments.



Using gamification may increase newly registered business users by 600%.

User motivation and psychology

60%

of employees who undertook gamified training increased their productivity.

source: forbes.com

1. MOTIVATION TYPE

At the core of any gamification strategy lies the understanding of what motivates users to engage. Motivations can be broadly categorized into intrinsic and extrinsic:

Intrinsic Motivation: originates from within the user. Actions are done for their own sake, driven by personal satisfaction, curiosity, or a genuine interest. For example, a user might engage with a learning app simply for the joy of new knowledge.

Extrinsic Motivation: Driven by external factors, typically rewards. Users are motivated to engage to receive tangible benefits, be it points, badges, or real-world incentives. For instance, participating in a brand's loyalty program to earn discounts.

A successful gamified system strikes a balance between the two motivations, ensuring users find genuine value and enjoyment while receiving incentives to keep them engaged.

2. PLAYER TYPES

Different users engage with systems for various reasons. Recognizing and tailoring the experience to these player types can enhance engagement.

ACHIEVERS thrive on accomplishment. They seek milestones and are driven by the desire to complete challenges.

Application: Offering reward tiers or exclusive badges for top performers keep achievers hooked, as they continually seek the next milestone.

EXPLORERS are driven by curiosity; explorers aim to uncover every aspect and secret within the gamified system. They enjoy deep dives, searching for easter eggs or hidden features.

Application: Brands can offer 'hidden' rewards or exclusive content for users who explore the app or platform thoroughly, catering to their innate curiosity.

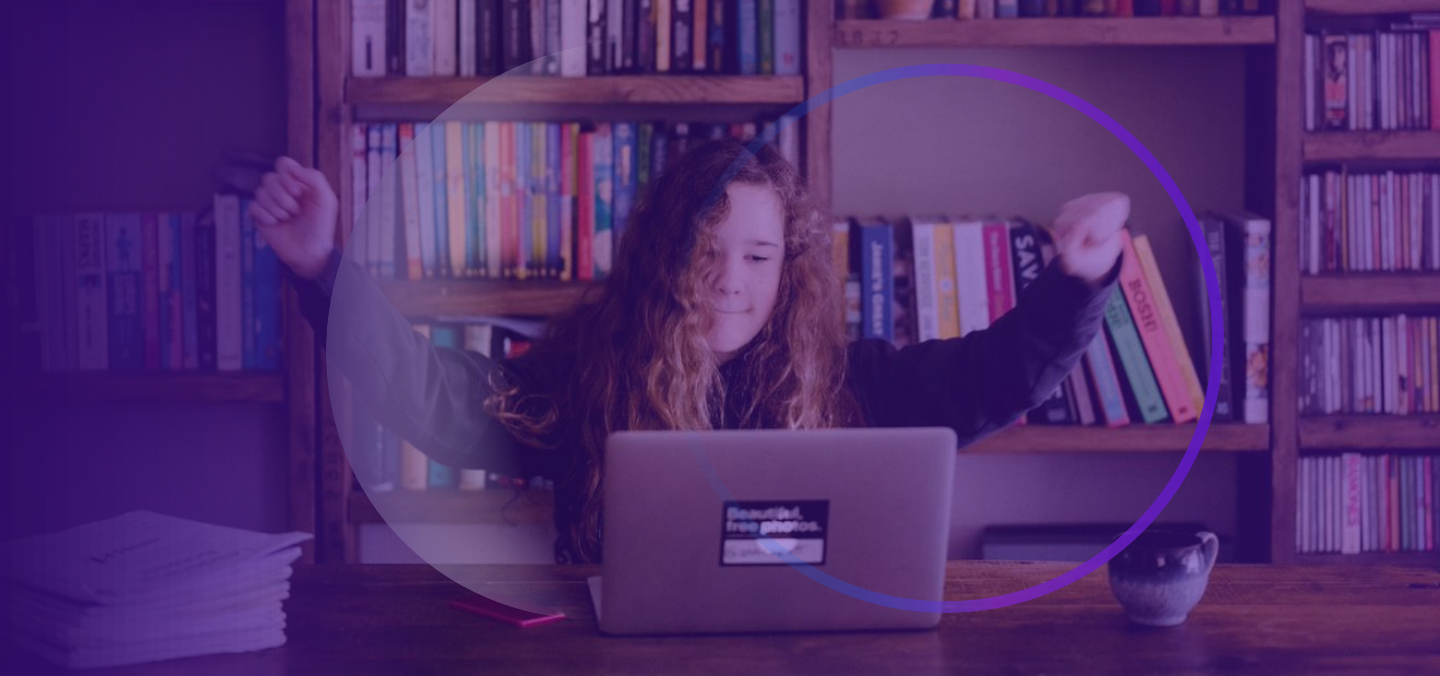
SOCIALIZERS are motivated by interaction. They value the communal aspect of systems, relishing opportunities to connect, share, and engage with others.

Application: Having chats, forums, or collaborative challenges can enhance the experience, fostering a sense of community.

KILLERS are competitive by nature; killers want to outperform others. They thrive on leaderboards, challenges, and any feature that lets them demonstrate superiority.

Application: Hosting for example some regular competitions or utilizing leaderboards can keep these users continually engaged, driving them to stay ahead.





Integration with B2C platforms

The ubiquity of smartphones makes mobile apps a prime candidate for gamification. The portability and instant accessibility these platforms offer can be strategically leveraged to enhance user engagement.

Personalized challenges | Mobile apps can use data analytics to offer individualized challenges tailored to a user's activity, ensuring that tasks remain engaging and adequately challenging.

Notifications | Timely notifications can act as reminders for users to complete tasks, collect rewards, or participate in challenges, subtly driving regular engagement.

Progress tracking | Integrating progress bars or achievement tracking systems can give users a tangible sense of their journey, motivating them to continue.

Social sharing | With easy access to contacts and social media, mobile apps can encourage users to share their achievements, fostering a community feel and driving organic growth.

Duolingo

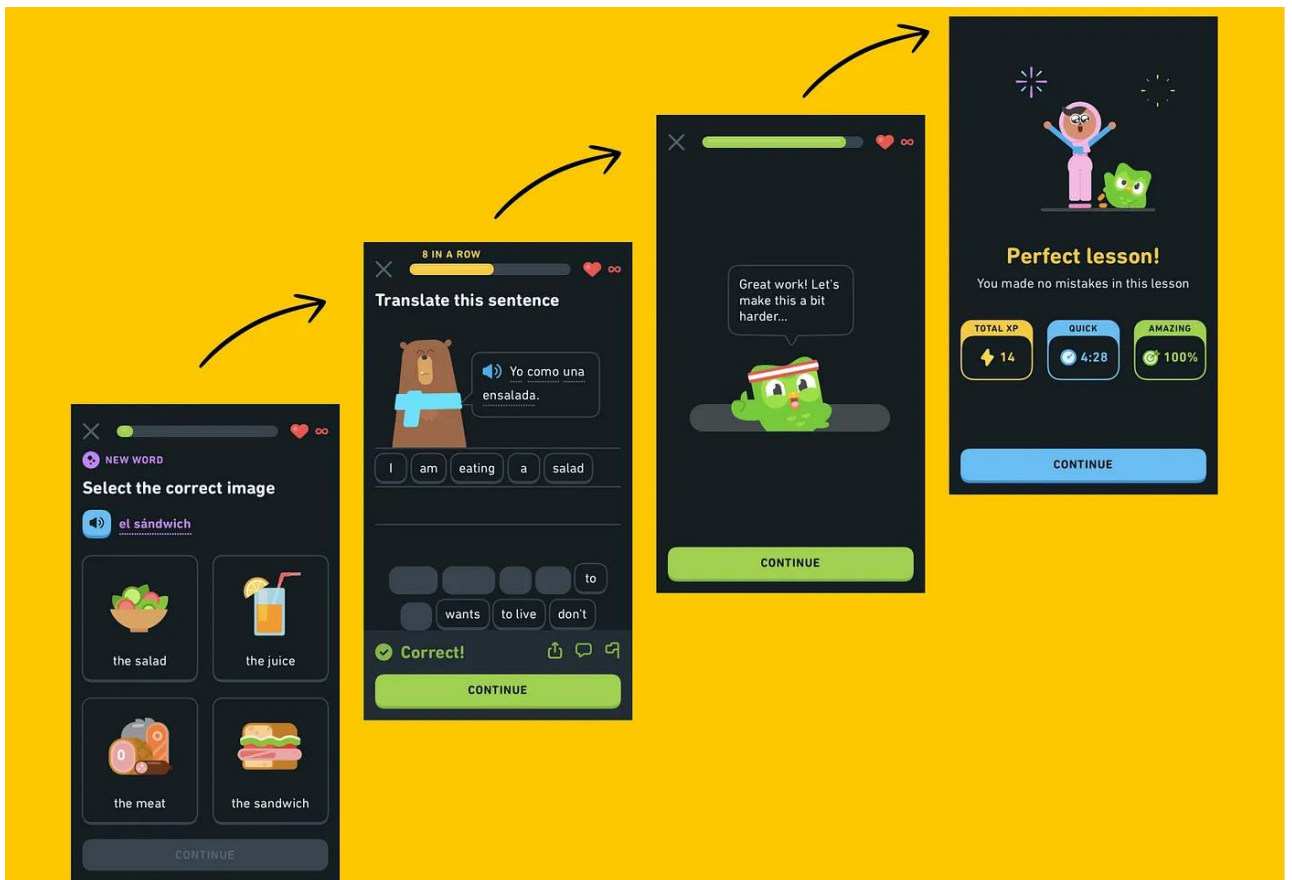


Image source: designstudiouiux.com

Duolingo has revolutionized the way people learn languages by introducing gamified elements that make the learning process fun and addictive.

Lesson streaks | One of Duolingo's most prominent features is the streak count, which tracks the number of consecutive days a user has practiced. This promotes daily usage and creates a sense of accomplishment.

Experience points (XP) | As users complete lessons, they earn XP. The more challenging the lesson or the better the performance, the more XP they gain. This introduces a competitive element, especially when compared with friends or other learners.

Leaderboards | Duolingo has leaderboards where users can compete with friends or other learners globally, based on their weekly XP earnings. This social feature further encourages consistent engagement and a bit of friendly competition.

Websites

With most consumers turning to the internet for their purchasing decisions, integrating gamification into websites can significantly enhance user experience:

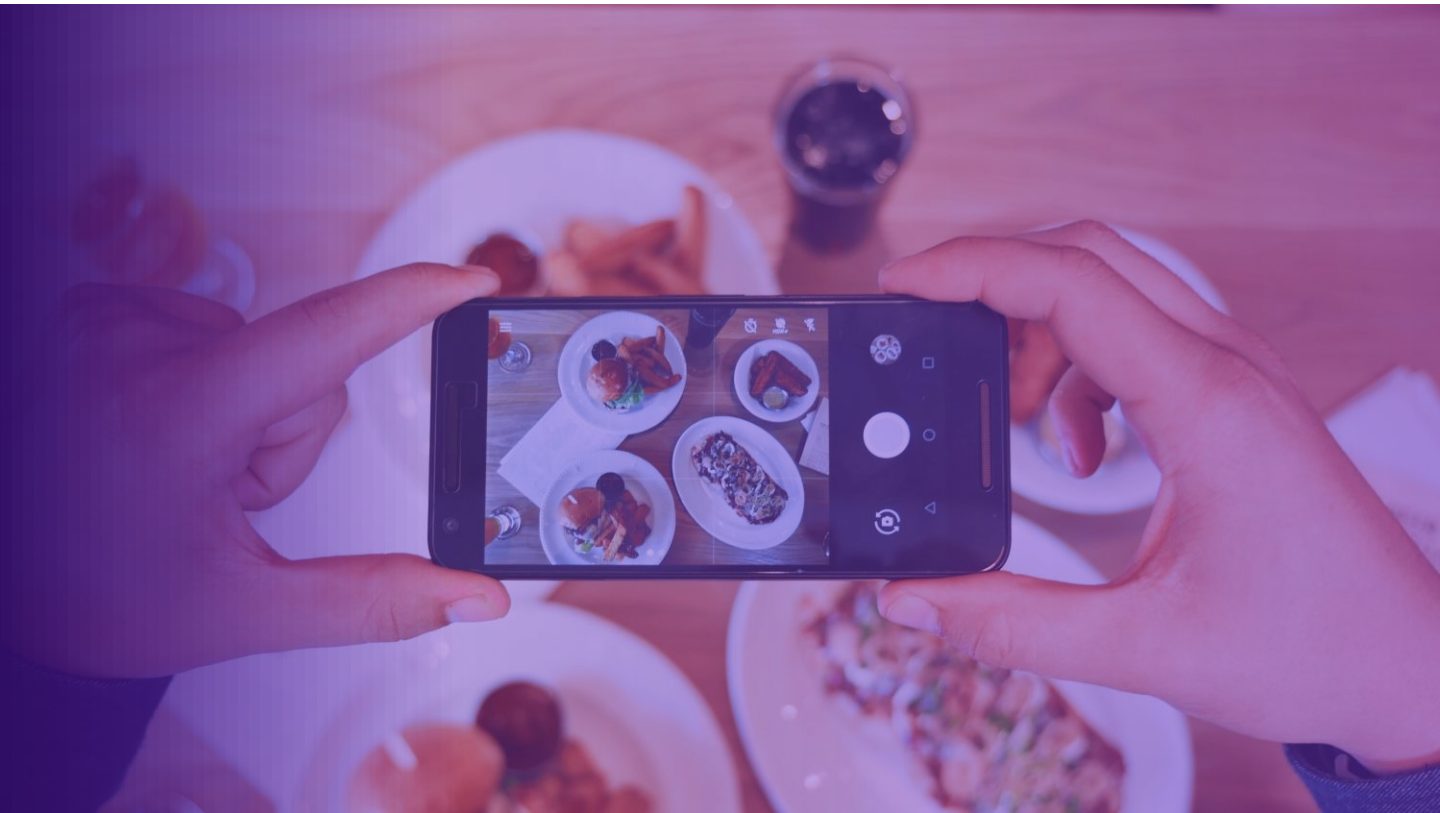
Interactive tutorials | Instead of the usual FAQ sections, brands can offer interactive, game-like tutorials to assist users, making the learning process engaging.

Reward-based surveys | Offering points, badges, or discounts for completing website surveys can provide businesses with valuable feedback while ensuring customer participation.

Engagement-driven UI | Using gamified elements like progress bars for order tracking, or a leveling system for user profiles, can transform mundane tasks into engaging activities.



Social Media campaigns



The inherent virality and wide reach of social media platforms make them ideal for gamified campaigns.

Hashtag challenges | Brands can initiate challenges where users post content with specific hashtags. The virality of platforms like TikTok and Twitter can significantly amplify such campaigns.

Interactive polls & quizzes | Platforms like Instagram and Facebook allow brands to create polls or quizzes. Offering rewards for participation or correct answers can drive significant user engagement.

AR filters and games | Platforms like Snapchat and Instagram offer AR features. Brands can develop gamified AR filters, where users can, for instance, "catch" products to earn discounts.

Leaderboard campaigns | Showcasing top participants or contributors in a campaign can induce a competitive spirit, driving more participation.



GAMIFIED COMMUNICATION STRATEGY

Gamified strategies for
maximum effectiveness.

Understanding the business goal



50%

Companies implementing gamification in their sales strategies see up to 50% boost in their sales conversion rates.

source: ptolemy.com

BOOSTING SALES

If the primary objective is to enhance sales figures, the gamified elements could revolve around rewarding purchases, such as earning points for each dollar spent, which could later be redeemed for discounts or special offers.

ENHANCING BRAND LOYALTY

For brands fortifying the customer loyalty, focus could be on long-term engagement, like introducing loyalty tiers where customers unlock exclusive benefits the longer, they remain active or introducing narrative-driven challenges that keep them engaged over time.

INCREASING ENGAGEMENT

If the goal is to keep users interacting with the platform, daily or weekly challenges, streak bonuses, or interactive quizzes can be integrated, ensuring frequent platform visits.

GATHERING INSIGHTS

When the aim is to gather feedback or insights, gamified surveys or feedback rewards can be employed.

For instance, users can be offered exclusive content or discounts in exchange for detailed feedback or participation in product testing.

Start with target audience analysis

A gamified system that resonates with one demographic might fall flat with another.

DEMOGRAPHICS

Understanding age, gender, location, and other demographic details can help tailor the game elements. For instance, younger audiences might appreciate more competitive elements like leaderboards, while older might prefer collaborative challenges.

BEHAVIORAL PATTERNS

Analysing user interaction patterns on the platform provide also preferences. I.e. users who spend more time browsing might appreciate exploratory challenges, while those making frequent purchases might respond well to a point-based reward system.

THE REAL PAIN POINTS

Recognizing the challenges or frustrations users face on the platform can guide the design of gamified elements to address issues. For instance, if users find navigation challenging, an interactive tutorial or navigation challenge can be introduced.

FEEDBACK ANALYSIS

Existing feedback from users can be a treasure. By reviewing past comments, reviews, or surveys, you can identify areas of improvement and integrate gamified elements that address these specific areas.





Designing the user experience (UX)

In the realm of gamification, the success of any strategy hinges largely on its user experience. Prioritizing the user's needs, preferences, and feedback is paramount.

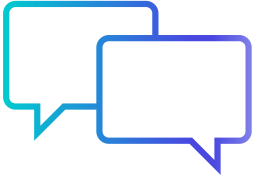
Intuitive navigation | The gamified elements should be seamlessly integrated into the existing platform. This means that users shouldn't have to wrestle with understanding how to navigate the game elements. Simple, clear, and intuitive interfaces are key.

Engaging and fun | Gamification, at its core, should be enjoyable. Incorporate engaging graphics, entertaining narratives, and stimulating challenges that captivate users and make them eager to return.

Rewards and recognition | The experience should make users feel valued. Whether it's through points, badges, or leaderboard rankings, recognition of their efforts can significantly boost motivation and engagement.



Make UX work for you



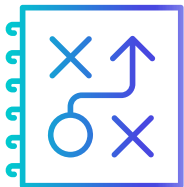
Feedback loops

Feedback is a powerful tool in the world of gamification. It not only helps users understand their progress but also motivates and guides them towards desired behaviors.

Real-time progress updates | As users engage with the gamified elements, they should receive immediate feedback on their actions. Whether they've earned points, completed a challenge, or unlocked a new level, real-time updates keep users informed and engaged.

Constructive feedback | In scenarios where users might not successfully complete a challenge or task, it's crucial to provide feedback that guides them on what went wrong and how to improve, rather than just highlighting the failure.

Celebrating achievements | When users hit milestones or achieve specific targets, celebrate their successes with congratulatory messages, animations, or even special rewards.



Adaptive difficulty

One of the hallmarks of successful gamification is the ability to cater to a diverse user base, each with varying skill levels and familiarity with the platform.

Dynamic challenges | Instead of a one-size-fits-all approach, design challenges that adjust based on the user's performance. For beginners, start with simpler tasks and gradually increase the complexity as they demonstrate mastery.

Personalized learning paths | For platforms that aim to educate or train, adaptive difficulty can be implemented in the form of personalized learning paths. This ensures that users are always presented with content and challenges that match their current skill level.

Balancing act | Challenges that are too easy can bore users, while overly complex tasks can frustrate and demotivate them. The goal is to keep them in the "flow" zone, where they are continuously engaged and feel a sense of accomplishment.

Nike+ Running App



Image source: eminence.ch

The Nike+ Running App has effectively gamified fitness, making running more engaging and social.

Goal setting | The app allows users to set specific running goals, whether it's a particular distance, frequency, or pace. Achieving these goals offers a sense of accomplishment and progression.

Tracking and badges | As users run, the app tracks their distance, pace, and route. Based on milestones reached, users can earn badges, adding a collectible aspect to their fitness journey.

Social challenges | Users have the option to compete with friends or join global Nike challenges. Whether it's out-running friends over a week or joining a global 5k challenge, these features add a competitive and communal dimension to the running experience.



**MONETIZING
GAMIFICATION
STRATEGIES**



Upselling and cross-selling opportunities

COMPLEMENTARY OFFERS

Gamification can be utilized to promote complementary products or services.

For example, a fitness app might award points for logging dietary habits, which can then be redeemed in a partnered health-food store.

INCENTIVIZED EXPLORATION

By offering rewards or badges for exploring various sections of an app or website, businesses can gently guide users towards premium features or products.

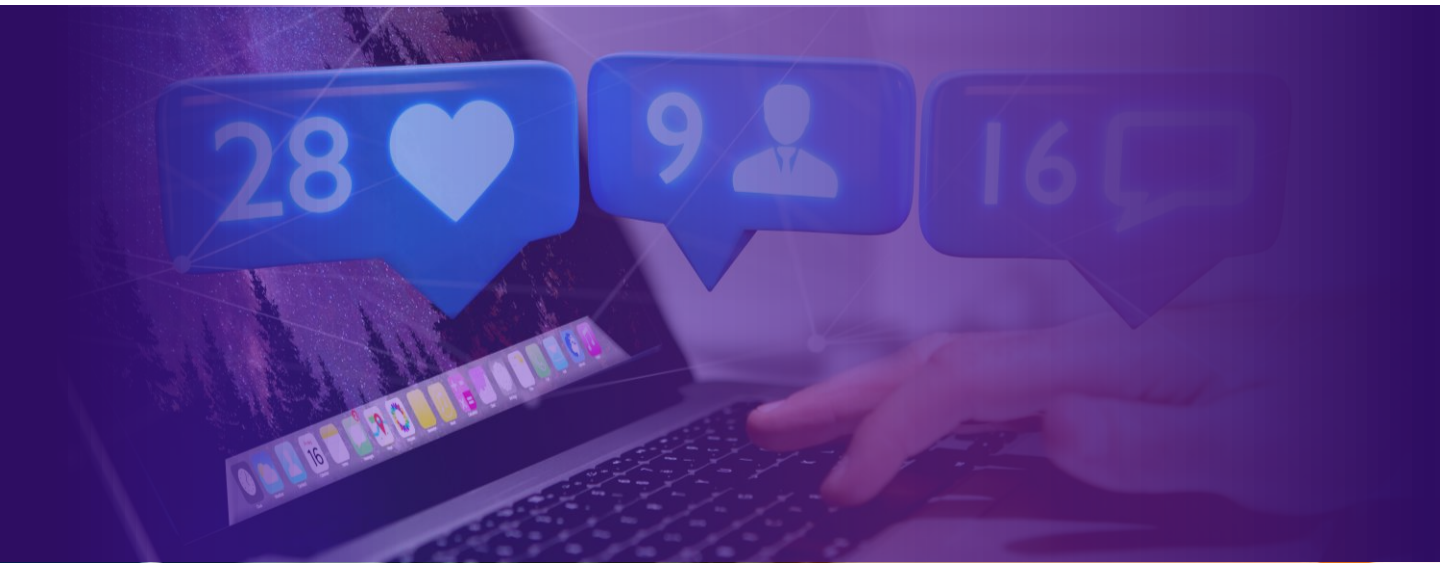
For example, a music streaming service might offer points to users for exploring the premium features section, subtly encouraging them to consider upgrading.

TIERED REWARDS

Introducing a tiered rewards system can motivate users to reach higher levels by making more purchases or engaging more deeply with the platform.

For instance, a shopping platform might offer basic rewards for regular customers but exclusive rewards for those who achieve a 'VIP' status by spending above a certain threshold.

Reward structures



FREEMIUM MODELS

Success stories | One of the iconic examples is "Candy Crush." While the game is free to play, users can purchase power-ups to help them progress faster.

This strategy taps into the user's desire for instant gratification and progress.

Engage and upsell | The genius of the freemium model lies in its ability to hook users with engaging content and then introduce them to premium features that enhance the experience.

As users become more invested in the platform, they're more inclined to make purchases to enhance their engagement or status.

VIRTUAL GOODS

Aesthetic customization | Many platforms offer outfits, avatars, or premium icons that don't necessarily provide an advantage but allow users to personalize.

For example, in multiplayer online games, players often buy unique outfits or skins for their characters, allowing them to stand out and showcase their style or achievements.

Functional advantages | Beyond aesthetics, virtual goods can also offer functional benefits. For instance, a user might buy a tool that helps them progress faster in a game or a premium feature that offers enhanced analytics on a fitness app.

Economic Ecosystem | By introducing a virtual currency, platforms can create an internal economy. Users can earn this currency through engagement, achievements, or real-money purchases and spend it within the platform.

This not only promotes continuous engagement but also paves the way for third-party partnerships and integrations.

Partnership & sponsorship opportunities

BRANDED CHALLENGES

Brand engagement | Partnering with a brand allows the gamified platform to introduce fresh rewards and challenges that resonate with the target audience. This enhances user engagement as they interact with brand-themed elements.

Example: Imagine a fitness app collaborating with a prominent sportswear brand. Users could be given challenges such as "Run 5kms in a week to unlock an exclusive 20% discount on (Brand's) latest running shoes."

This not only incentivizes the user to achieve the goal but also offers tangible value through exclusive deals, thus driving sales for the brand.

AD INTEGRATION

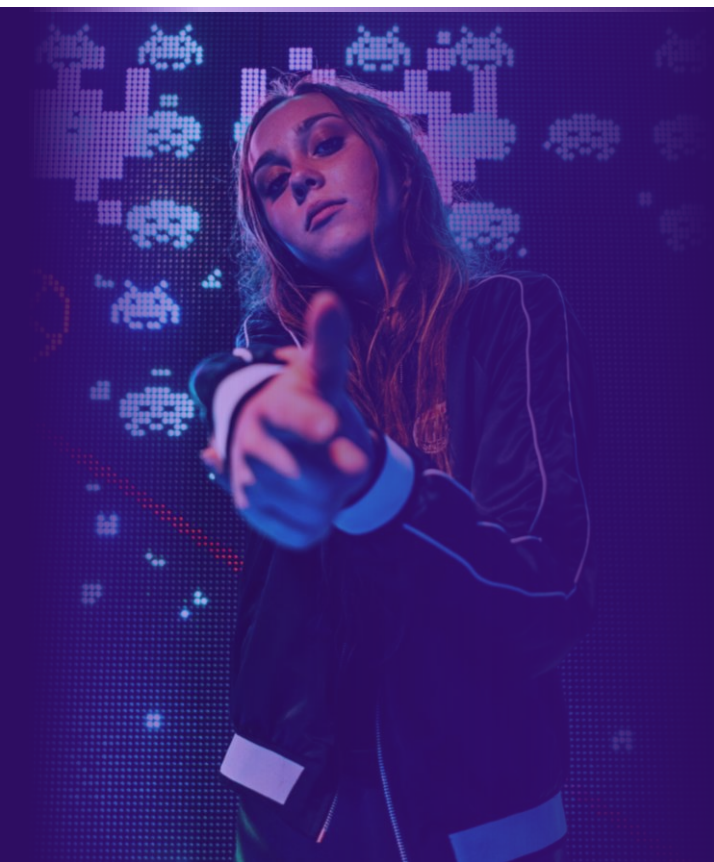
While ads are often perceived as disruptive, when integrated thoughtfully into a gamified environment, they can enhance rather than detract from the user experience.

Contextual ads | By ensuring that ads are relevant to the user's interests and the context of the platform, you can make the advertising feel less intrusive.

For example, in a cooking game, users could be presented with ads for real-life kitchen gadgets or ingredients that align with the theme of the game.

Interactive ads | Ads can be transformed into mini-games or challenges themselves. For instance, a user might be presented with a short, engaging puzzle sponsored by a brand. Upon completion, they could be rewarded with in-game currency or other incentives.

Reward-based ads | These are ads that users can choose to watch in exchange for rewards. For example, a user might watch a 30-second video advertisement to earn extra lives or in-game currency. This format respects the user's choice and offers value in exchange for their time, making it more palatable.



Subscription Models & Gamified Loyalty Programs



SUBSCRIPTION BENEFITS

Subscription models have taken the digital world by storm, largely due to the sustained and predictable revenue streams they provide.

When coupled with gamification, they can offer even more compelling reasons for users to commit to regular payments.

Exclusivity and progression | Platforms like Headspace offer exclusive meditation sessions or advanced features only accessible to subscribers. By gating certain high-demand content behind a subscription, users are incentivized to upgrade.

Furthermore, showing users a progress tracker or badges they could earn if they had access to exclusive content can motivate them to subscribe.

Rewarding commitment | Offering special badges, streaks, or other gamified rewards for continuous subscription can enhance user retention. For instance, if a user subscribes for three consecutive months, they could receive a unique badge or additional content as a thank you.

LOYALTY PROGRAMS

Many businesses have recognized the immense potential of gamifying their loyalty programs. By doing so, they not only foster brand loyalty but also encourage behaviors beneficial to the business.

Achievement systems | Starbucks' loyalty program is designed around earning "stars" for every purchase.

These stars can be viewed as points in a game, with users striving to accumulate enough to redeem them for drinks or other goodies. By visualizing this as a progress bar or a gauge that fills up, customers get a visual sense of achievement, driving them to earn more stars.

Exclusive challenges | Loyalty programs can also introduce limited-time challenges or quests.

For example, a user might be tasked with visiting the store three times in a week to earn bonus points. These challenges can stimulate additional purchases and visits.





Data monetization

The world of gamification isn't just about engaging users or driving desired behaviors; it's also a rich source of data that can offer invaluable insights into consumer dynamics.

Behavior tracking | Gamified platforms inherently encourage repeated interactions, giving businesses a wealth of data on how users navigate their systems, the challenges they participate in, and the rewards they prefer. This behavior tracking can be instrumental in refining and optimizing the gamified elements to better resonate with users.

Preference mapping | As users engage with gamified elements, they express their preferences—whether it's by selecting specific rewards, choosing certain avatars, or even the time they're most active. These preferences can be analyzed to tailor marketing strategies, introduce new features, or optimize current offerings.

Trend identification | Over time, the amassed data can help businesses identify emerging trends. For instance, if a certain gamified challenge becomes extremely popular, it might indicate a broader market trend or a shift in consumer preference.



30%

Gamified experiences can lead to a notable **30%** increase in the time users spend on apps or websites.

source:adact.me



100%

Gamified experiences can boost engagement rates by a staggering **100%**

source:adact.me

ABOUT THE AUTHOR

Mislav Combaj is recognized as a digital marketing expert with over a decade of experience with prestigious global brands. At dentsu in Croatia, he leads the Dentsu Creative, gaming and new tech department orchestrating ingenious strategies that keep clients ahead of the curve.

He is lecturer on marketing at the office for entrepreneurship, captivating minds with his expertise. You'll often find him at conferences as a dynamic speaker and panellist. From gaming to blockchain, web3 and AI, he fearlessly delves into diverse topics, inspiring audiences with his insights.

Mislav lends his expertise as a consultant on various thrilling web3 projects and holds a prominent position within one of Croatia's blockchain association.



ABOUT DENTSU

Dentsu is a network designed for What's Next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in a sustainable economy. Taking a people-centered approach to business transformation, we use insights to connect brand, content, commerce, and experience, underpinned by modern creativity.

As part of Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), we are headquartered in Tokyo, Japan, and our 72,000-strong employee base of dedicated professionals work across four regions (Japan, Americas, EMEA, and APAC). Dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and shape society.

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