



# **Banzan Brand Boutique**

Creative Brand Engagement Specialists





New age Customer demands more than just a good product and a good price.



Customer Engagement is a universal problem.



A positively engaged customer is an invaluable asset for any brand.

# THE PROBLEM



## Customer Engagement

How to bring a new age customer to your brand?

How to engage and retain them productively?



## Customer Loyalty

How to create Brand Ambassadors that will drive more leads and referrals to your business?



## Changing Customer Behaviour

How much do I know about them?

How do I understand my customer better?



## ROI

How to justify the cost on such new methods & innovative ideas?



## Competition

How to be ahead of the nearest competitor without competing on just price?

# GAMIFY YOUR BRAND ENGAGEMENT

Short immersive & interactive games with  
tangible reward loop to solve all of these & more!



# THE SOLUTION



## Time is Currency

Utilise their ONLINE time to Engage them. Respect their Time with REWARDS.

***Engage, Entertain, Enrich their Experience.***



## Positive Engagement

Unlike a unidirectional Ad, Games offer an interactive, entertaining and refreshing way of connecting with users.

***Delight your users!***



## Deeper Relations

Actionable Insights/Data that will enable you to understand them and offer better product or service in future.

***Up your game against Competition.***



## Ancillary Revenue Streams

What if you can make MONEY out of this engagement and benefit more by being Smart.

***Simple yet Powerful.***



## Leads/Sales/Referrals

Rewards will circle back as Leads, Sales or Referrals.

***Highly cost-efficient.***

# Still wondering WHY?

## Games

Fun &  
Entertainment

Interactive, not a  
ONE-WAY traffic of  
Traditional Methods



## Rewards

Instant gratification  
Increased  
retention/loyalty



## Returning Users

Quickly attract new  
users  
Keep them coming  
back for more



## Direct Leads or/& Sales- Revenues

Direct Sales: Instant  
as well as Long Term  
results

Ancillary-through  
associate/affiliate  
brands



## The Brand Benefits

# Why Us?

## Creative Studio with own products



Wide array of Games, Gamification and Experience Design capabilities.

Team with over 50 years of collective experience across domains and industries.

## Games & Comics

Comics, Content, Character driven Stories & other Creative Solution capability



## Strong Social Media community

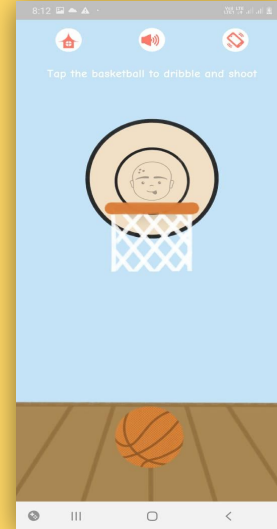
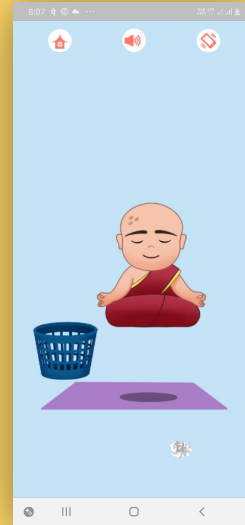
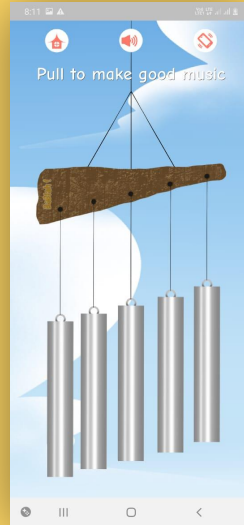
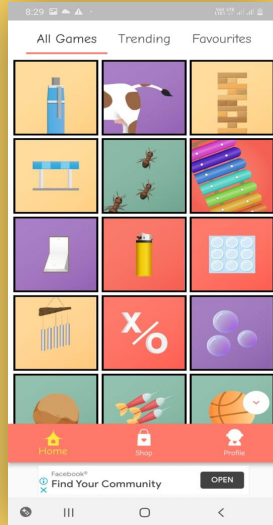
'Engagement' specialist for a NEW AGE BRAND.

Capabilities to build & drive communities on diverse Social Media.

## Use Cases

- A Retail Supermarket brand got 20k+ Customers through a simple game in less than 3 weekends.
- A children's Story App doubled their user engagement by just adding 2 mini games.
- Our own games are being played by millions month on month.

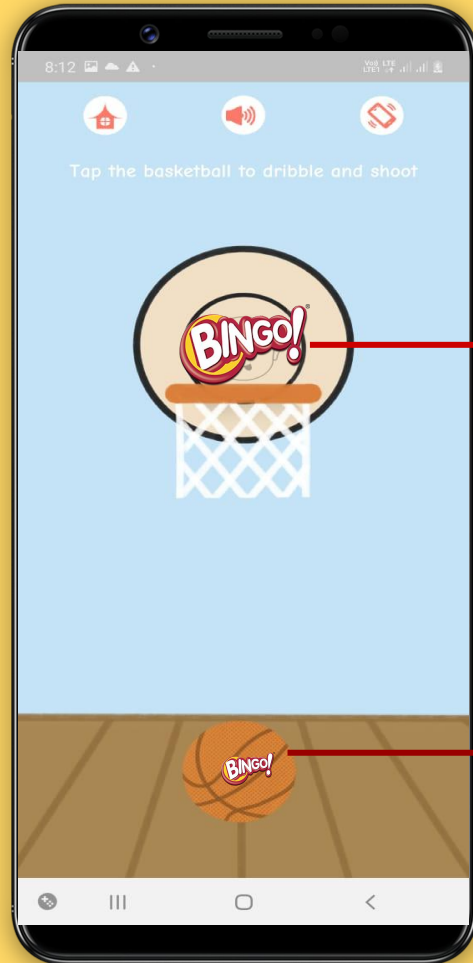
# We keep it Simple... As Fun should always be!!!



## A Glimpse...



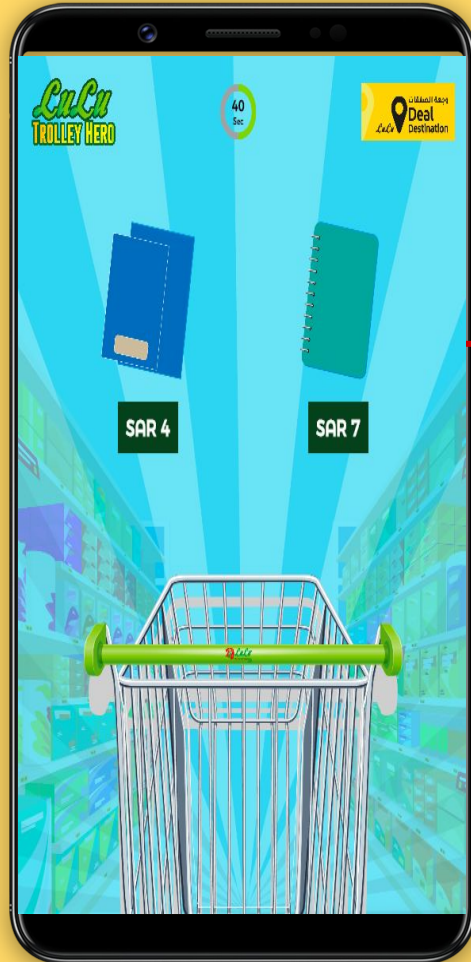
**The more user 'baskets', the more fun and more points....More Rewards!**



Brand logo Integration on basketball game



The logo and brand names used only for illustration purpose. No copyright infringement intended.



**The more user 'saves' by choosing the right product, the more fun and more points....More Rewards!**

Shopping game done for a  
Retail chain

The logo and brand names used only for illustration purpose. No copyright infringement intended.



**Feed the monk with the treats, the more fun and more points....More Rewards!**

Candy game

Brand & Product integration



The logo and brand names used only for illustration purpose. No copyright infringement intended.



**Classic Trivia game, re-created for more fun and more rewards!**

Multi- level Quiz game:  
Brand Play- Integrated

The logo and brand names used only for illustration purpose. No copyright infringement intended.

# HOW?

## Multi-mode Implementation



### Physical Entry

Through the store front- QR or  
Coupon/Brochure



### Digital Entry

On your Website/Mobile App



### Open or Exclusive

Exclusively for existing users or  
Open to large public- Depends on  
the need of the Brand



# **Excited?**

**Let us show you how you can multiply your impact with  
simple yet powerful method of GAMIFICATION & GAMING**



**Book your consultation NOW**

**info@banzan.co | www.banzan.co | +91 79075 68536**