

Reaching new audiences: gamification and the business archive

John Porter
Group Archivist, Prudential plc



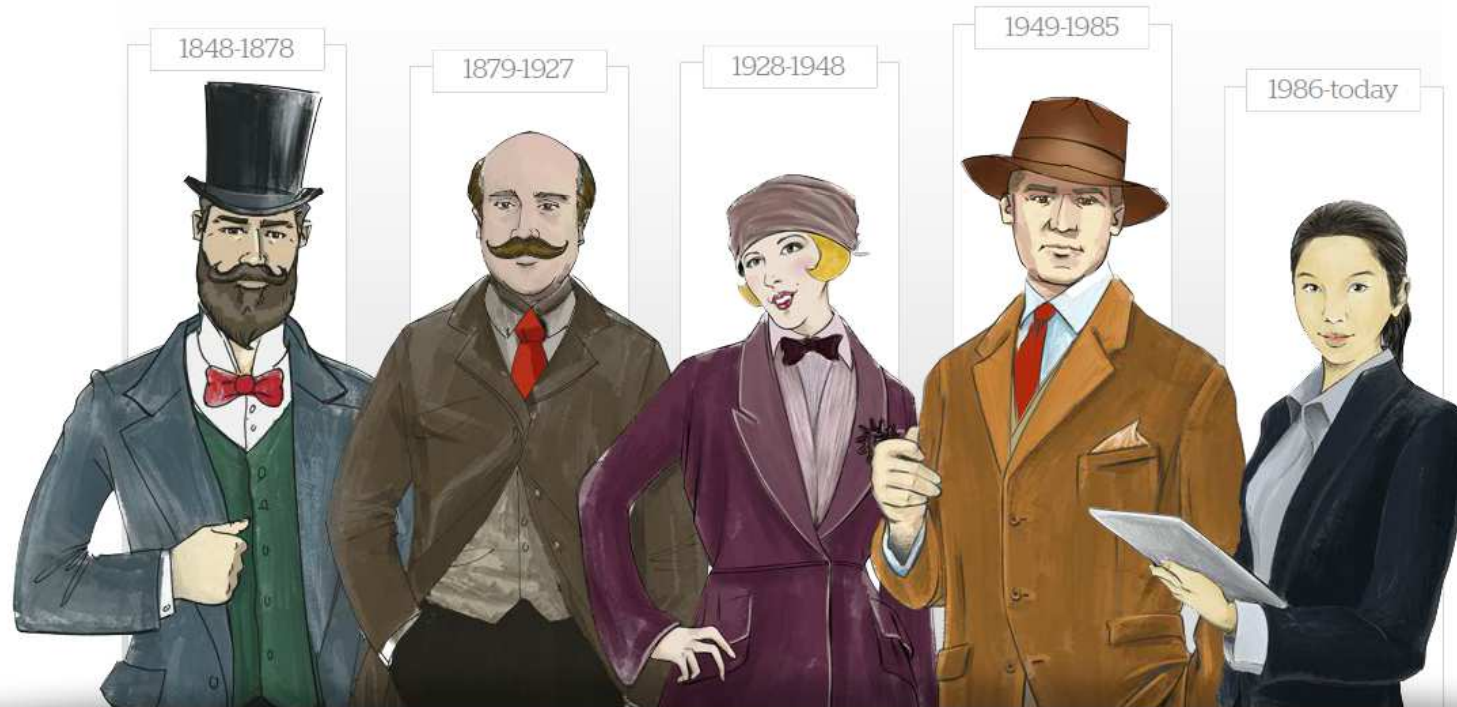
www.prudentialhistory.co.uk

Core elements

- Discover 20 key objects from the Group Archives that tell Prudential's story – augmented by 81 supporting objects on the same themes
- Immersive, interactive experience – choose a character to explore the sights and sounds of our rich history across an illustrated canvas
- Incorporates gaming elements – playing games and exploring all objects results in reward of bonus material
- Desktop and mobile platforms (tablet and phone)
- Multi-lingual – translated for five key Asian markets

Our heritage

We've collected 20 objects which tell the key stories of our past.
Choose a character to start exploring our rich heritage.





1928 The Duke of York's rifle butt

This rifle was used by the Duke of York - later to become King George VI - when he visited Prudential's staff rifle range on the rooftop of Holborn Bars. The Duke visited the office on 27 March 1928 in his capacity as President of the Industrial Welfare Society. [read more](#)



No. 123456789

Div. and Dist. No. L 98
 Agency No. 129352
 Agency Code No. 1
 District C.O. AGENVILLE

Agent, Mr. _____

Particulars must be given in accordance with the forms below, and if more than one policy be in force, of each policy must be stated.

Date of Issue	Table	Premium £ s. d.	Age at Entry	Sum Assured £ s. d.

14. Male or Female Male Name in full of Life to be assured H.R. of The Duke of York K.G.

Residence (Full Postal Address) 145 Piccadilly W1

Occupation _____

Age next birthday	Proposed weekly Premium	TABLE A. Amount payable at death only.			TABLE K. Amount payable in 20 years or at previous death.		
		£	s.	d.	£	s.	d.
33	— : 1	7	2	1			37

HONUS SYSTEM—Out of the profits available in any year for policies (other than free policies) issued on and after the 31st January, 1923, a bonus computed on the policy remaining in force for 25 years after its date of issue shall be granted in proportion thereto. I declare that all the foregoing assurers assent to receive the bonus payable and will be paid at the same time as the main assured. Any surplus of such profits, after making provision for the said bonus, will be applied in paying a bonus on policies which insure lives by death or maturity during years which may be prescribed and in respect of which policies bonuses have been paid for not less than 5 years but less than 25 years.

DECLARATION TO BE SIGNED BY THE PROPOSER.
 Before declaring to effecting an assurance on my life in the Industrial Branch of THE PRUDENTIAL ASSURANCE COMPANY, LIMITED, under Table _____ above, in accordance with this proposal, and upon the terms to be contained in such policy as shall be granted in pursuance thereof, I declare that all the foregoing assurers to whom questions are specially referred, and that I have withheld no material information, and I understand that such assurers will be the basis of the contract for such assurance. I further declare that the policy is to be taken out, and the premiums thereon are to be paid, by me.

Dated this 27th day of March 1928.

I certify that I saw the Proposer duly sign this proposal.

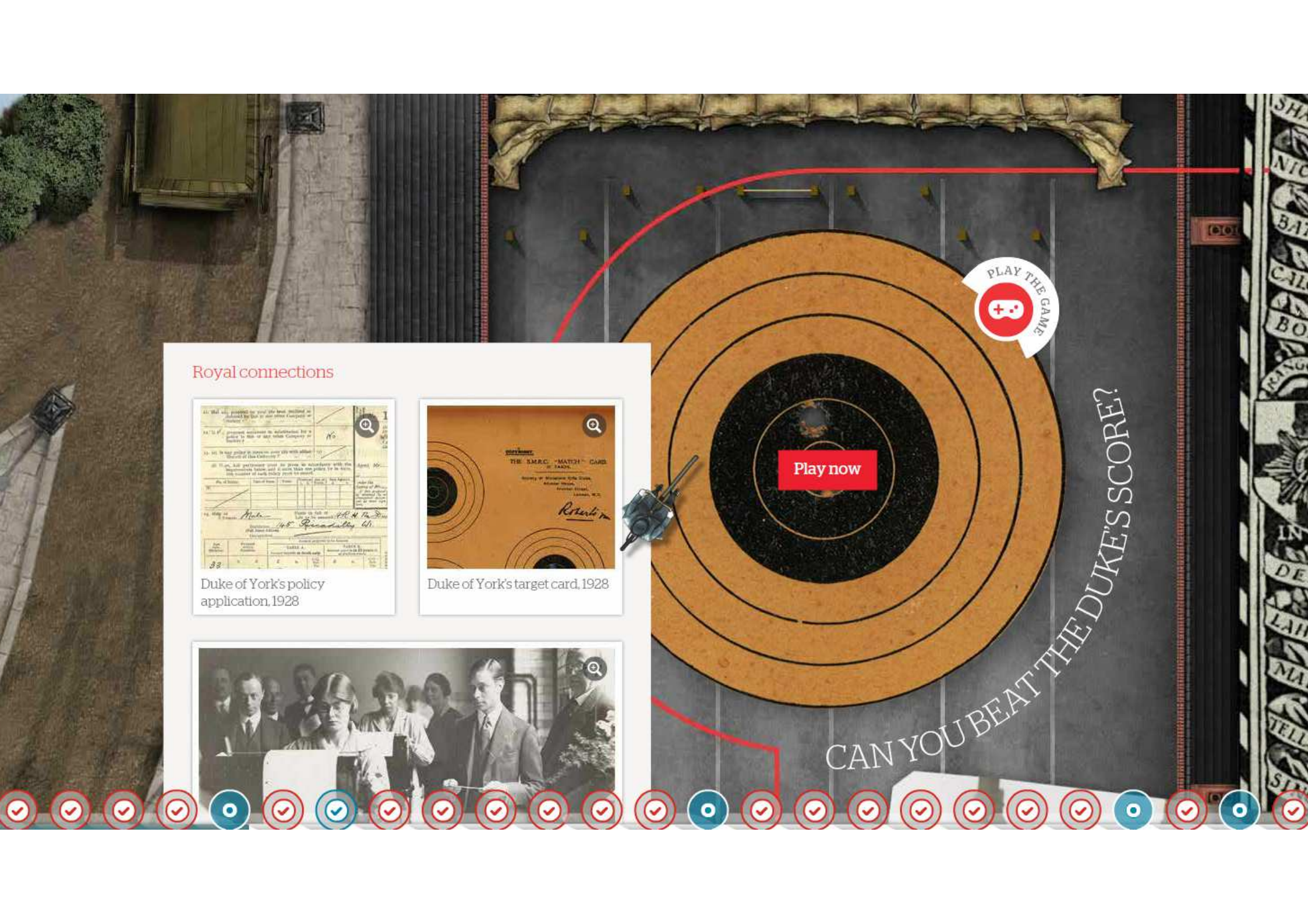
The Proposer must sign here _____

Agent, Albert

AGENT'S CERTIFICATE.
 I have this day personally seen and questioned the within proposer and believe that the answers recorded are truthful and correct; the proposer appears to be in good health, of the age stated, free from any physical defect or infirmity, of temperate habits, and able to maintain the assurance. The proposer has not resided on licensed premises and is not connected with the sale of intoxicating liquors. I believe that the policy is to be taken out by the proposer and that the proposer intends to pay the premiums thereon. I therefore recommend the assurers to accept the proposal.

Signature of Agent? Albert





Royal connections



Duke of York's policy application, 1928



Duke of York's target card, 1928



CAN YOU BEAT THE DUKE'S SCORE?

Play now



Prudential plc



550,000 agents

23,000 employees

25m customers

gamification

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noun

noun: **gamification**

the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.

"gamification is exciting because it promises to make the hard stuff in life fun"

What is gamification?

- Encourages engaged, immersive participation
- Questing element
- Personalised competition (points and leaderboards)
- Hidden bonuses and rewards
- Problem solving and games

Gamification on www.prudentialhistory.co.uk

- Questing navigation through 'Man from the Pru' avatar
- Points scoring system
- Sharing experience (Twitter, Facebook and email)
- Rewards ('Pru History VIP') and hidden bonuses
- Games