Reaching new audiences: gamification and the business archive

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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
Royal connections

Duke of York’s policy application, 1928

Duke of York’s target card, 1928

CAN YOU BEAT THE DUKE’S SCORE?
Prudential plc

550,000 agents

23,000 employees

25m customers
gamification

/nəˈmɪfɪˈkeɪʃən/

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