

Reaching new audiences: Gamification and the business archive

Host Presentation - John Porter, Prudential archive (2015)

Prudential has developed a new website which allows users to explore and discover through game playing. The website provides an immersive and interactive experience for the user who has to select a character/avatar to begin. There are five characters to choose from and they span the company's history from when it was founded in 1848 up to the present day.

Visit the website: <http://www.prudentialhistory.co.uk/?lang=EN>

- 20 key objects tell the key stories of the company's past. Objects include a Prudential agent's briefcase.
- A range of scenarios for the avatar to enter include a Victorian street and a Malaysian jungle, which highlights the company's expansion abroad.
- There are sound effects including cats, horses, voices and cars.
- The platform uses gaming elements and is multi-lingual which reflects the broad scope of the company.
- There are many different Prudential 'worlds.' There is a company song and audio visual clips of adverts. Users can experience filling out a policy application.
- There are ten videos to be unlocked and watched, each is one minute long.
- There are five additional games, one for each era, including skiff racing in a 1980s arcade style game, a karaoke song and a shooting game where the target is to beat the score of the Duke of Windsor. The Duke once visited the Prudential's staff rifle range.
- At the very end of the there is a reward in the shape of a safe. Rewards include wallpaper downloads, bonus material, scores. New material will be added in the future to refresh the site so as to keep telling a relevant story of the company.

Why did they decide to go down this interactive, storytelling experience?

- Currently they have a website with a history of the company.
- They wanted to go beyond this conventional idea and tap into a potential audience of 25 Million customers, 23,000 employees and many agents.
- Agents could use the game to tell stories and to promote the heritage of the brand in countries where the UK heritage is valued.
- The initial project was less ambitious and the idea has grown through development.

The man from the Pru was always the key identifier for the company. The aim of the new site is to go beyond this limit and tell stories of the company's past that include the Titanic and jungle exploration. They also want to reflect their current business which for example includes New York and Hong Kong.

What is gamification?

Gamification means the application of typical elements of game playing and it encourages engaged, immersive participation.

Users can experience:

- Questing
- Personalised competition
- Hidden bonuses and rewards
- Problem solving
- Sharing the experience with friends on social media sites like Facebook, Twitter and also via email
- On completion users become a 'Pru history VIP'

Measuring the success of the site

Feedback will be gained from Google analytics which will provide details to the company on the number of users and sessions, and the behaviour of users and bounce rate (people who jump onto the site but do not use it). Analytics will also show demographics including the country of the user and their language.