



Game Concepts

Version 2025.06.30



Quiz

If you are looking for a way to learn more about your audience and boost your sales conversion, a quiz is the most proven game concept.

Do you have an extensive product range? Then you can simplify the selection process of your target group by offering a matchmaker. Would you like to build and segment profiles? Then a profile quiz is the best option.

Visit Quiz



12345

Question 1

Question title

☐

 Answer 1

☐

 Answer 2

< Previous

Next >



Wheel of Fortune

A wheel of fortune is a fun and interactive way to give away various small prizes to generate leads or reward loyal customers.

A wheel of fortune comes in several variants. The wheel can show points, win/loss or prizes. The wheel of fortune is the most commonly used option for giveaway campaigns.

Visit Wheel of Fortune





Scratch Card

A scratchcard is a fun and interactive way to give away various small prizes to generate leads or reward loyal customers.

The prize only becomes visible when the participant has scratched the card. This creates an exciting 'thrill' for the participant.

Visit Scratch Card





Code Check

A code check is a great pick if you want to gain insight into the consumers who buy your product.

The codes can be printed on a product or a coupon at the checkout. You can use the code check for different marketing goals, such as rewarding your customers, collecting customer data, or gaining new product reviews. We can generate the codes for you in any number and format.

Visit Code Check



Fill in your personal code

Code (XYZ123)

Name

Email address

☐ Subscribe me to the newsletter

☒ I agree with the [terms and conditions](#)

Check code >



Sweepstake

The sweepstake is the most basic type of all gamification concepts; however, it has no gamification elements. But that doesn't make sweepstakes any less popular.

The conversion of a sweepstake is strongly related to the prize and the amount of data that the participant has to provide. Therefore, a sweepstake is mainly used for sampling and data collection about a broad audience.

Visit Sweepstake



Name

Email address

Lorem ipsum

Lorem ipsum dropdown

▼

☐

Subscribe me to the newsletter

☒

I agree with the [terms and conditions](#)

Submit

>



Catch Game

The catch game is a challenging game in which objects have to be caught in a basket.

The game can be played by time, by score or both. You can also get penalty points for certain objects. This game is great for displaying products or objects related to a campaign.

[Visit Catch Game](#)





Memory

Memory is a well-known game where the participant has to turn over and match cards with the same image.

The participant is actively engaged in memorizing the images on the cards. That is why a memory game is often used to draw special attention to different (new) products in a product range.

Visit [Memory](#)





Priority Puzzle

A priority puzzle is great for testing your audience's knowledge about a specific topic. It is also used for introducing or highlighting a new brand, product or service.







Participants have to put items in the right order. This can be a fixed order or a free order, such as a personal top five.

[Visit Priority Puzzle](#)



Make your favorite home delivery top 5 meal.

Drag the blocks to the desired position.

	2		4	5
	 			

Submit your top 5

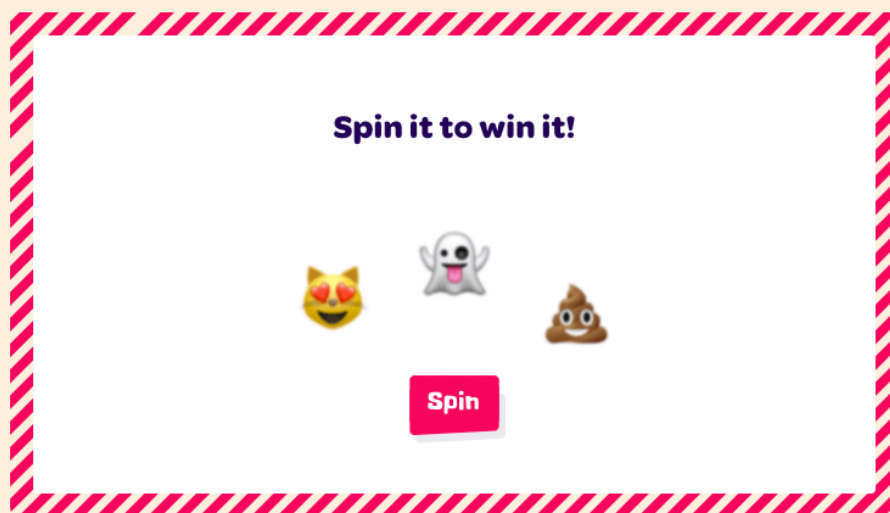


Slot Machine

A slot machine is a well-known casino game, which can be used very well for marketing gamification.

The advantage of this game is that the participant takes an average of 5 to 10 spins. You can let your products pass by in these spins, which is great for brand awareness and time spent. The design, items, the chance of winning and the number of spins are completely changeable.

Visit Slot Machine





Grab Machine

A grab machine is a challenging game where dexterity is an important part. The participant must try to grab the desired object by manoeuvring it through the cabinet.

The grab machine can contain all kinds of objects, such as products, prizes, discounts and vouchers.

We can determine in advance with each participant whether a prize will be awarded. This allows us to keep control over the awarding of prizes.

Visit Grab Machine



Position the grabber within the time and take the prize!

Time: 00s





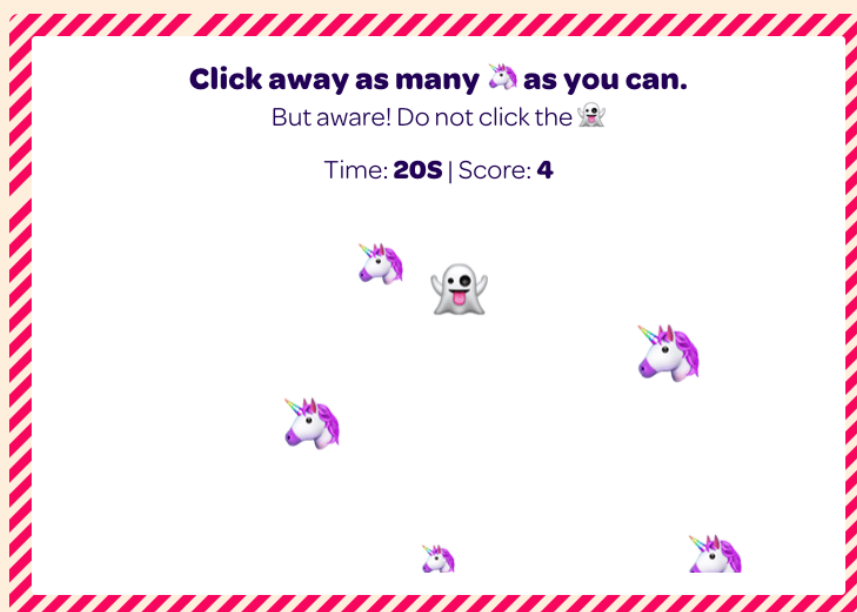
Click Game

A click game is an exciting and interactive game in which the participant has to click away the objects within a certain time frame.

The game is often used for branding because you can easily add different brand products in a single game.

For each object that is clicked away, the participant receives points. We can also add objects where the participant gets points deducted.

[Visit Click Game](#)





Shell Game

The shell game is known to many people and is fun to play with friends.

The challenge is to follow the ball placed under one of the cups. The cups are shuffled, after which the participant has to choose the correct cup holding the ball.

This game offers the possibility to brand the cups. Because the participant has to look closely at the cups, it is another method to increase brand awareness.

Visit Shell Game



Follow the ball and select the right cup

Start





Side Scroller

A side-scroller is a well-known game principle (like in Super Mario or Sonic) where you have to navigate your character through a world with obstacles.

This game is often used in campaigns to promote new products. In the side-scroller, the character must navigate through an environment (such as a city, construction site, or forest) by running, flying, or surfing without failing. Along the way, your character can score extra points by grabbing and collecting items.

Visit Side Scroller

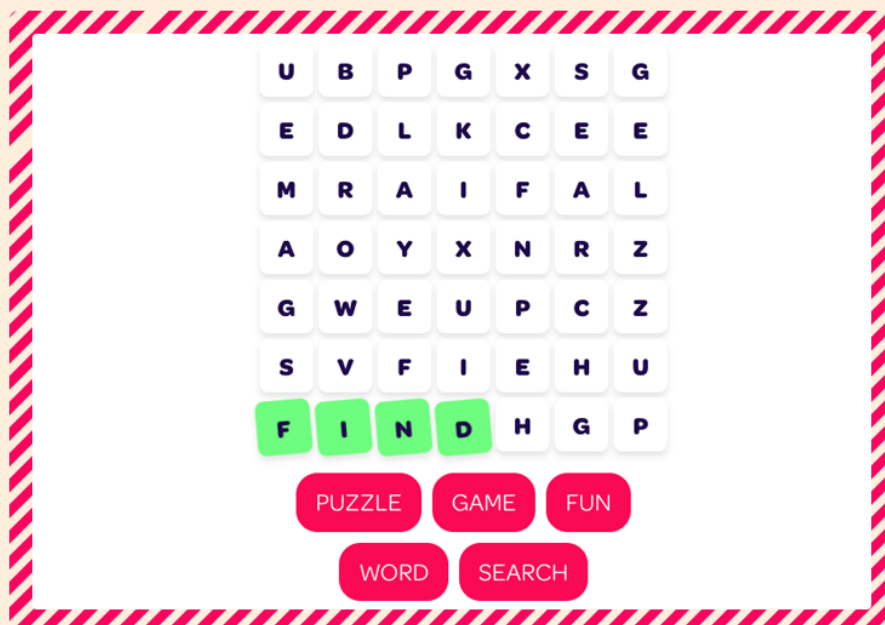


Word Search

Word search games are popular with both young and old. The strength of this game lies in its simplicity. A word search game is often used in promotional and activation campaigns where multiple keywords are incorporated into the game.

Up to 20 words can be included in this game. The game is easy to play on both mobile and desktop and supports various extra add-ons, such as high scores and a countdown timer to make it more exciting.

[Visit Word Search](#)





Candy Swap

Candy Swap (or better known as Candy Crush) is an addictive game with a high average participation time. Ideal if you want participants to spend a lot of time with your products.

This game is often used in campaigns to promote new products. And with an average playtime of 3.5 minutes per game, this game is also among the games with the longest playtime.

In this game, you are completely free to add items and style the game according to your brand. Our Candy Swap works on all devices; from mobile to tablet and desktop.

Visit Candy Swap



Puck Game

Puck Game is based on the famous game Pac Man™ by Bandai Namco. The names and characters of the game are copyrighted, but the game principle can be freely used.

This game is often used in campaigns to promote new products. In this game, you are completely free to add items and style the game according to your brand. Our Puck Game works on all devices; from mobile to tablet and desktop.

Visit Puck Game



About Ratsibambam

Our gamification concepts boost the conversion rates for your data building, audience interaction and brand engagement!

In addition to our tailor-made games, we offer pre-built games with endless variations for fun, high conversion and memorable brand experience.

Pre-built Games

More information and demo's can be found on our website

[Click here](#)