



Travis Perkins supplier event, Northamptonshire County Cricket Ground, 22-23 April 2015



Combining the physical and the digital in the field of gamification

The challenge

Blum is an international company specialising in the production of functional furniture fittings. Its products, which include lift mechanisms, hinges and drawer systems, are mostly used in kitchens. The company wanted to demonstrate the benefit of drawers versus the traditional kitchen cupboard at an internal event hosted by builders' merchant and home improvement supplier Travis Perkins.

The event was designed to allow internal staff of Travis Perkins to view the brand new kitchen range being launched, which included the latest integrated soft close hinge from Blum. We were asked to come up with a fun idea to help showcase Blum's philosophy that drawers are better than shelves.

Our response

Together with our sister company, digital engagement specialists Creative Bridge, we devised a fun and exciting game that combined the physical and the digital to showcase Blum's belief that drawers are easier to use, more practical and most definitely the way forward.

Players were presented with two identical mock kitchen set-ups, one using standard kitchen shelves and the other using drawers with Blum fixtures and fittings. They were then pitted against each other against the clock in a game show-style challenge.

The digital game randomised an image of a kitchen item for each player, which they then had to locate in their physical kitchenspace in the quickest possible time. There were a total of 50 different items on the shelves and in the drawers, everything from a baby's bottle to a frying pan, tinned custard and dog food.

Where other products had to be removed in order to find the required item, everything had to be returned to the shelves or drawers before the player could move on to the next item.

Each player was given a buzzer to press once items had been successfully located, and an audible response was built in so that a surrounding audience was kept up to date with who was in the lead at any given time. The person who located all of the required items in the fastest time was entered onto a leader board for the chance to win an Apple watch.

The results

A total of 204 people visited the Blum stand, with 50 people playing the game each day. The challenge was a focal point of the whole event, and was thoroughly enjoyed by all who took part in it. The company reported being pleased with the way the game had met its objectives of showcasing the ease of use and quality of its products.



16sqm, hire



"We are not new to exhibitions and shows, but this concept was something completely different to anything we have done in the past. The reaction to the game was absolutely fantastic and meant the energy levels at our stand were at a constant high. The game was so good that people queued to play and some visited 3-4 times to try to get onto the leaderboard. The feedback from Travis Perkins was that our stand was the best – not surprising considering everything from the images used on the stand to the digital showcasing of the game was created to such a high standard! Creative Bridge and Nimlok pulled together to create a memorable game and stand that we can use again and again, to a quality we proudly put our name on!"

David Sanders, Sales and Marketing Director, Blum

