

SplashPlay Thoughts



Communicating with SplashPlay's Partners

You've Been Splashed!®

Thinking Outside the Box

Message from SplashPlay

Yes, SplashPlay is a gaming platform

Yes, SplashPlay enhances an organization's marketing

Yes, SplashPlay is more than a marketing solution

That's right, SplashPlay is more than marketing. In this installment of *SplashPlay Thoughts* let's look at how SplashPlay enhances even the most mundane business -- an Occupational, Safety and Health Administration (OSHA) training company.

One of SplashPlay's more unique Game Sponsors is a Southern California company named EHS, Inc. Simply, EHS conducts OSHA compliance training. Yes, I agree. This is boring. However, please try not to fall asleep.

Imagine for a moment how very boring it must be for workers all over the country sitting in day-long classes just to be reminded that the work they do is dangerous

and may kill them. As if steel workers, forklift operators, power plant workers or factory workers don't already know this. But, our governments (both State and Federal) believe drilling such information into workers' heads is important. And maybe it is. However, I thought there was a way to enhance the experience through gamification.

When I met EHS, I proposed they consider gamifying their training with SplashPlay. In doing so, EHS and training attendees enjoyed numerous benefits:

- 1) Participants were entertained while learning
- 2) Participants played games away from the training classes
- 3) Game play fortified and reinforced learning
- 4) Active participation earned participants rewards
- 5) EHS delivered deals, offers and tips to players
- 6) EHS differentiated itself from the competition

All this for a one-time Life-time software license fee of \$1,500.

As we like to say, "**Every idea is a good idea for SplashPlay.**" As such, let's look at EHS's use of SplashPlay.

While touring EHS give some thought to businesses in your community that would benefit by adding gaming to their products or services -- from training companies like EHS to doctors, there are unlimited opportunities.

EHS Gamifies with SplashPlay

Let's look at the EHS / SplashPlay game platform.

The Landing Page

Every SplashPlay Game Sponsor is provided a personalized game landing page to fortify their brand. Here we see the EHS logo prominently displayed.



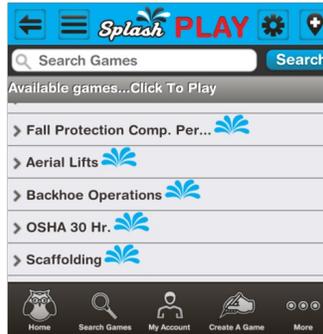
Personalized Game Buttons

EHS is a Life-time Game Sponsor and as such, is provided four (4) personalized buttons -- one for each game category: CONSTRUCTION, GENERAL INDUSTRY, ENVIRONMENTAL and RISK MANAGEMENT.



Game Lists

Under each Game Button, Game Sponsors can create an unlimited variety of games, each allowing an unlimited number of trivia questions.

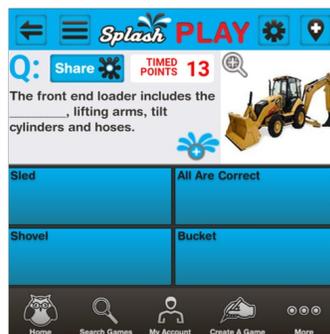


The Trivia Game

Illustrated here is General Construction trivia about a Front-End Loader. Each question can have between two (2) and four (4) answers including "YES/NO", "TRUE/FALSE" and multiple choice. Also, each question can be assigned a unique image which the player enlarge by simply tapping the image.

If you look closely, you will see that the question has a countdown timer showing the points the player earns if answered correctly. The faster the player answers correctly, the more points he or she earns.

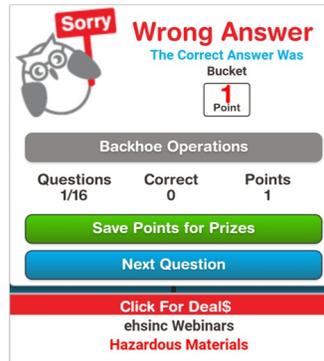
Finally, note the "SHARE" button in the upper left next to the big blue "Q". By tapping the Share button, the player can share the game with his friends and followers on social media.



The Results Page

Once the player answers the a question, SplashPlay displays the question results page showing whether the player successfully answered the question, points earned, as well as progress about the number of questions answered, number of correctly answered questions, and the total points earned.

At the bottom of the Results Page is the Game Sponsor's Deal Button. When the player clicks the Deal Button the details of the deal are revealed.



SplashPlay's Deal Page

SplashPlay's dynamic deal page is truly a powerful feature included in SplashPlay's services at no additional cost to the Game Sponsor. In this example, we see EHS announcing an upcoming Hazardous Materials webinar along with a link to register.

Note there is a Share button at the bottom of the page. By clicking this button, game players can share the deal in Social Media. Also, players can click the Save button allowing the deal to be saved in the player's SplashPlay account for a later date.



Like so many opportunities in America, there are many ways to employ SplashPlay to gamify and empower a business's marketing as well as its products and services. Your potential Game Sponsors are only limited by their imagination. It is, however, up to you to fuel their imagination.

Once again, ***"Every idea is a good idea for SplashPlay."***

Accessing the EHS OSHA Safety Game

As we have done before, we want to remind you of the many ways players can reach a SplashPlay Game Sponsor's game. Here we illustrate four ways. We encourage you to try them all.

Personal SplashPlay Game Link

The following URL illustrates the Game Sponsor's personal game link provided by SplashPlay. This link can be attached to emails, shared throughout Social Media, embedded in website buttons and graphics, and even be pointed to by any URL the Game Sponsor desires to use.

<http://www.splashtrivia.com/a221>

Game Button

Here we see an example of the Game Sponsor's game link embedded in a button that can be incorporated in websites and applications. Click it and try it

OSHA Safety Trivia

SplashPlay Affinity Domain

A unique SplashPlay service is our Affinity Domain program. Based on availability, Game Sponsors can reserve a unique SplashPlay Affinity domain for their game as illustrated below:

<http://safety.splashplay.com>

SplashPlay TouchPoint

Unique to SplashPlay is our personalized SplashPlay QR Code real-world TouchPoint.

SplashPlay provides each Game Sponsor its own personalized camera-ready TouchPoint artwork that can be incorporated into their print media -- including the backs of business cards, product packaging, brochures, invoices, event tickets, collectables, drink ware and more.

The bottom line is simple: If it can be printed, Game Sponsors should include their SplashPlay TouchPoint.



Feel free to share this issue of *SplashPlay Thoughts* with potential Game Sponsors as well as potential SplashPlay Game Consultants. Just click the "[Forward this issue](#)" link below.

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