



playAWARDS

OUR BRAND DNA

BRAND STANDARDS USAGE AND STYLE GUIDE MANUAL



PEOPLE MIGHT **FORGET WHAT YOU SAY**

BUT THEY WILL NEVER FORGET HOW YOU MAKE THEM FEEL



WE ARE IN THE **CHEMISTRY** BUSINESS



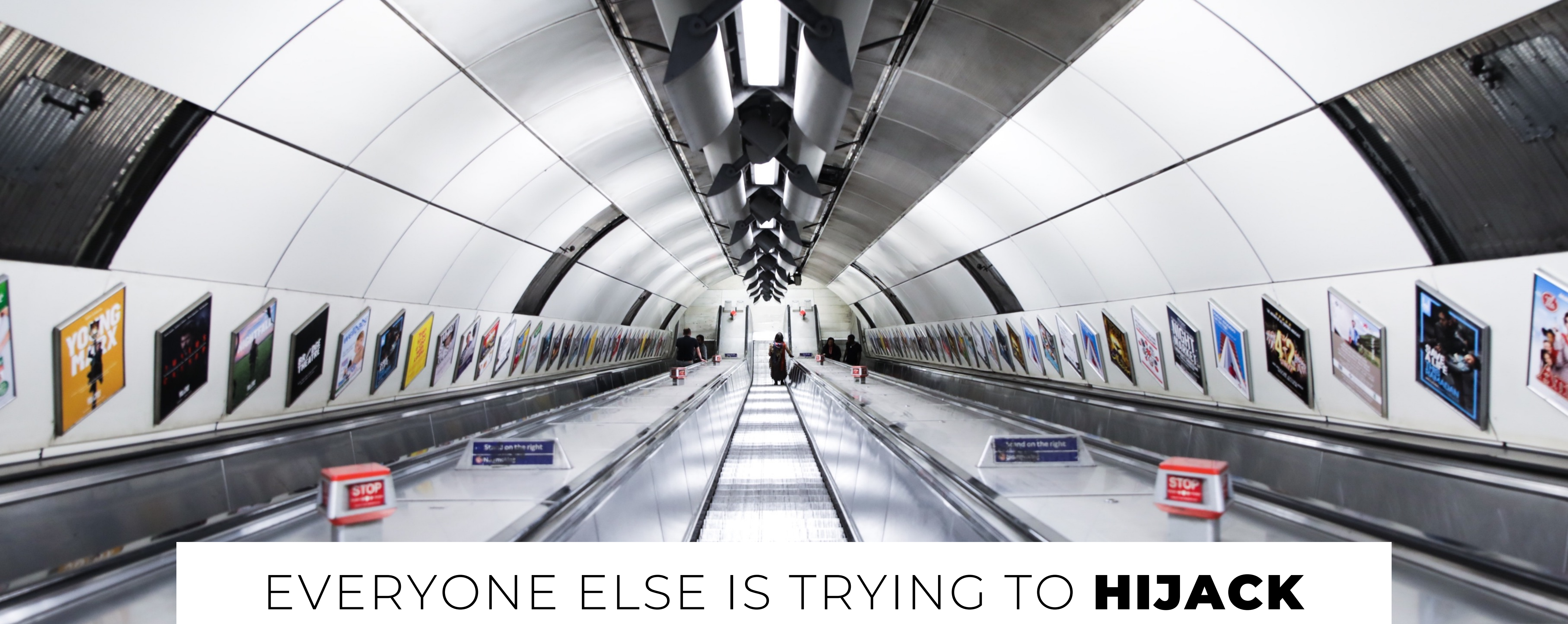
WE ARE THE **MATCHMAKERS**

THROUGH THE POWER OF PLAY,
WE BRING THE RIGHT PEOPLE AND THE RIGHT EXPERIENCES TOGETHER.



WE EXIST TO MAKE OUR PARTNERS
AND PLAYERS **FALL IN LOVE**

FOR A LONG, LONG TIME.



EVERYONE ELSE IS TRYING TO **HIJACK**
THE CUSTOMER JOURNEY.



WE **ARE** THE **JOURNEY**



WE **ENGAGE** PEOPLE WITH **EXPERIENCES.**

INTEGRATE YOUR BRAND INTO OUR AWARD-WINNING GAMES.



WE **ACTIVATE** PEOPLE WITH **REWARDS.**

OUR CUSTOMERS BECOME YOUR CUSTOMERS.



WE **CONNECT** PEOPLE WITH **COMMUNITY.**

CREATE LASTING RELATIONSHIPS BETWEEN PLAYERS & PARTNERS.

AN UNFORGETTABLE JOURNEY

ENGAGE



Play

Play games,
earn loyalty points



Shop

Explore rewards
collection



Purchase

Buy rewards
with loyalty points



Redeem

Confirm purchase
with partner



Enjoy

Visit partner,
experience rewards



Belong

Receive personalized
offers from partner

ACTIVATE

CONNECT