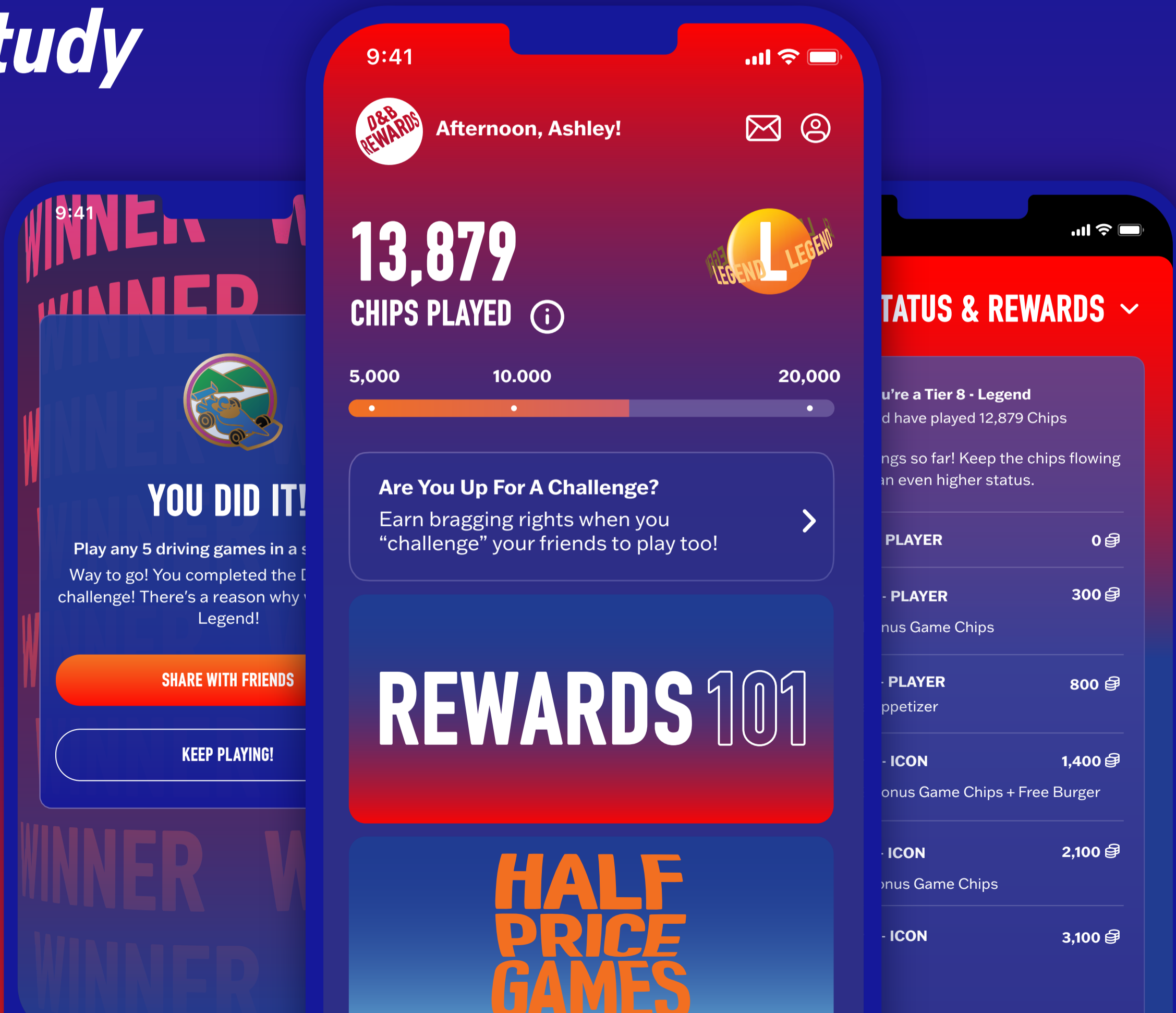




D&B PLAY APP

Case Study



THE ASK / SITUATION

Introduce Rewards Program that...

- Provides members *new experiences* and *status*, and creates an *opportunity cost* for non-members.
- Is easy to join, and offers *reduced friction* and *new ways to engage* with the brand with an app designed just for them.
- Is *integrated* into the Dave & Buster's brand, with messaging and promotions that offer *more for members*.
- Allows our team members to identify who our *best guests* are to help them make the guests feel like they're where they belong.
- Keeps Dave & Buster's *Top of Mind* for whenever a guest is deciding where to eat or have fun.

KEY GOALS

1

Incentivize Frequency.

2

Eat. Drink. Play. Watch.

3

Maximize fun.

TASK

I was tasked with...

- ***Creating & establishing design system*** that integrates D&B brand guidelines into D&B Play App language and UI elements.

Developing digital and print templates to promote D&B Play App including:

- ***CRM/Email***
- ***Promotional App Tiles for Campaign Awareness***
- ***App Challenges Badges for Gamified Promotions***
- ***In-Store Signage / Awareness Assets***
- ***Motion Graphics For In-Store and Social Media Assets***
- ***iOS/Google Play Store Assets***
- ***Collaborate*** with Marketing team & copywriters the use of a ***consistent brand voice*** across all Marketing Channels.
- ***Partner*** alongside Technology team to ***build out design solutions for new App features and user experience.***

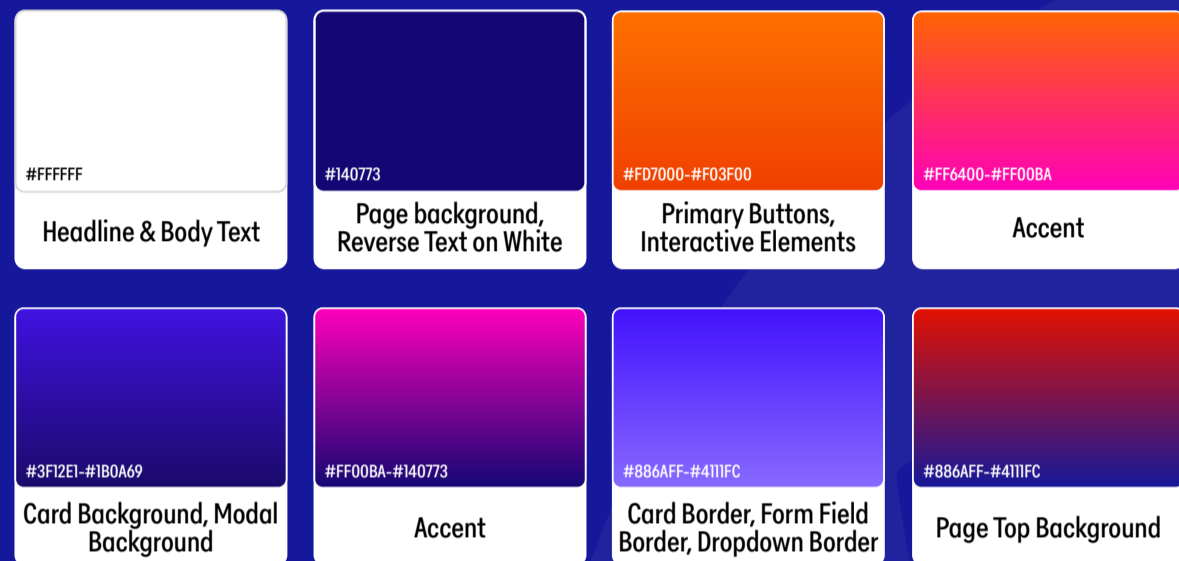
ACTION

Key Challenges & Solutions...

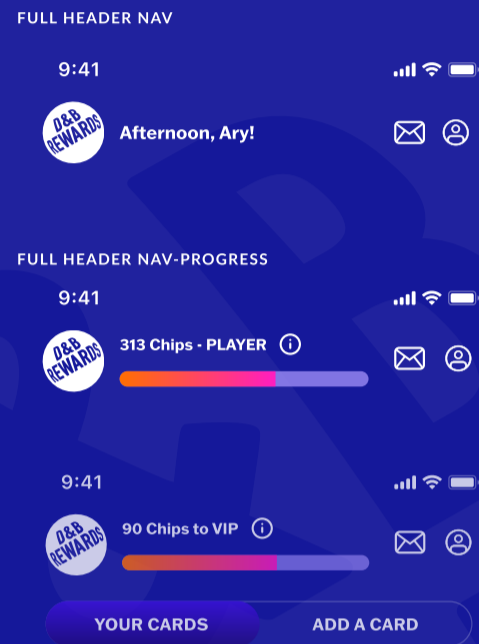
- Ensuring that all Marketing Campaign pushes are utilizing D&B Play App guidelines ***uniformly*** across all channels.
 - *To solve for this I prepared brand guidelines and created templated solutions for the Marketing Team including for the Loyalty CRM Team, Social Media Team as well as provided oversight.*
- Design system must be both ***expandable & scaleable*** for ***future app growth***.
 - *I held regular meetings with Technology team to understand future goals and collaborate in designing solutions for new D&B Play App Features.*
- Ensuring that ***external partners understand and are aligned*** with brand standards when creating assets for D&B Play App.
 - *I partnered with all external partners and provided D&B Play App standards as well as working templates to ensure proper usage.*

SOLUTIONS - D&B PLAY APP GUIDELINES

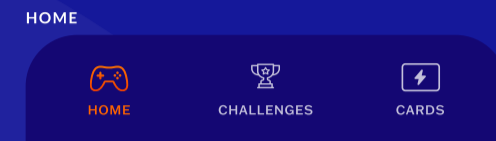
Color Palette



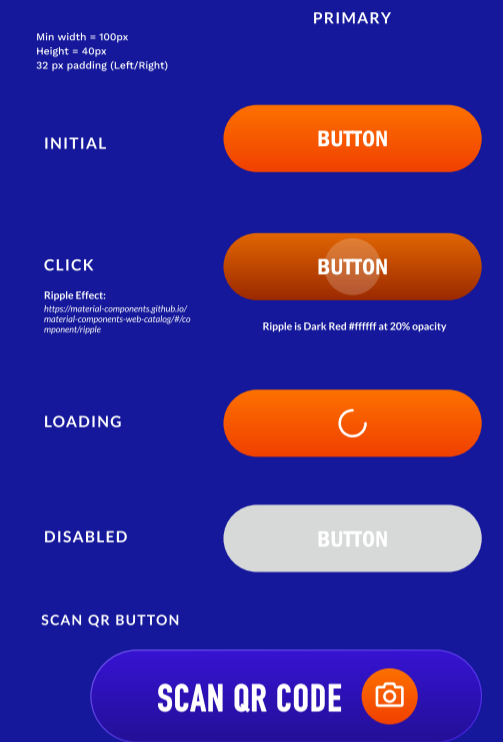
Header Nav



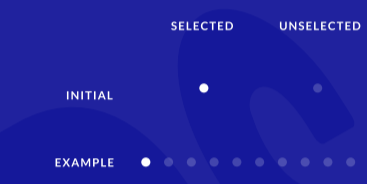
Footer Nav



Buttons



Pagination



Toggle



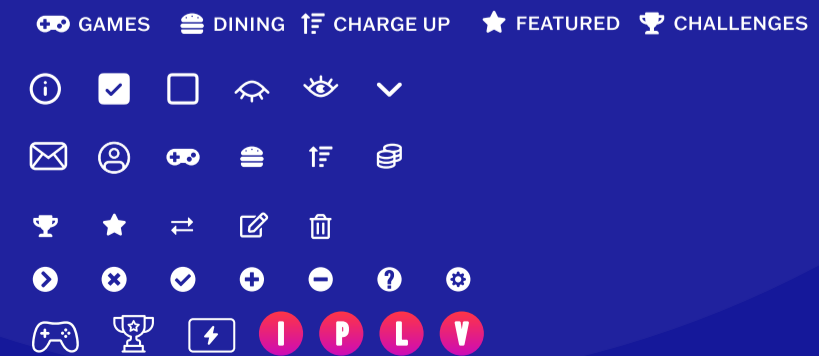
Typography

STYLE	FONT CLASS	FONT	SIZE (PX)	LINE HEIGHT	LETTERSPACING	TEXT TYPE
M HEADING 1	TITLE/DISPLAY	DINBUSTER	56	AUTO	0.3px	NORMAL
M HEADING 2	HEADING	DINBUSTER	32	32	0.3px	NORMAL
M HEADING 3	HEADING	DINBUSTER	28	30	0.3px	NORMAL
M HEADING 4	SUBHEADING	DINBUSTER	18	AUTO	0.3px	NORMAL
M HEADING 5	SUBHEADING	DINBUSTER	16	AUTO	0.3px	NORMAL
M HEADING 6	SUBHEADING	DINBUSTER	14	AUTO	0px	ALL CAPS
M HEADING 7	SUBHEADING	DINBUSTER	11	14	0.3px	NORMAL

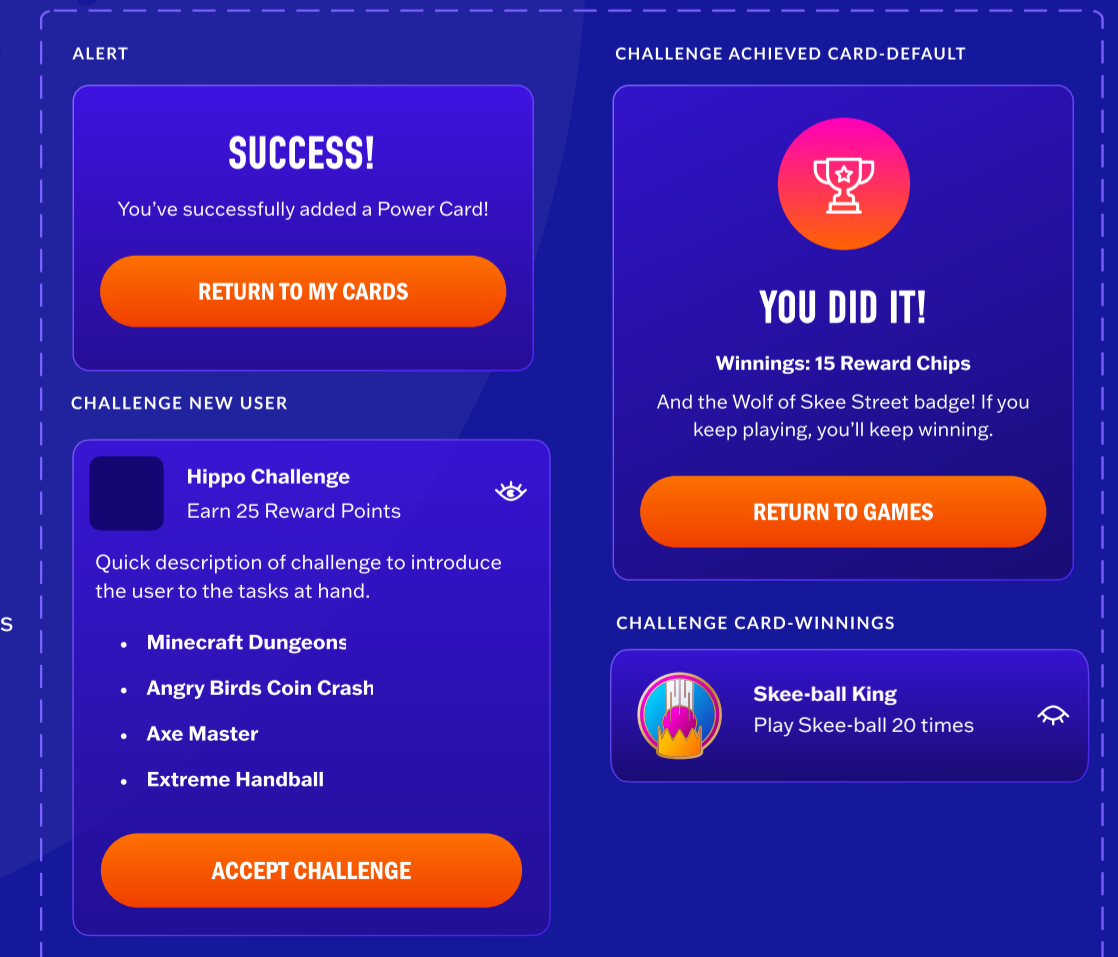
Tier System



Icons



Notifications



SOLUTIONS - CHALLENGE BADGE TEMPLATES

Partner Base-Template Handoff



Examples




SOLUTIONS - CRM TEMPLATES

Wireframe

Dave & Buster's Rewards | #dingdingding | View in Browser

You're a Level 3 Player!



You know what this means? More Chips with every win, more bonus Chips with food and beverages, and more special offers to keep the good times rolling.

[Tell Me More](#)

Your Progress

Thanks for bringing your game face!

Hey Sandy, it was great to see you recently in [LOCATION] on [DATE]. You really unleashed your inner Ding Ding Ding! We'll see you again soon.

50 You banked **50 Chips** from your last Visit

90 This is your Chip total. Only 10 more to go until you hit [Tier Name]

40 You traded in **40 Tickets** last time

Challenge Complete

You completed [NUMBER] new challenges on your last visit and have completed a grand total of [NUMBER] challenges

Challenge name
Challenge Description

Challenge name
Challenge Description

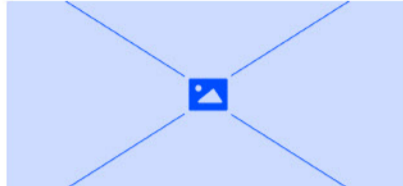
Challenge name
Challenge Description

10 You've completed a total of [NUMBER] challenges so far!

[Check Your Status](#)

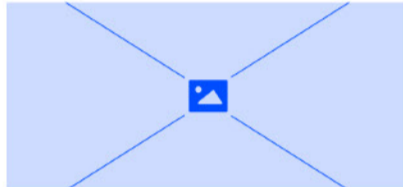
Template

Offers for You



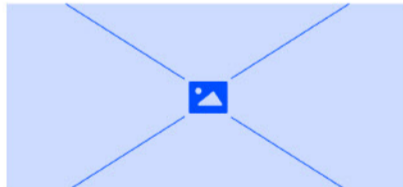
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[View Offer](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[View Offer](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[View Offer](#)

EXPLORE MORE WAYS TO D&B

[YOUR REWARDS](#) [POWER CARDS](#) [FIND A D&B](#)

Tag us, Follow us, Stalk us


[f](#) [i](#) [t](#) [d](#)

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Dave & Buster's Rewards | #dingdingding | View in Browser

YOU'RE A LEVEL 3 PLAYER



You know what this means? More Chips with every win, more bonus Chips with food and beverages, and more special offers to keep the good times rolling.

[TELL ME MORE](#)

YOUR PROGRESS

Thanks for bringing your game face!

Hey Sandy, it was great to see you recently in **Dave & Buster's Westchester** on **12/7/2021**. You really unleashed your inner Ding Ding Ding! We'll see you again soon.

50 You banked **50 Chips** from your last visit

290 This is your Chip total. Only 10 more to go until you hit [TIER NAME!]

40 You traded in **40 Tickets** last time

CHALLENGE COMPLETE!

You completed [NUMBER] new challenges on your last visit and have completed a grand total of [NUMBER] challenges

Winner's Challenge
Play 50 games in the months of November and December

Founder's Challenge
Play 1 game and eat 1 entrée or appetizer

25 Plays
Play 25 Games

10 You've completed a total of **10** challenges so far!

[CHECK YOUR STATUS](#)

OFFERS FOR YOU

FREE FREE FREE GAME CHIPS WITH FOOD & BEVERAGE PURCHASE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[VIEW OFFER](#)

CHALLENGE REWARD

BONUS GAME CHIPS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[VIEW OFFER](#)

AN OFFER JUST FOR YOU

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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ING WINNING WIN!

EXPLORE MORE WAYS TO D&B

[YOUR REWARDS](#) [POWER CARDS](#) [FIND A D&B](#)

Tag us, Follow us, Stalk us

[f](#) [i](#) [t](#) [d](#)

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SOLUTIONS - PROMO TILE TEMPLATES

NCAA MEN'S BASKETBALL

GAME OF THE WEEK

MARYLAND TERRAPINS **VS.** OHIO STATE BUCKEYES

SHARE WITH FRIENDS

NFL

GAME OF THE WEEK

Guess The Winner — Win Big!

**NEW CHALLENGES
GO PLAY!**

DOUBLE BONUS
Game Day Chips

**PLAY 1 GAME
&
EAT 1 FOOD ITEM**

& Get 25 Promo Chips

**PLAY
FIGHTING GAMES
50 TIMES**

& Get 25 Promo Chips

SOLUTIONS - IN-STORE PRINT TEMPLATES

WHILE WE HAVE YOU...
HAVE YOU DOWNLOADED OUR APP?



PLAY GAMES.



EARN REWARDS.

DOWNLOAD NOW



DOWNLOAD. PLAY. EARN.

\$15 FREE GAME PLAY

WITH A \$15 POWER CARD PURCHASE*

*Offer valid with a \$15 gameplay purchase. New Members Only. Terms & Conditions Apply.



PLAY GAMES.

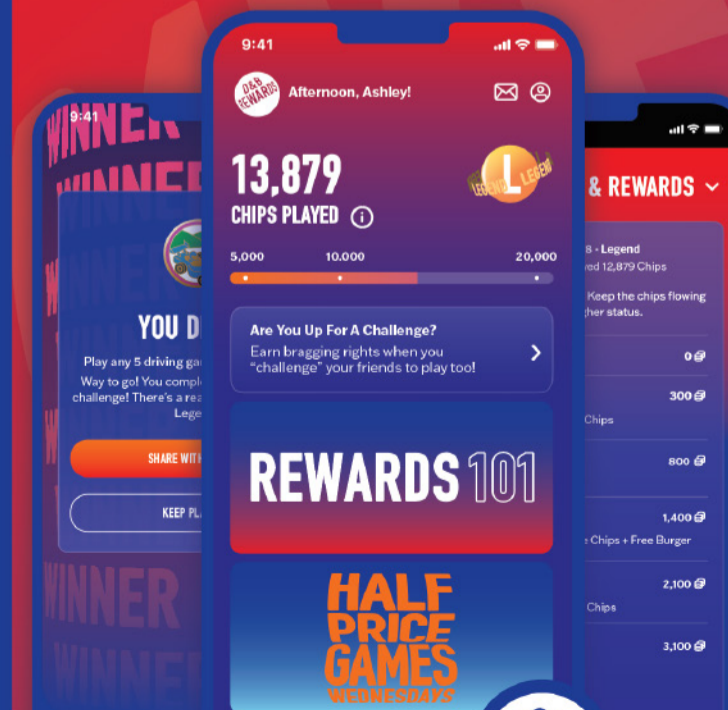


EARN REWARDS.

HALF PRICE GAMES

GET \$15 FREE GAME PLAY TODAY WHEN YOU JOIN D&B REWARDS*

*Offer valid with a \$15 gameplay purchase. New Members Only. Terms & Conditions Apply.



PLAY GAMES.



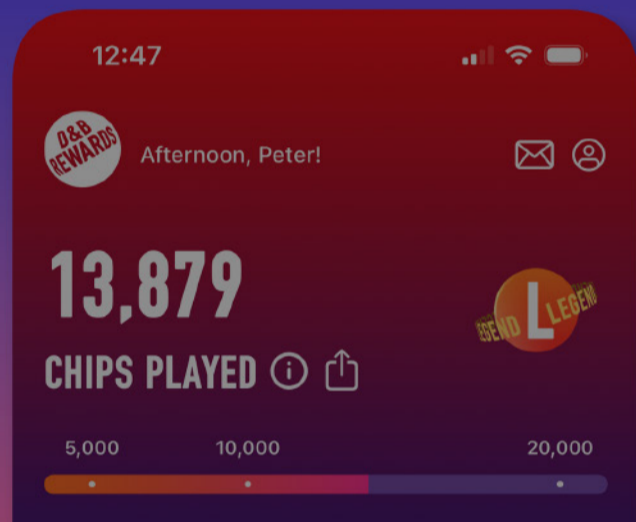
EARN REWARDS.

DOWNLOAD NOW



SOLUTIONS - APP STORE TEMPLATES

EASY RECHARGE WITH ONE CLICK



You have Power Cards ready for recharge!



BIG GAME.
BIG TVS.
ULTIMATE
WATCH PARTY.

LEARN MORE



REWARDS 101



HOME

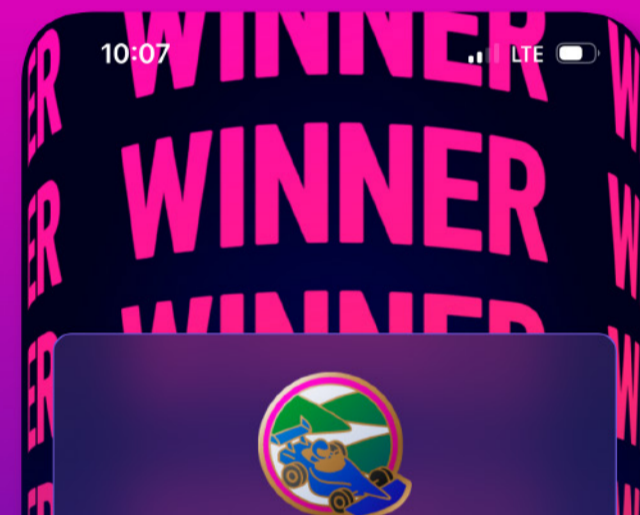


CHALLENGES



CARDS

SHARE YOUR WINS & EARN BRAGGING RIGHTS



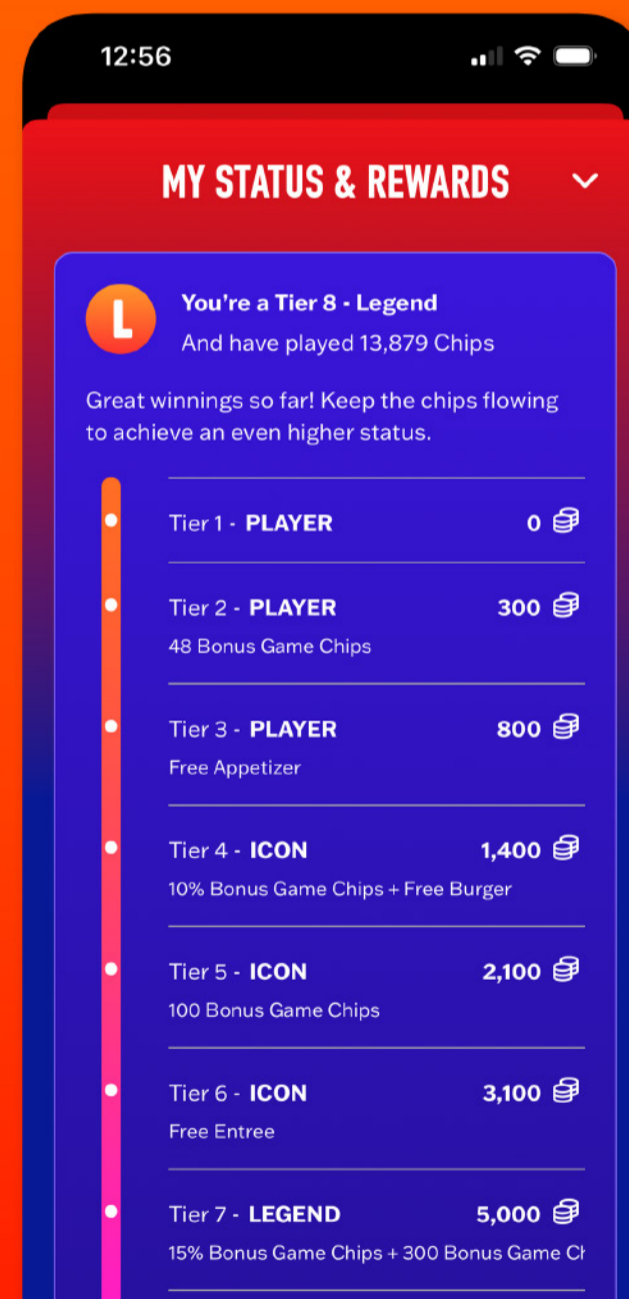
YOU DID IT!

Play any 5 driving games in a single day.
Way to go! You completed the Driving Ace challenge! There's a reason why we call you a Legend!

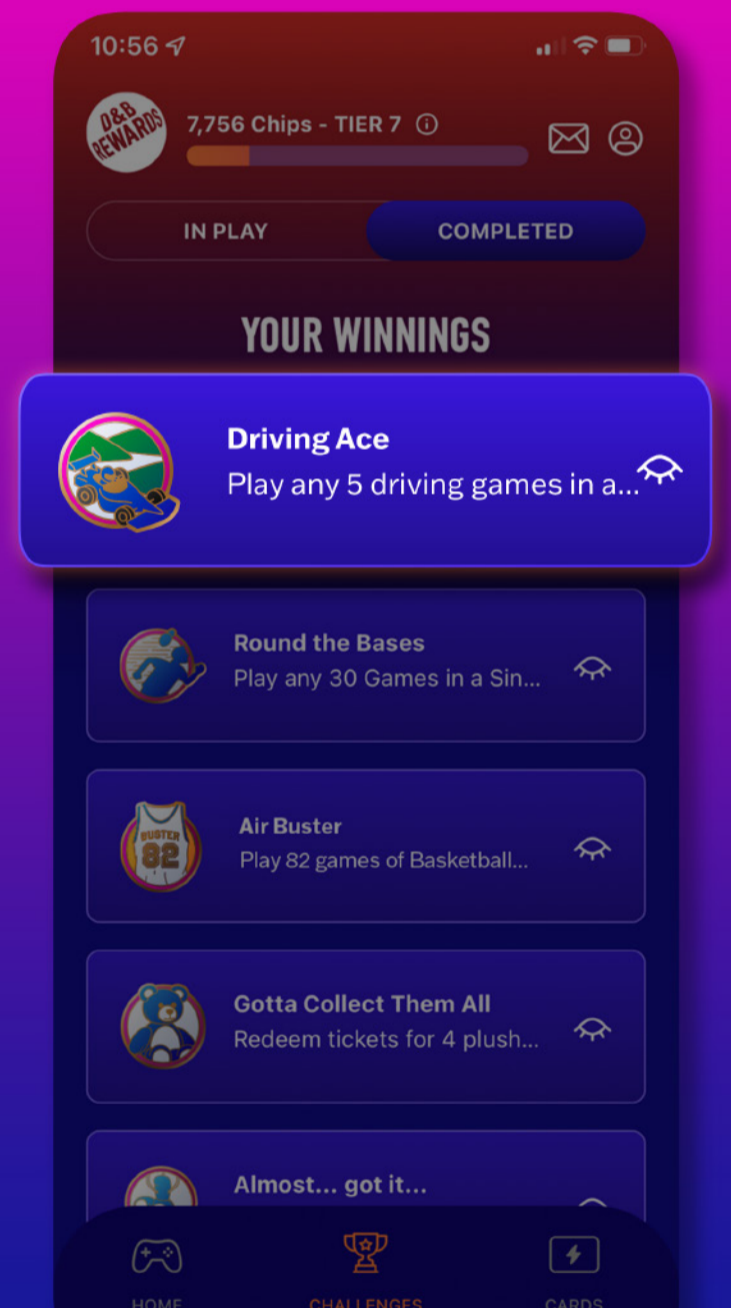
SHARE WITH FRIENDS

KEEP PLAYING!

EARN REWARDS BY PLAYING GAMES



COMPLETE CHALLENGES

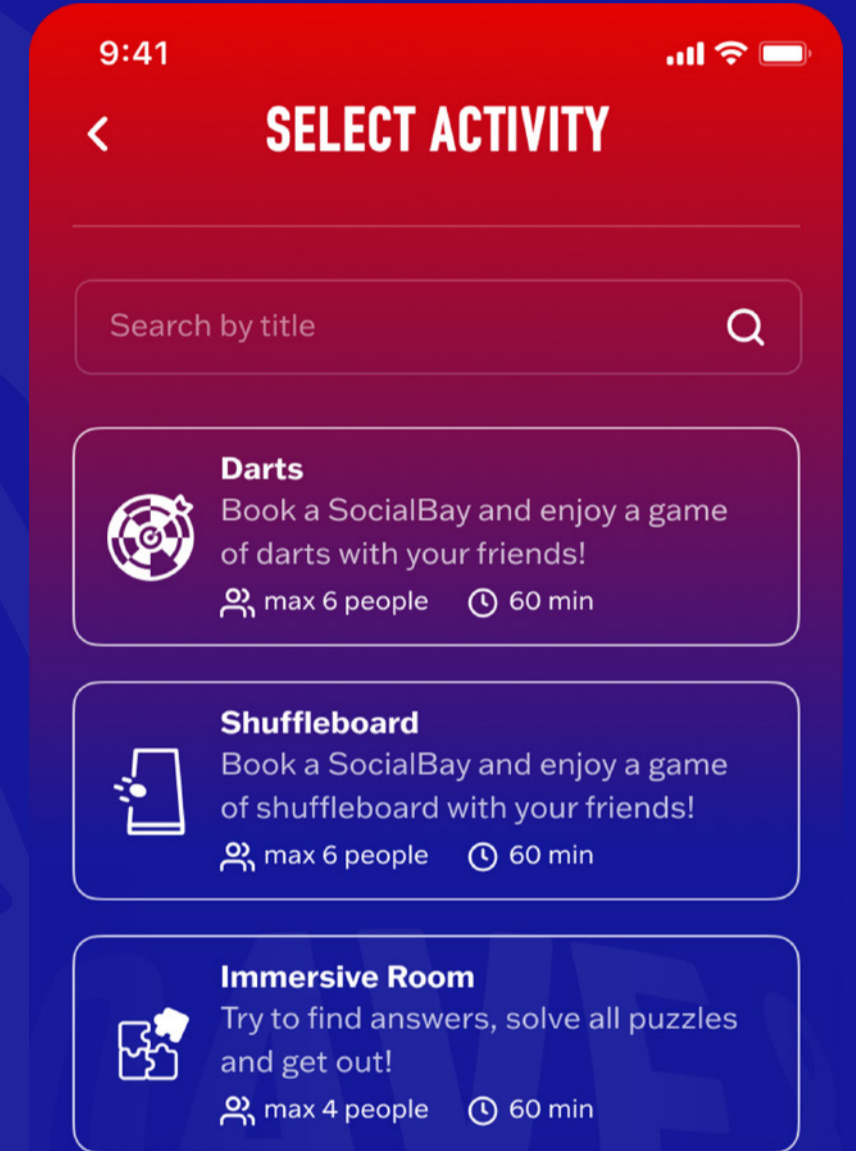


SOLUTIONS - NEW FEATURES

Sports Betting Icons



Book An Activity Screen



Sports Betting CoBranding

GAMBIT

DAVE & BUSTER'S



DAVE & BUSTER'S

RESULTS & LEARNINGS

Production Streamlining & Guest Traffic

- By creating comprehensive brand guidelines I was able to standardize the D&B Play App and create a cohesive brand language across Marketing Channels that increased **brand awareness** over the previous year.
- Providing templated solutions for email/CRM and Cross-Channel Promotions worked favorably and enabled the internal Marketing, Technology and CRM teams to **reduce production times** and **streamline process** affording additional resources to be focused on bespoke items for quicker turn around.
- **Overall store traffic increased** year over year with the addition of new Sports Betting features and Activity Reservations **streamlined the guest journey** and further aligned with new 2024 strategic business goals set forth with our Store of The Future brand re-alignment rolling into all new and existing fleet of stores.
- **Awareness** of new and upcoming promotions increased with the strategic usage of in-app messaging and **increased guest engagement** with the brand.