



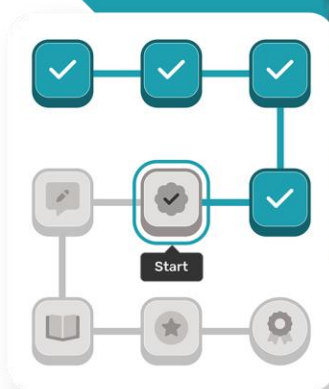
CASE STUDY

Building Sustained Engagement Through Gamified Learning

How Motorola and Halight used content pacing, rewards and gamification to encourage repeat platform behavior—and create engagement that continued after the campaign ended.



13,569 Coins
43,252 All-Time Points



+ 17%

Post-Event Content Engagement

+ 54%

Post-Event Time Spent

+ 20%

+20% Post-Event Unique Users

Motorola – Building Sustained Engagement Through Gamified Learning

EXECUTIVE SUMMARY

Turning a Campaign into a Habit

Motorola's goal was not simply to create a short-term spike in training activity. Across its 14-day event activations, the opportunity was to give retail associates a reason to return to the platform day after day.

Halight designed a gamified experience around a simple behavioral model: release new content, reward participation, encourage repeat visits, and create additional incentives for sustained engagement.

**The result was a campaign designed to build a habit:
COME BACK → COMPLETE → EARN → RETURN**

During the event period, engagement increased significantly. More importantly, the impact continued after the events ended, with higher content activity, more time spent on the platform and a larger active audience compared with pre-event levels.

Road to the Cup demonstrated that gamification can do more than create a temporary engagement spike. When content, rewards and progression are intentionally paced, they can help establish **repeat platform behavior that lasts beyond the campaign itself.**

RESULTS AT A GLANCE

- ✓ +307% Content Completions During Event Periods
- ✓ +92% Time Spent on Platform
- ✓ +67% Unique Users

More importantly, engagement remained higher after the events ended:

- ✓ +17% Post-Event Content Engagement
- ✓ +54% Post-Event Time Spent
- ✓ +20% Post-Event Unique Users

Compared to pre-event activity.

THE CHALLENGE

Creating Engagement That Lasts Beyond Launch

For Motorola, launching new products and delivering training was only part of the challenge. The larger opportunity was to encourage associates to **keep coming back**.

A single course or promotional moment can create an initial spike in activity, but sustained engagement requires a reason to return.

Halight's challenge was to design an experience that would:

- Encourage daily platform visits
- Create anticipation around new content
- Reward continued participation
- Support product and sales learning
- Extend engagement across a 14-day period

The goal was not simply to increase activity during the campaign. It was to create **repeat behavior that could continue after it ended**.

THE HALIGHT SOLUTION

Road to the Cup: Designed for Repeat Engagement

Halight created a 14-day gamified experience that combined **content pacing, rewards, games and sustained participation incentives**.

New content was released throughout the event, giving associates a reason to return. Course completion unlocked opportunities for daily rewards, while continued participation across multiple days provided additional sweepstakes entries.

World Cup-inspired games and interactive experiences created by Halight added another layer of engagement, connecting the experience to Motorola's broader soccer sponsorship theme.

Rather than treating the event as a single promotion, the experience was intentionally structured around repeat behavior:

NEW CONTENT → COMPLETE → EARN → PROGRESS → COME BACK

Each element gave learners a reason to return to the platform and continue participating throughout the 14-day experience.

RESULTS & IMPACT

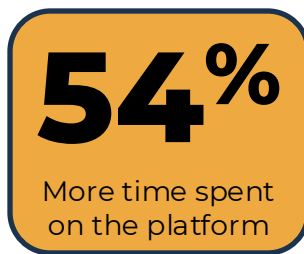
From an Engagement Spike to Sustained Behavior

Across Motorola's 14-day event periods, the impact was immediate.

Compared with the combined pre-event baseline, content completions increased **307%**, time spent on the platform increased **92%**, and unique users increased **67%**.

But the most important result came after the events ended.

Engagement remained above pre-event levels, with:



This suggests the events did more than create a temporary spike in activity. By giving associates repeated reasons to return, the experience helped establish stronger engagement patterns that continued beyond the campaign period.

The Bigger Impact

Road to the Cup demonstrates how Halight can use **behavioral design, content pacing, rewards and gamification** to move beyond episodic training.

The campaign did not simply ask associates to complete training.

It gave them a reason to return.

And when the campaign ended, Motorola was left with a **more engaged audience than it had before it began.**