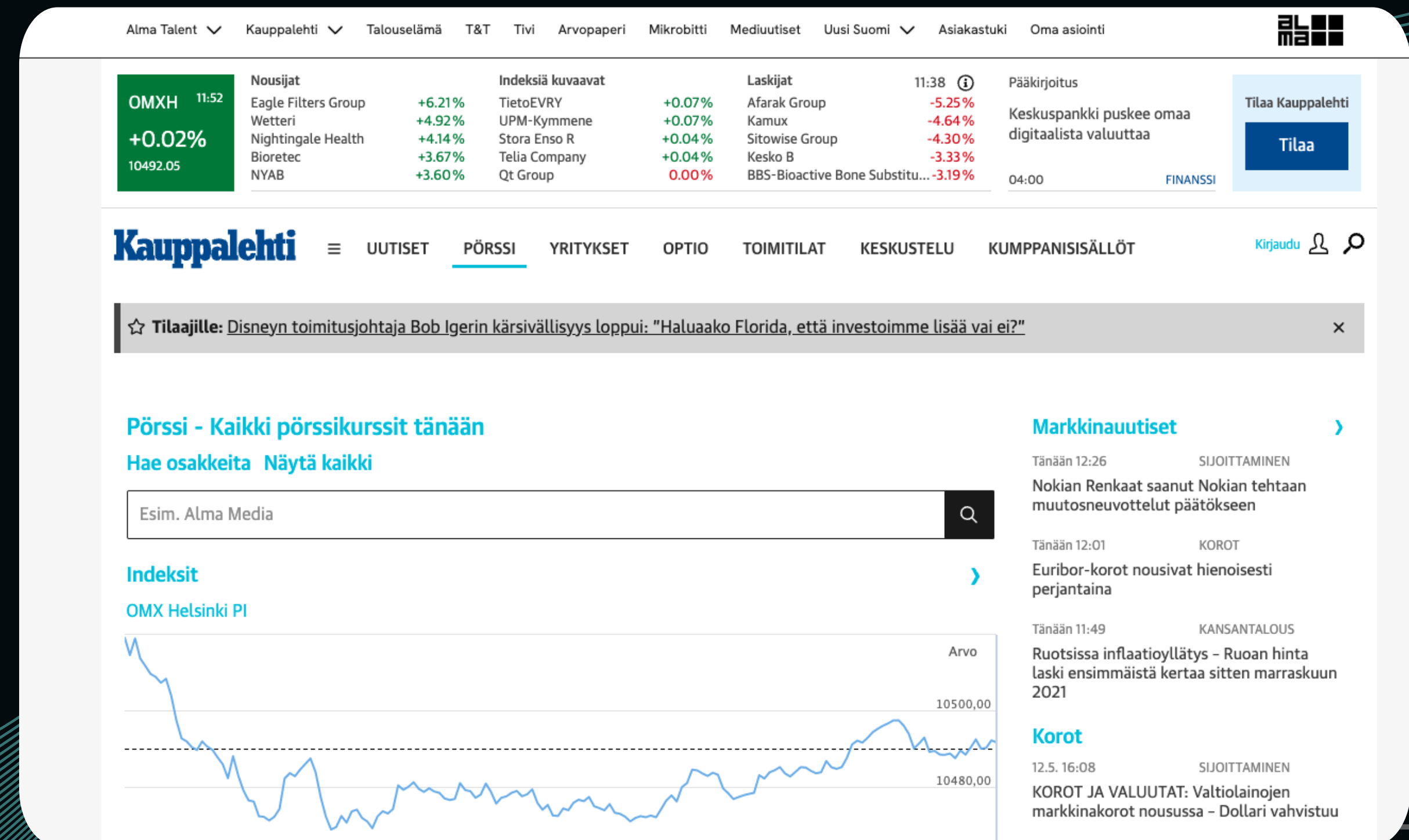


Kauppalehti & Fantasy Funds

Finland's leading business newspaper attracts 24k players in their first stock market game round, as part of their young audience engagement strategy

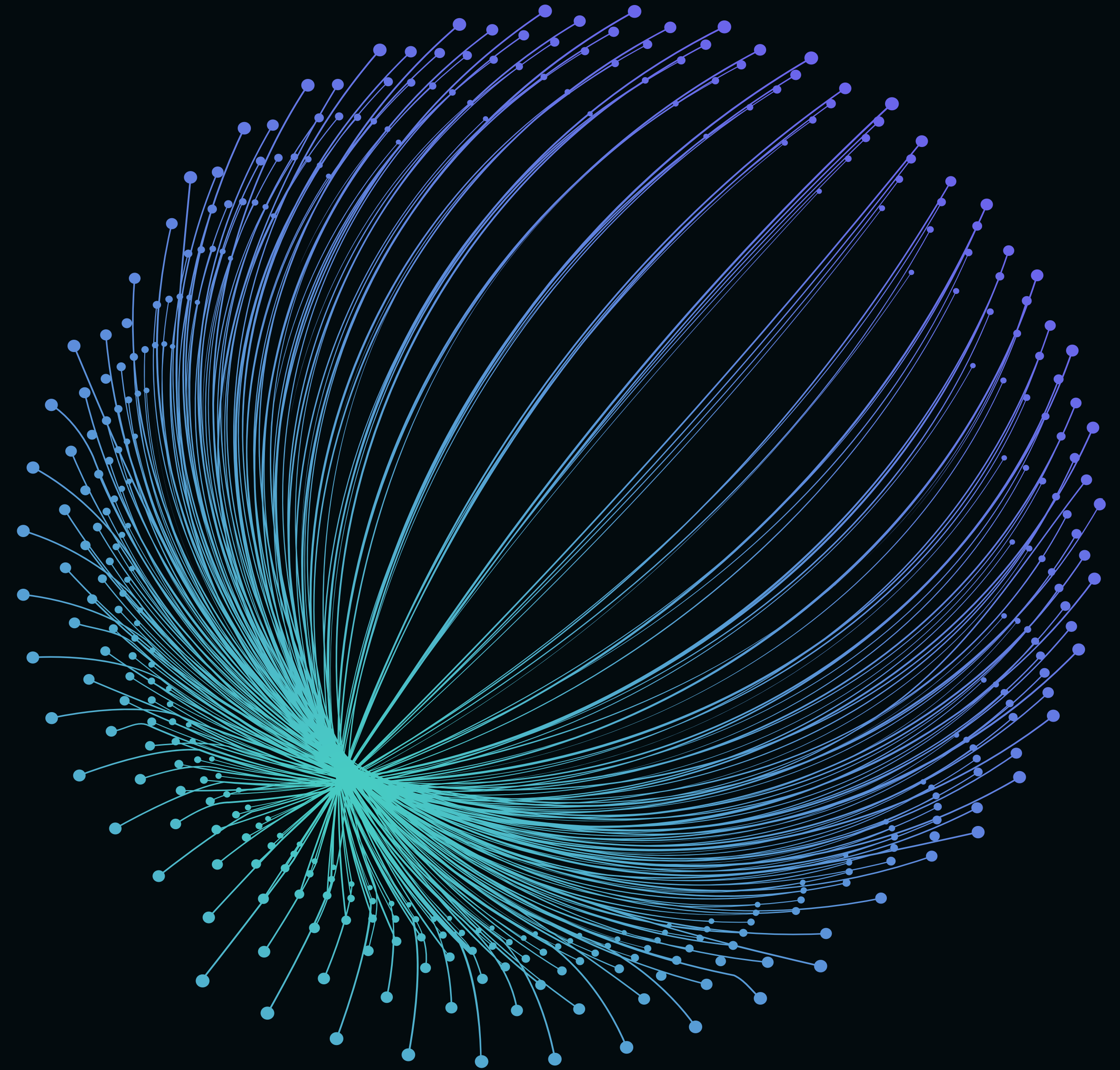


Background



Attracting a younger audience as well as female readers was high on the agenda for the Finnish business newspaper giant, Kauppalehti. As part of a long-term strategy to win over this target audience, Kauppalehti partnered up with Norkon to run stock market trading game Fantasy Funds.

- Kauppalehti, Finnish leading business newspaper since 1898
- Fantasy Funds, stock market gamification platform



Betting on building new habits and behavior



Kauppalehti is Finland's leading business newspaper and part of Alma Media, one of the largest media and digital service business in the country. The reputable newspaper is in circulation since 1898 and is considered quite tech-savvy as Kauppalehti was the first media outlet to implement paywalls when Finnish media companies transitioned to digital.

Yet attracting a younger audience segment of 18-34 years old as well as more female readers has been a major challenge for Kauppalehti - one that many face in the news industry.

"We know that younger readers have a completely different way of consuming news, so we have to build reader habits differently than we would normally do. It is very unlikely that a young person will subscribe on his first visit. If we want to win over young subscribers, we know we have to start with building returning reader habits and creating an inner motivation to subscribe to Kauppalehti" explains Laura Keskinen, Product Manager at Alma Talent Media.

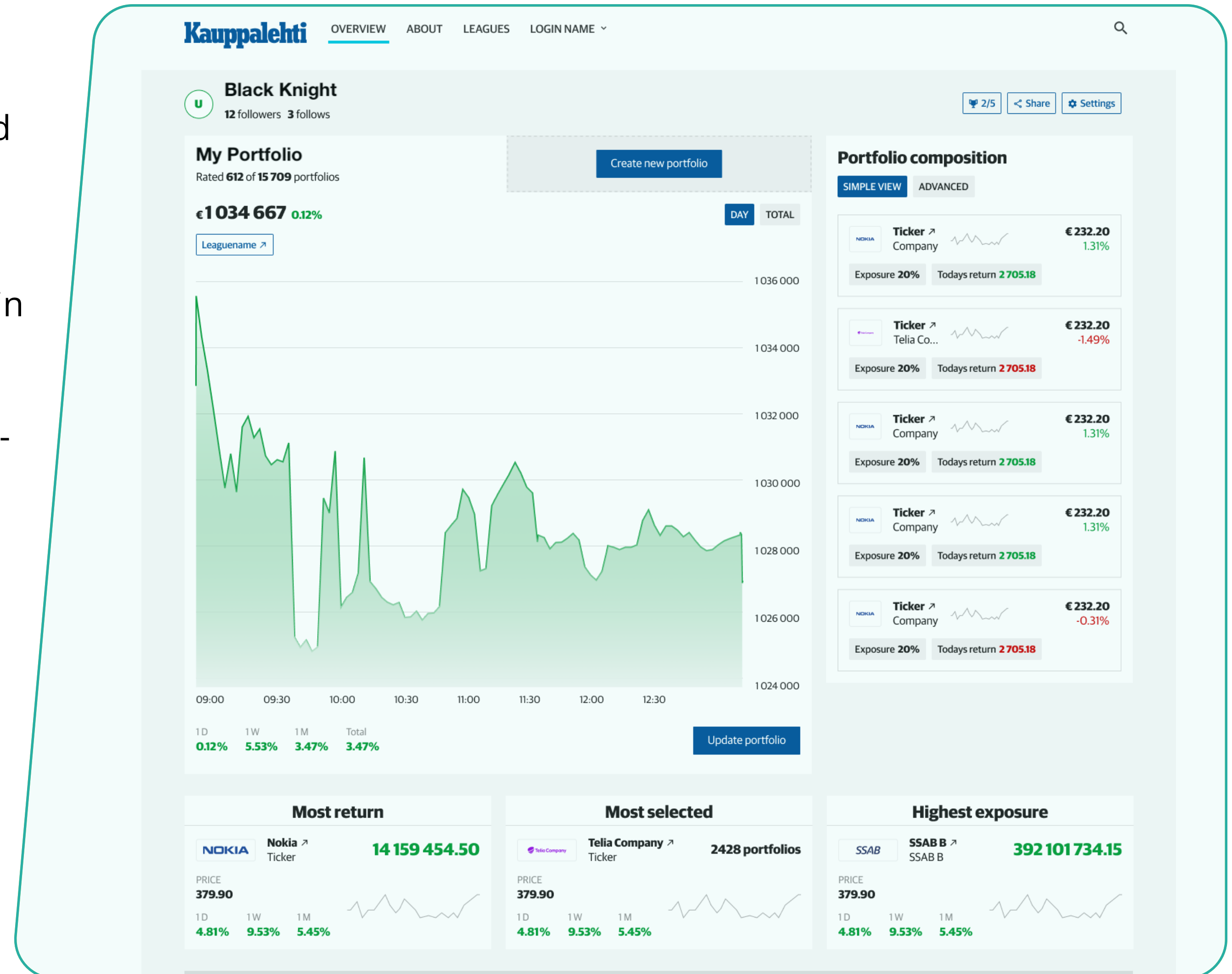
Gamification as a first milestone



Gamification is a concept that Kauppalehti had already started to explore in an attempt to bring a fun and engaging element to their news site. Having tried various small games such as puzzles or daily quizzes that relate to the financial news being covered, Kauppalehti was able to achieve only limited results in attracting their desired target audience.

This led Kauppalehti to take a step further and look at a game-changing solution to attract and engage with a younger audience as well as a female audience. This is where Norkon's Fantasy Funds stock market game came into play.

Kauppalehti launched its first stock market game in January 2023 and saw immediate results. During the soft-launch period that leads up to the start of the game competition, Kauppalehti's Fantasy Funds registered 10 000 players.

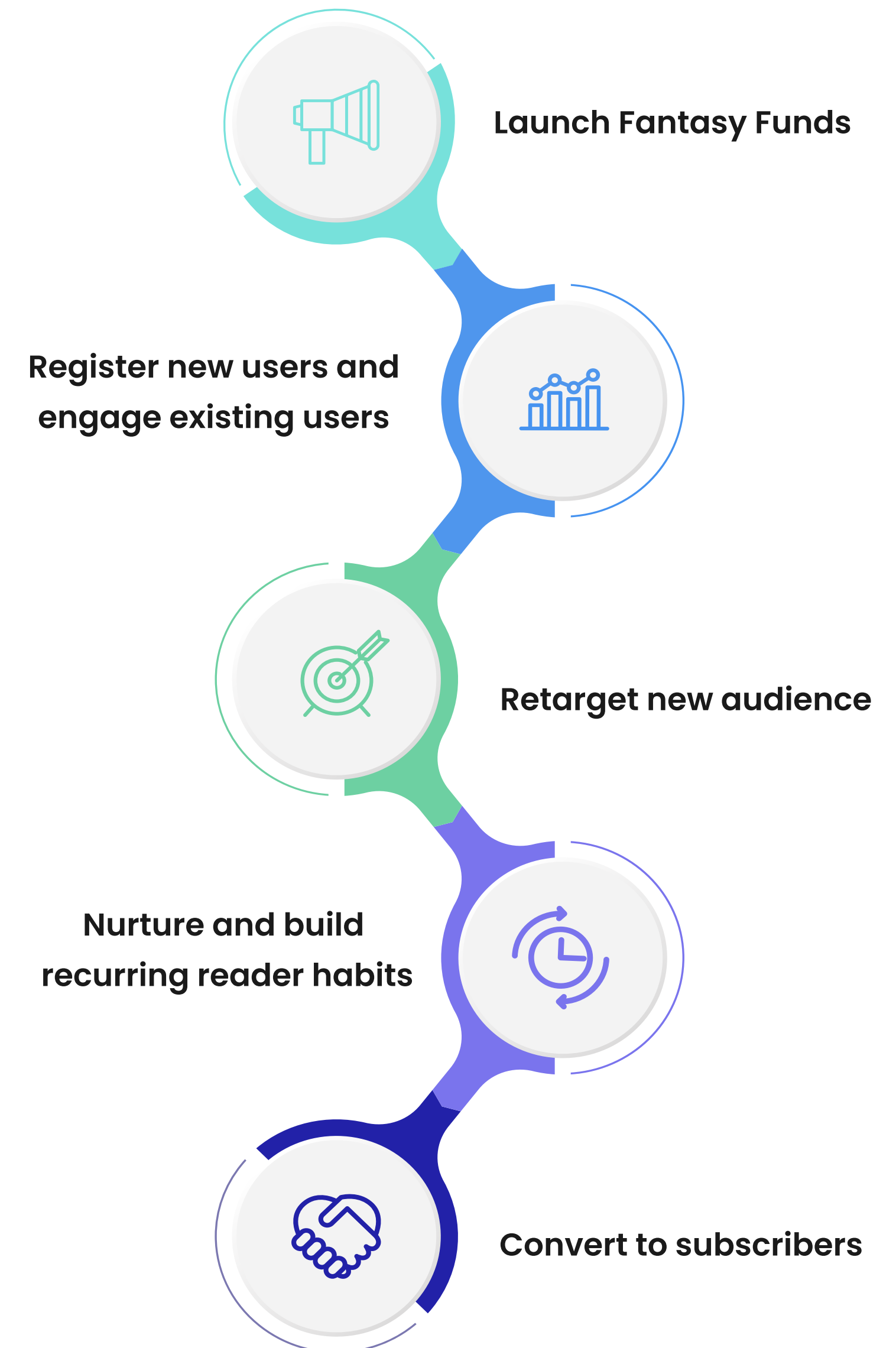


Gamification as a first milestone

At the same time, Kauppalehti is well aware that the younger readers aren't so easily won-over.

"It's great when a young reader comes to our website to play the game, but we know it is not enough yet to get him to subscribe. We need to get them to our website many more times, over and over again" explains Laura.

For Kauppalehti, Fantasy Funds is the starting point to the user journey and lays the foundation for them to engage with users. From there, the next step is to nurture those generated leads, building reader habits to return to the site and ultimately show the value of becoming a subscriber.



A badge for target met!



Overall the game brought a solid amount of traffic back to the main site from users that came from Fantasy Funds' featured news feed to the main Kauppalehti.fi news site.

The level of player engagement activity during the 5 weeks the game lasted represented good results and Kauppalehti was able to maintain a high level of activity through in-game incentives, such as weekly prizes.

Kauppalehti counted a total of 24k players. Out of these new registrations, 76% were men while 24% were women. It is worth putting those numbers into context, where the user base of the average European financial news outlets is less than 10% of female.

24,000 players

76% men

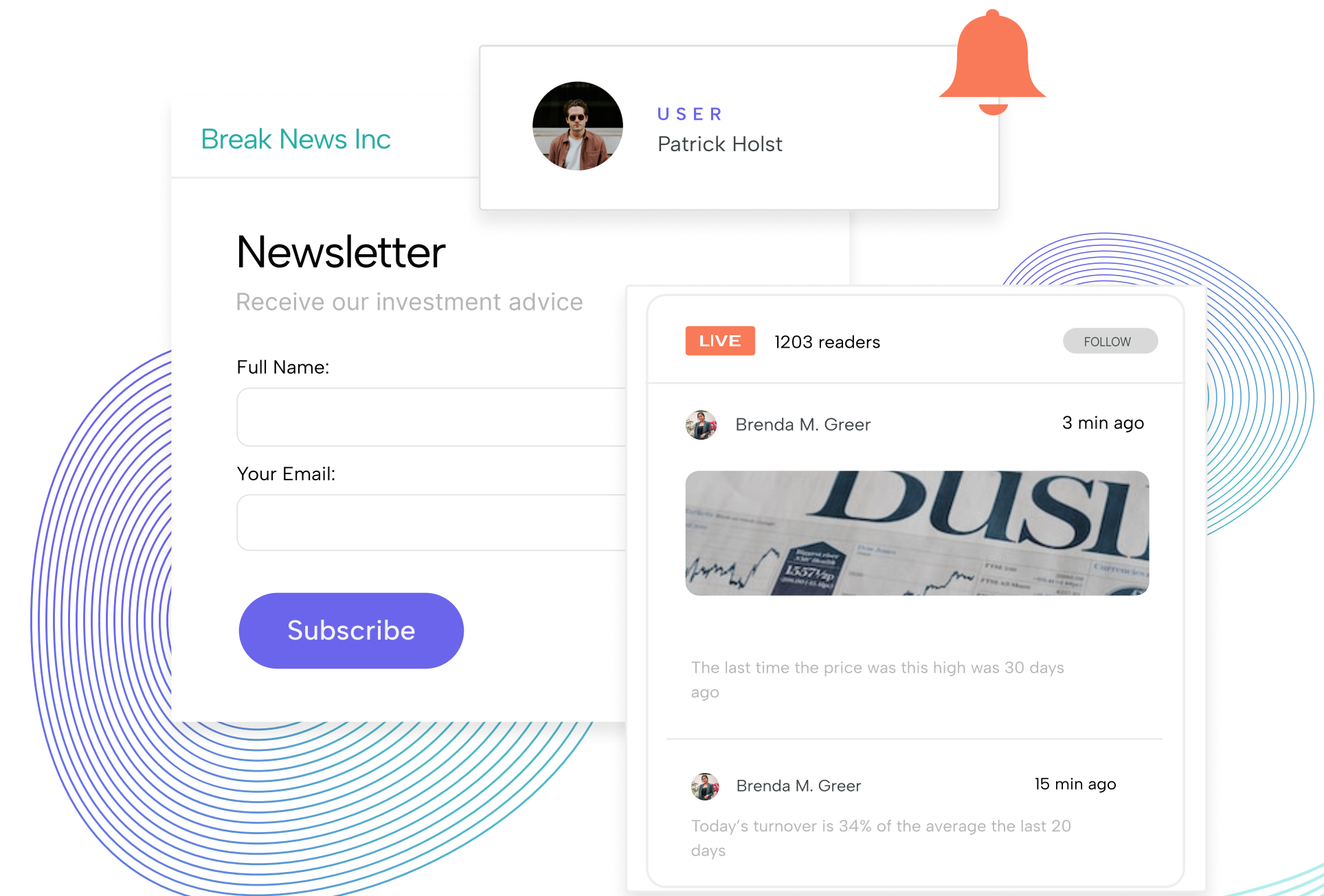
24% women

Tying the game to editorial content



Kauppalähti's strategy was to tie as many news elements to the game as possible in order to generate traffic to content. One example was the weekly newsletter that was created for game players specifically. During the duration of the game, one editor focused on covering just the game and produced around 3 articles per week, purely on the competition. Those articles were then featured in the player newsletter and drove engagement. This is just another example of how players were introduced to Kauppalähti's brand and its covered content.

The newsplatform reported having reached a high amount of pageviews of news articles from users that came from the Fantasy Funds news feed to the Kauppalähti news site. The conclusion can therefore be drawn that the stock market game connects new users to a newspaper's editorial content.



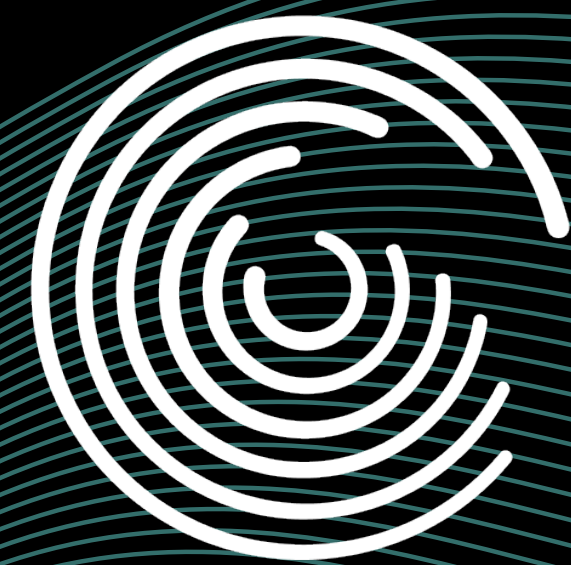
Looking to the future

The primary goal for Kauppalehti with Fantasy Funds was to bring a younger audience to register on their site as well as a greater female audience. Having met both of their goals, Kauppalehti is now putting their nurturing process in motion to rank high in their newly gained readers' habits when browsing the internet, looking for business news sources.

Just two months after having wrapped-up their first game, Kauppalehti is planning their next Fantasy Funds game season to experience similar success rates as during their first game.

Let the games begin!





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