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# PRESS RELEASE

## The gamification platform Leadfamily changes name to Playable.

**Leadfamily, the Danish subscription-based gamification platform for marketers, becomes Playable.**

The company's rebranding marks a clear focus on the central role of games as part of a marketer's interactive content strategy to help create meaningful and lasting connections with customers. Gamification offers marketers an effective yet different tool to engage and immerse their customers. It helps create playable experiences that the customer remembers, allowing marketers to move from a passive marketing approach to a more memorable playable marketing strategy.

*"It's been an incredible journey since the get-go in 2017. We now have offices in five countries and customers from international brands across industries. Our new Playable brand reflects better how gamification can be used holistically across the customer journey and sets us up for future success," - CEO & Co-founder Martin Bjørn*

### **About Us**

Playable is a SaaS platform that powers over 650 global brands—designed to build playable marketing activities that drive engagement with a brand's products and services. Playable marketing campaigns are created to be embedded everywhere you meet your audience.

*leadfamily.com becomes playable.com*



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**playable**