

# SPREAD THE LOVE CHALLENGE

COMPETITION HANDBOOK



DEC 2018 to MARCH 2019

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## 1. “SPREAD THE LOVE” CHALLENGE

“Spread the love” is a challenge organized by Efficacy GROUP for all its Efficacy and E-Deal customers. This challenge is open exclusively to customers who use one of these two CRM solutions.

This challenge uses Peak Me Up, Efficacy’s gamified mobile application. The main objective of the challenge is for players to collect as many points as they can from the beginning to the end of the contest.

Taking part in this European contest is a great opportunity to experience gamification, i.e., the use of game-playing techniques to boost motivation and performance, first hand via Peak Me Up, Efficacy’s gamified mobile application.

This challenge is also a great way to spread the love about Efficacy Group’s CRM solutions: every time you carry out promotion and recommendation action, you collect points.

## 2. “SPREAD THE LOVE” START AND END DATES

This contest starts on December 3, 2018 and ends on the March 31, 2019.

## 3. “SPREAD THE LOVE” PRIZES

The aim of the challenge is for players to collect as many points as possible. The ranking is available on your Peak Me Up application. To see how to access it, [click here to view our how-to video](#).

Prizes will be presented to the winners during our “Spread the Love” Awards Ceremony, which will be held during Efficacy’s User Days. The dates of the User Days will be announced later this year.

## PRIZES FOR SPREAD THE LOVE WINNERS

- **1st place**

Garmin activity tracker watch OR Smart speaker (Google Home, Apple HomePod, Amazon Echo)

- **2nd place**

3-day “Evasion” Smartbox voucher OR Wireless Noise-Cancelling Headphones

- **3rd place**

Wireless Mini Photo Printer OR 1-day “Evasion” Smartbox voucher

- **All players with at least 50 points**

€20 Amazon voucher

## 4. HOW TO SCORE POINTS ON PEAK ME UP

To collect as many points as possible, players need to carry out promotion actions. There are six types of Actions, with point values ranging from 5 to 50 points depending on their level of difficulty. All Actions are cumulative (except for the “CRM IMPROVEMENT” & “CUSTOMER TESTIMONIAL” Actions), enabling players to collect points throughout the challenge.

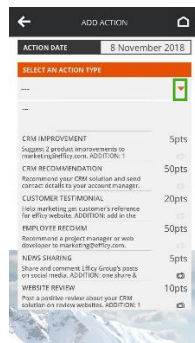
### HOW TO ADD ACTIONS IN PEAK ME UP

After carrying out an Action (for example, after sharing one Efficacy Group’s posts on your social media), here are the different steps to take:

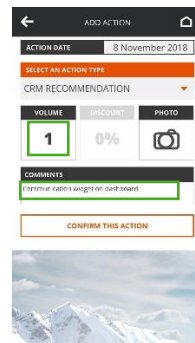
- add the Action in your Peak Me Up application (“**ADD ACTION**”)
- select the **type of Action** (“**SELECT AN ACTION TYPE**”)
- add the **quantity** (“**VOLUME**”) of Actions and a **description** (“**COMMENTS**”)



A



B



C

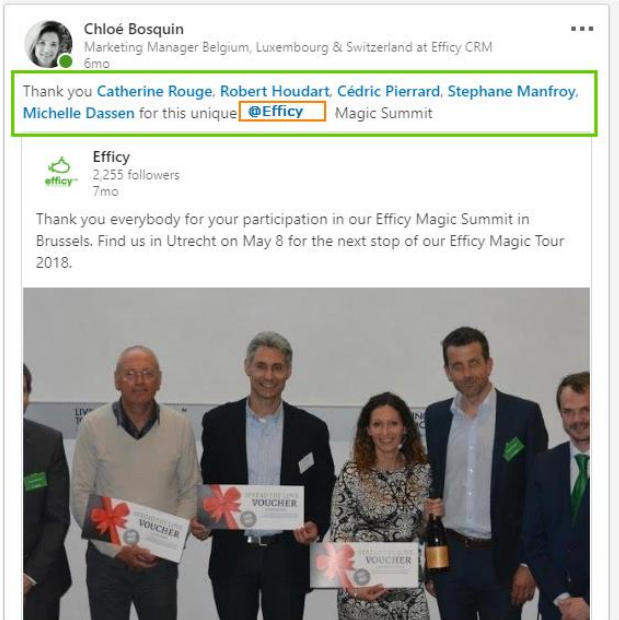
A video about how to add Actions is also [available here](#).

### THE DIFFERENT TYPES OF ACTIONS

The challenge will start with six types of Actions which you can complete at any time throughout the four months of the challenge. In addition to this, every month, we will introduce a new Action (which will be announced by email) to boost your scores.

**In order for your Actions to be validated by the Marketing team, for each Action, you will need to add a short comment.**

ACTION TYPE	POINTS
<p style="text-align: center;"><b>SOCIAL NETWORK FAN</b></p> <p style="text-align: center;">- Follow/like Efficacy Group's pages on LinkedIn, Facebook or Twitter - <i>Action added on Peak Me Up on Dec 17th, 2018</i></p> <p><b>Action Validation:</b> in the "COMMENTS" of the Action, add the <u>name of social network + date (for example: LinkedIn + Dec 17)</u></p>	<b>5</b>
<p style="text-align: center;"><b>CRM IMPROVEMENT</b></p> <p style="text-align: center;">- suggest 2 product improvements for your CRM solution by sending your suggestions to <a href="mailto:marketing@efficacy.com">marketing@efficacy.com</a> -</p> <p><b>Action Validation:</b> in the "COMMENTS" of the Action, add your <u>Suggestion Titles</u> (for example: Document sharing + internal chat)</p>	<b>5</b>

<p style="text-align: center;"><b>NEWS SHARING</b></p> <p style="text-align: center;">- share Efficcy Group’s LinkedIn or Facebook posts on your social network, add a personal comment with @Efficcy in it-</p> <div data-bbox="422 430 1043 1048" style="border: 1px solid #ccc; padding: 10px; margin: 10px auto; width: fit-content;">  </div> <p><b>Action Validation:</b> in the “COMMENTS” of the Action, add the <u>Title of the post you shared + social network</u> (for example: Launch of Spread the Love II + Facebook)</p>	<p style="font-size: 2em; font-weight: bold;">5</p>
<p style="text-align: center;"><b>WEBSITE REVIEW</b></p> <p style="text-align: center;">-post a positive comment/review of your CRM solution-</p> <p>Here are some examples of websites on which you can post a review:</p> <ul style="list-style-type: none"> <li>- Google: <a href="#">for Efficcy CRM click here</a>, <a href="#">for E-Deal CRM click here</a></li> <li>- Capterra: <a href="#">for Efficcy CRM click here</a>, <a href="#">for E-Deal CRM click here</a></li> <li>- Trust Pilot: <a href="#">for Efficcy CRM click here</a>, <a href="#">for E-Deal CRM click here</a></li> <li>- Facebook: <a href="#">for both solutions, click here</a></li> <li>- Appvizer : <a href="#">for Efficcy CRM click here</a>, <a href="#">for E-Deal CRM click here</a></li> </ul> <p><b>Action Validation:</b> in the “COMMENTS” of the Action, add the <u>Name of the review website</u> (for example: Google)</p>	<p style="font-size: 2em; font-weight: bold;">10</p>
<p style="text-align: center;"><b>CUSTOMER TESTIMONIAL</b></p> <p style="text-align: center;">- send an email to <a href="mailto:marketing@efficcy.com">marketing@efficcy.com</a> to say you want to do this Customer Testimonial Action -</p> <p><b>Action Validation:</b> in the “COMMENTS” of the Action, add <u>the Date of your Customer Testimonial Action</u> (for example: 21/12/2018)</p>	<p style="font-size: 2em; font-weight: bold;">20</p>

<p style="text-align: center;"><b>EMPLOYEE RECOMMENDATION</b></p> <p>- if you know a talented Developer or Project Manager interested in a new professional challenge, refer him/her to <a href="mailto:marketing@efficy.com">marketing@efficy.com</a>. If he/she accepts a first interview, your action will be validated –</p> <p><b>Action Validation:</b> in the “COMMENTS” of the action, add the <u>Name of candidate + Job application</u> (for example: John Grow + Project Manager)</p>	50
<p style="text-align: center;"><b>CRM RECOMMENDATION</b></p> <p>-recommend your CRM solution to someone and let your Account Manager know about his/her interest -</p> <p>There are two ways you can carry out this action.</p> <p>A. Recommend your CRM solution to someone interested in implementing a CRM solution for his/her company. Send your Account Manager all the relevant details (name, email, phone number, company, job title and CRM needs) and he will call this person to follow up.</p> <p>B. Show that you believe in your CRM solution by giving a call to a prospect yourself, or even attending a meeting with the Account Manager.</p> <p><b>Action Validation:</b> in the “COMMENTS” of the action, add the <u>Name and company recommended</u> (for example: John Grow + Audi)</p>	50

## 5. HOW TO SIGN UP FOR THE CHALLENGE

Please note the following procedure applies only to players who have never played before. The account of the players who took part in “Spread the Love” Season I (2017-2018) is still active (if you have lost your Peak Me Up access code, send us an email at [marketing@efficy.com](mailto:marketing@efficy.com)).

Go to our “Spread the Love” [homepage](#) and fill in the entry form. The Marketing team will send your access code, normally within seven days (this can vary depending on the number of new players signing up for the challenge).

[Click here to view our video](#) about how to set up your Peak Me Up account.

## 6. SUPPORT

For any questions or assistance, please do not hesitate to contact us at [marketing@efficy.com](mailto:marketing@efficy.com)

## 7. “SPREAD THE LOVE” TERMS AND CONDITIONS

This challenge is open exclusively to Efficy Group’s customers. The Marketing team reserves the right to void any Actions considered to be invalid, fraudulent or that do not meet the criteria and conditions of this competition, as well as any Actions entered after the end date of the competition.