

Dagens industri & Fantasy Funds

Sweden's main financial newspaper attracts 17K+ players with Fantasy Funds-based Drömportföljen investing game

Di Drömportföljen

Är du Sveriges bästa investerare?

Bjud inn dina vänner och tävla om 100 000 SEK i Di:s aktiespel

Kom igång

The screenshot shows the Drömportföljen app interface. At the top, it says 'Di Drömportföljen' and 'Bästa portföljen 13 AV 37 PORTFÖLJER'. There is a red button labeled 'Välj aktier'. Below this, there is a list of stocks with their performance bars:

Stock	Category	Performance
Ericsson B	KOMMUNIKATION	20%
Stora Enso R	MATERIAL	20%
Betsson B	ÖVRIGT	19%
Evolution	ÖVRIGT	11%
Volvo B	INDUSTRIVAROR	18%

At the bottom, it says 'DU HAR INVESTERAT 891,645' and shows a green bar at 100%.

Background

Norkon

Looking for new ways to attract and engage new readers and retain subscribers as well as provide hands-on but risk-free stock market trading experience, Sweden's Dagens industri (Di) turned to Norkon and its stock market trading gamification platform, Fantasy Funds.

- Dagens industri is Sweden's primary media outlet for financial news and part of Bonnier AB
- Fantasy Funds, an investing gamification platform
- Dagens Industri was founded in 1976
- Newspaper: 288,000 readers per day; online di.se: 700,000 unique visitors every week via desktop and 500,000+ via mobile, making di.se one of Sweden's largest media sites overall

Gaming as a lead-gen strategy

Norkon

Johan Östberg, a Di business developer and project manager for the Fantasy Funds project, explained, “We have known for a long time that our readers are deeply interested in the stock market. We wanted to capitalize on this interest to engage with users and potentially gain new subscribers as well as advertisers. Gamifying the stock market proved to be a great way to incentivize users to register on our site to play.”

Di launched Drömportföljen, a seasonal online trading game powered by the Fantasy Funds platform. Using real-world stock market data, gamified trading provided not only the engagement and educational opportunity DI’s readers wanted but also a risk-free way to learn firsthand how trading works and test investment strategies.

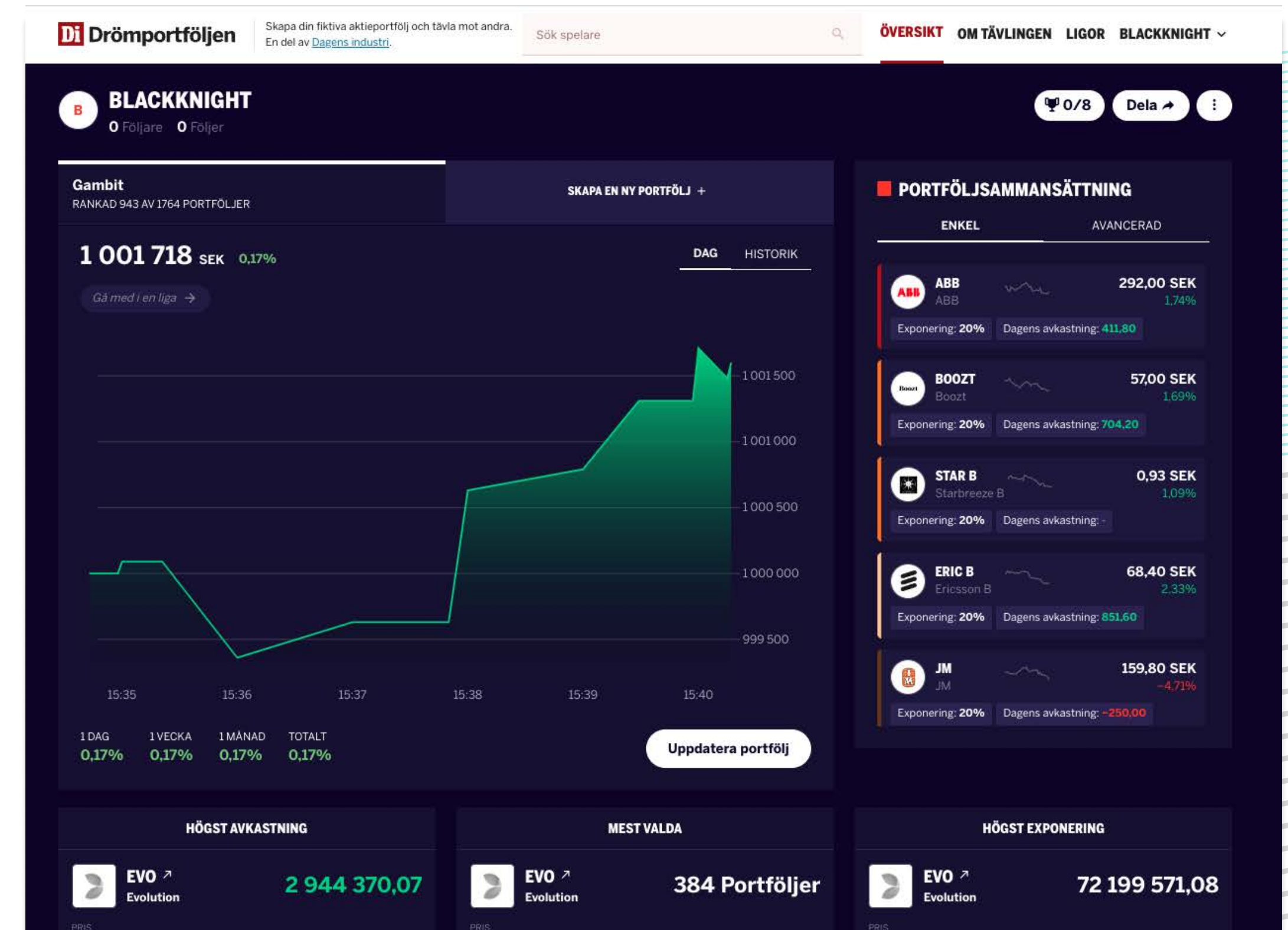
“(...) ***Gamifying the stock market proved to be a great way to incentivize users to register on our site to play.***”

Johan Östberg, Business Developer at Dagens industri

Norkon

Di launched their first Fantasy Funds-based game in April of 2022. Based on the success of the first gaming round, Di will launch their second Drömportföljen game in October 2022, with the platform opening for registration two weeks earlier.

According to Johan, Fantasy Funds has delivered a tool that Di can use in their growth strategy going forward, providing the basis for expansion and testing. For example, Di may be able to engage more game sponsors based on the success of their first game. It's also possible to expand the reach of the game to, for example, some countries in the same media group as Di where stock market trading isn't as common as it is in Sweden, testing stock market gamification in different cultural contexts.



Everyone's a winner: 17K+ players join and learn from the game

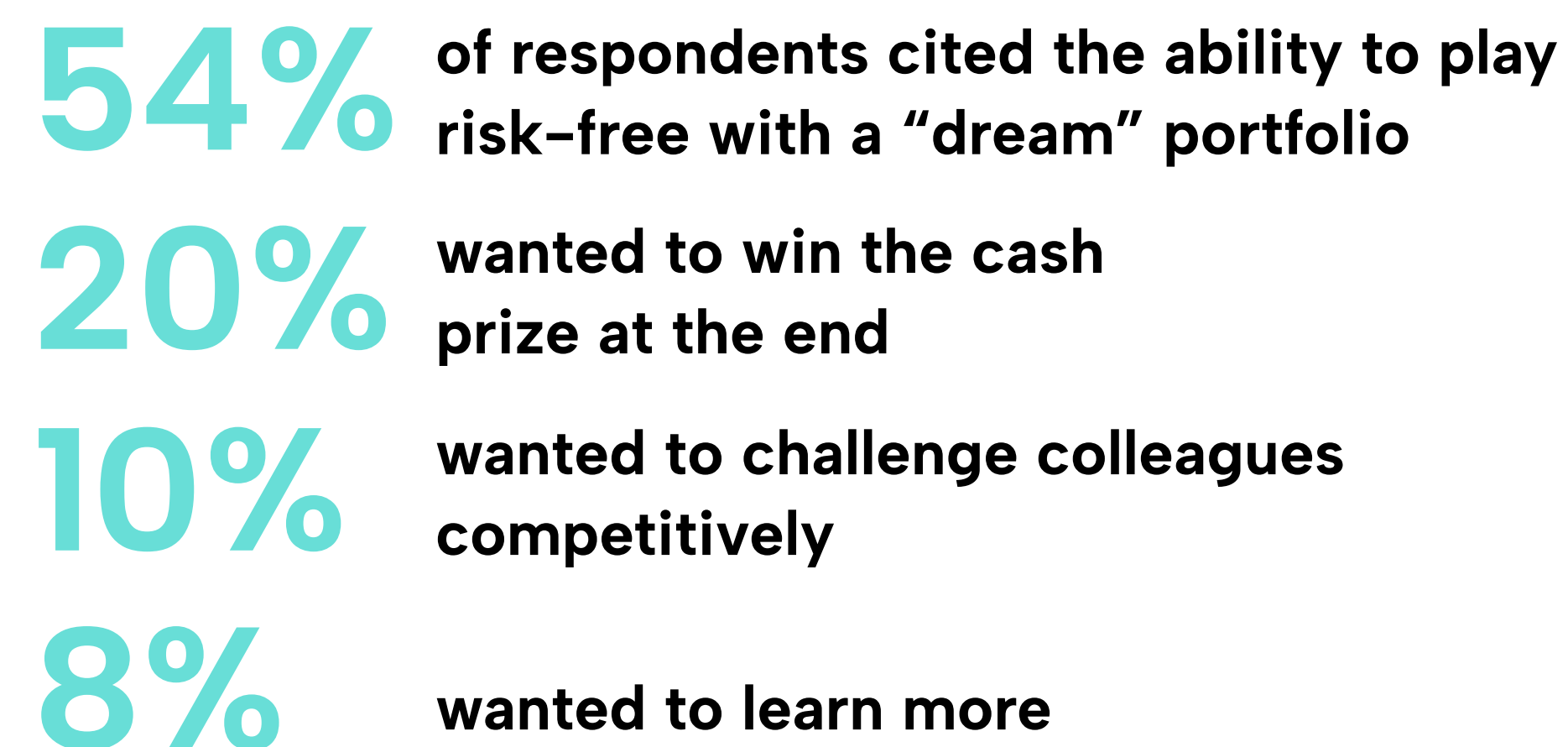
Norkon

Drömportföljen was Di's first foray into gamification as a means of reaching current and potential readers. They tempered their expectations in terms of how many players would register, as the game launched in a volatile period during which the stock market was declining and war in Ukraine created further instability.

Nevertheless, even starting from scratch, both with branding/promotion and with educating and attracting players, more than 17,000 players eventually registered to play, creating more than 21,000 portfolios.

For Di, this success created stickiness for their website, leading to an increase in readers and subscribers.

For players, Drömportföljen satisfied a number of different aims. Di surveyed players, asking why they participated in the game:



With the Fantasy Funds gamified platform, players learn and play as promised, and Di gains insight into how best to promote and incentivize future games, based on previous players' rationale for participating.

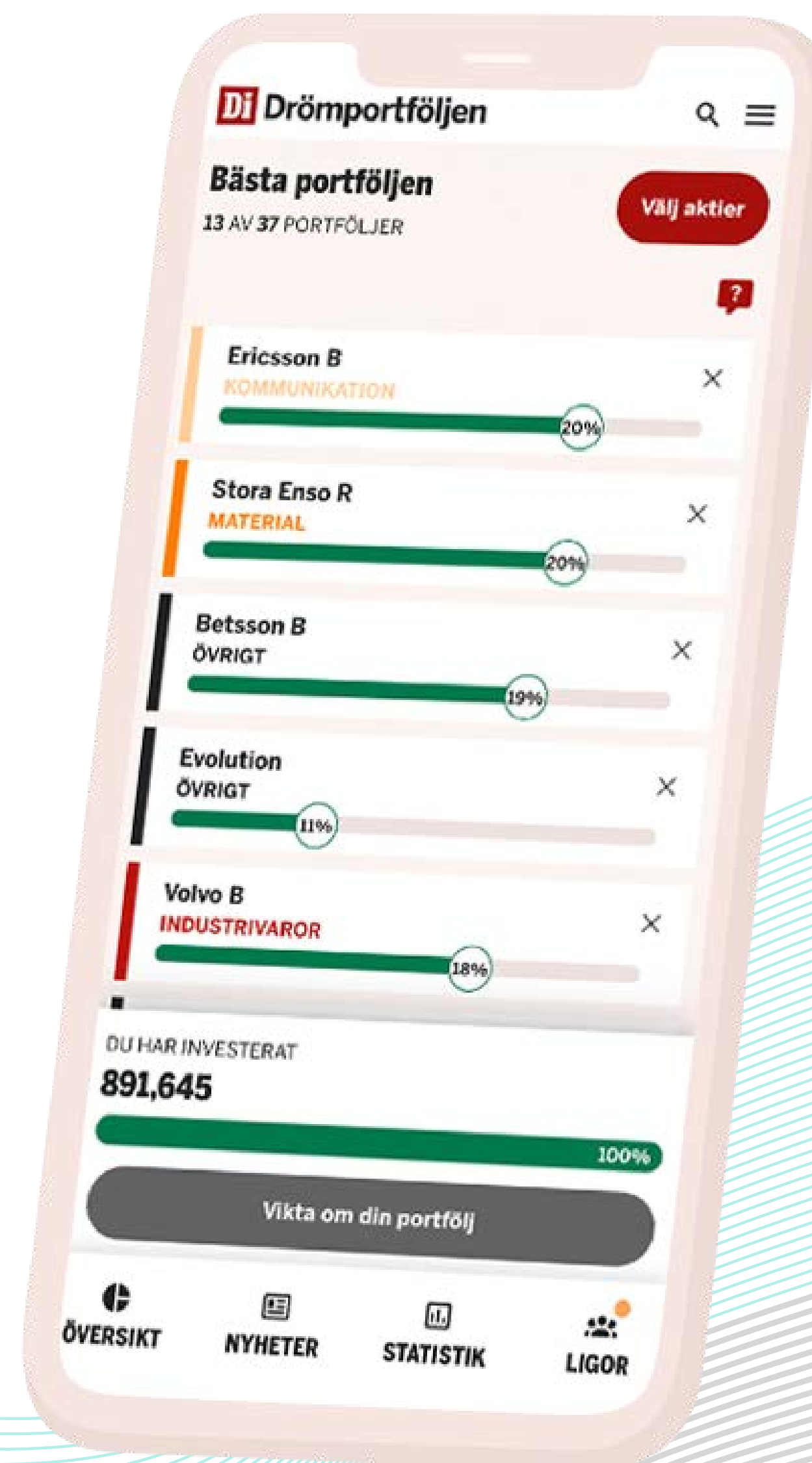
Invest like a millionaire, risk-free

Norkon

“Ultimately, in the long run, making Drömportföljen more aspirational, giving players the possibility for something that would otherwise be unachievable, such as playing with millions, rather than just 100,000, would be a real incentive to play. People compete in games like this to enter a new world and expand horizons, not to play it safe as in daily life,” Johan explained. “After all, it is called “dream portfolio” for a reason, and players should be given a reason to dream.”

And this is the perfect environment to dream big. How would you manage your capital, and where would you invest? Survey results have indicated that Fantasy Funds gives players the needed confidence to make real-life investment decisions on the back of playing the game.

Let the games begin.





Norkon

Visit us at [Norkon.net](https://norkon.net)
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