

HOW D2L INSPIRED LEARNING EXPERIENCES & STOOD OUT FROM THE CROWD

ABOUT THE COMPANY

NAME: D2L; Desire2Learn.

INDUSTRY: EdTech.

A global leader in EdTech, D2L is the creator of Brightspace, the world's first integrated learning platform.

They improve learning through data-driven technology that helps deliver a personalized experience to every learner, regardless of geography or ability.

A UNIQUE LEARNING FRAMEWORK

Desire2Learn created a learning framework that defined and categorized people according to learner type. They were looking for better ways to start conversations with event attendees so, they contacted Audiencecage.

The company requested to develop a Buzzfeed style quiz that'd catch everyone's attention and draw bigger crowds to their booth.

THE CHALLENGES & HOW WE HELPED

❓ Test what type of learner profile attendees have and explain what each one mean.

❓ Educate on how D2L can help address educational challenges.

❓ Measure and track event effectiveness.

❓ Capture high-quality leads.

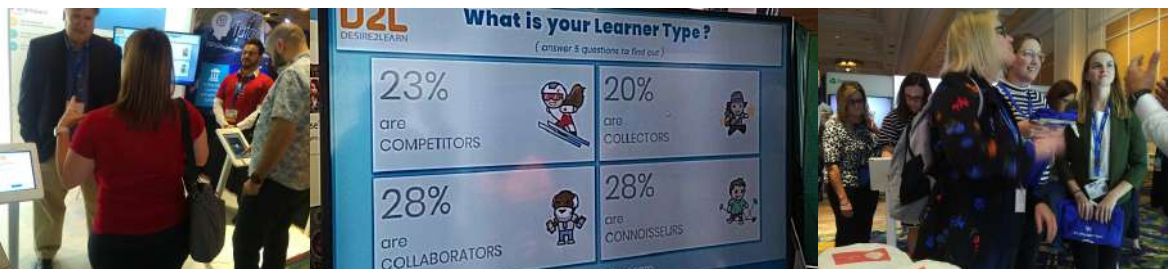


✅ Audiencecage designed graphics for the quiz provided by D2L: a BuzzFeed style quiz.

✅ We developed an interactive personality quiz tailored to their branding guidelines as part of their exhibition booth.

✅ D2L was given ideas on how to market their presence at the booth, before, during and after the event.

✅ Our team was there to provide live assistance throughout the entirety of the event.

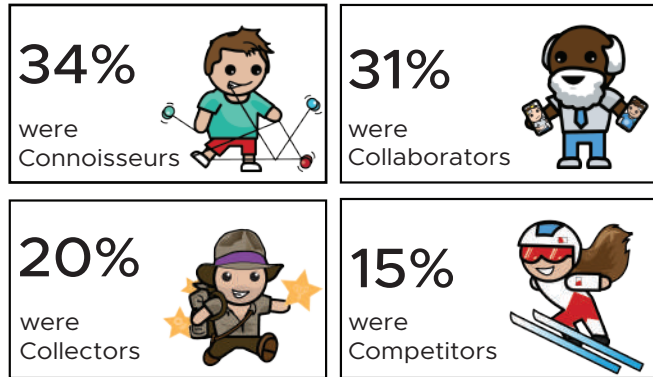
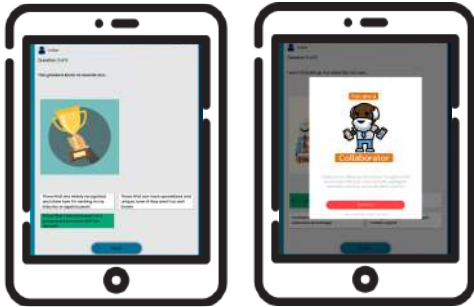


DevLearn '19
Las Vegas, NV.
United States.

“WHAT IS YOUR LEARNER TYPE?”

Following the structure given by D2L, our team developed and introduced the “What is your learner type?” quiz.

It featured 5 carefully drafted questions that analyzed attendee’s profile, and a final pop-up message explaining 1 of the 4 possible results. The company decided to motivate poeple even more by giving participation prizes that all that played.



Every player was awarded a t-shirt and a bag with its corresponding learning type printed on it: Competitor, connoisseur, collaborator or collector. D2L also had a big board on a screen that displayed the percentage of players belonging to each category.

THE RESULTS

DEVLEARN ‘19



Day 1: **21 players**

Day 2: **333 players**

Day 3: **452 players**

LEADS COLLECTED



Over 450
high-quality leads

