



**THE  
ESCAPE  
GAME**

**CASE STUDY**

**EMPLOYEE ENGAGEMENT & APPRECIATION**

## BACKGROUND

**AN AMERICAN VIDEO GAME DEVELOPER AND PUBLISHER PLANS AN EMPLOYEE APPRECIATION DAY EVERY YEAR. THEIR GOAL IS TO CREATE AN ENTIRE DAY DEDICATED TO HAVING FUN AND NO WORK.**

The company offered 300 of their employees a few activity options on Employee Appreciation Day: The Escape Game, laser tag, or a show at the local comedy club. Out of the 300 employees, over 160 chose The Escape Game.

The Escape Game put a competitive spin on Employee Appreciation Day, awarding points to teams based on their escape times. At the end of the day, the team with the most points won a team dinner at a restaurant within walking distance of The Escape Game.

## RESULT

**THE ESCAPE GAME HELPED THIS COMPANY MEET THEIR OBJECTIVE - GIVING THEIR TEAM A TIME TO RELAX AND GETTING TO KNOW EACH OTHER AWAY FROM THE PRESSURE OF THEIR NORMAL JOBS.**

The experience encouraged informal discussions and helped established a sense of community. The employees felt appreciated by their employer, leading to higher engagement at the office.

**69%** OF EMPLOYEES  
WOULD WORK HARDER  
IF THEY FELT THEIR EFFORTS  
WERE APPRECIATED



(socialcast)



**80% OF SUPERVISORS**  
SAY THEY FREQUENTLY EXPRESS  
APPRECIATION WHILE  
LESS THAN 20% OF EMPLOYEES AGREE

(Carolyn Wiley)

HAVING A CULTURE THAT ATTRACTS  
HIGH-TALENT CAN LEAD TO  
**33% HIGHER REVENUE**



(bonfyreapp.com)

**10/10**



**GROUPS SAID THEIR  
TEAM OUTING AT  
THE ESCAPE GAME  
HAD A POSITIVE IMPACT  
ON MORALE**