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# Gratifii releases whitepaper - Rethinking superannuation engagement: why rewards and gamification could be a game changer

**Sydney, Australia** – Gratifii (ASX:GTI), a leader in loyalty and member engagement solutions, today announced the release of a new whitepaper, "Rethinking superannuation engagement: Why rewards and gamification could be a game-changer."

The report shines a spotlight on the persistent engagement gap in the superannuation sector and presents a compelling case for using lifestyle rewards and gamification techniques to deepen emotional connection with superfund members.

"Despite massive investments in digital capability, super still feels distant for many Australians," said Iain Dunstan, CEO & Managing Director at Gratifii. "Rewards and gamification offer funds a scalable, meaningful way to make super feel relevant today — not just at retirement."

The whitepaper draws on insights from industry leaders including Robert DeDominicis, CEO of GBST and Luke Santamaria, Founder of PlaySpark. It showcases practical examples of how superfunds can build loyalty through small, consistent touchpoints, from discount perks to interactive goal-setting features.

Key highlights include:

- Why current engagement strategies are falling short
- How rewards can bridge the gap between long-term value and present-day relevance
- The psychology behind gamification and how it applies to super
- Practical steps for funds to begin implementing these strategies

"Gamification and rewards are more than trends — they're behaviour-driven tools that help members engage on their terms," added Dunstan. "It's time the industry rethinks what engagement actually means."

The full whitepaper is available for download here.

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