CASE STUDY · LEARNING TRIP CHALLENGE

Virbac strengthens its learning culture through a global Learning Trip Challenge

Entirely voluntary training

After an initial launch in 2024 with more than 1,200 sign-ups, the 2025 edition ran in a simpler format, reaching nearly 730 international employees, even though the training was entirely voluntary.



Learning Trip Challenge · 2025 edition

70
NPS

99%
applicability

65%
completion rate

Virbac | game strategies

CLIENT	SECTOR	SOLUTION	PARTICIPANTS
Virbac	Bio-pharma-healthcare	Game Strategies' catalog of gamified training	Nearly 730 international employees

01 · THE CHALLENGE

A continuous learning model

In 2025, Virbac's goal was not simply to repeat the program, but to assess whether the learning culture could be sustained over time after the initial momentum of 2024, linked to the Soft Skills Olympics.

The company wanted to move towards a continuous learning model, focused on the practical development of strategic behavioral skills (such as gender equity, teamwork, motivation and AI), while increasing the visibility and use of its training platforms.

In this context, the **Learning Trip Challenge 2025**, an annual initiative, was designed as an opportunity to introduce the platform to new employees and strengthen the engagement of existing users, by connecting international teams during the summer period.

> "It went really very well! We brought new people onto the platform and increased overall usage."
>
> **Corporate Talent Team** · Virbac



02 · THE SOLUTION

A “learning airport”

Virbac once again implemented Game Strategies’ catalog of gamified training, integrating it into the Learning Trip Challenge as part of a strategy to encourage voluntary participation and continuity of learning.

2024

Soft Skills Olympics

Initial launch, with more than 1,200 sign-ups.

2025

Learning Trip Challenge

A simpler format, reaching nearly 730 international employees, in an entirely voluntary training.

1

Stages

The challenge was structured in different stages.

2

Weekly communications

Supported by weekly communications built around a narrative inspired by a “learning airport”.

3

Destinations

Different learning “destinations” were introduced, including the Game Strategies catalog, focused on the practical development of behavioral skills.

The platform allowed participants to practice skills directly applicable to their daily work, in different languages and cultural contexts.

An international learning culture developed organically

70
NPS



applicability



would play again

65%



Completion rate of 65% (while the European average is between 10% and 20%)

3 h

of training completed per learner (voluntary training)

> “Practicing behavioral skills is often tedious and difficult to measure, particularly on a global scale when all of our sites are taken into account. Game Strategies’ games are an innovative tool that responds directly to this complexity, combining excellent ease of use with a teaching method that succeeds in strongly motivating teams. For us, the big advantage is that complex learning becomes accessible and fun. We are very satisfied with how quickly our employees can apply what they have learned in their day-to-day work.”
>
> **Corporate Talent Team** · Virbac

Lasting participation

1. The 2025 experience allowed Virbac to confirm that a program's initial momentum can evolve into lasting participation when learning is integrated into clear and accessible dynamics.

2. The Game Strategies catalog facilitated the rollout of the program across different countries and languages, helping to maintain a consistent training offer at international scale.

3. Virbac plans to continue developing its learning strategy with new initiatives aligned with the priorities of each market, integrating gamified training as an integral part of its approach to talent development.

LEARNING TRIP CHALLENGE 2025

Integrating gamified training as an integral part of its approach to talent development

Book your demo at gamestrategies.io

Virbac

game strategies