

Gamification in Marketing

Gamification

- = the use of design elements characteristic for games in non-game contexts
- = the process of using game-thinking and game mechanics to engage users and solve problems
- = *gamification borrows superficial aspects of games to win on the engagement that games can create for activities that are not games*
- = gamification intrinsically motivates and engages the user, meaning that it is naturally winning their attention and willingness to continuously interact with it, so that finally the user gets satisfaction and enjoyment
- ! The user who got fun reading an email with gamification features is more likely to open the next one

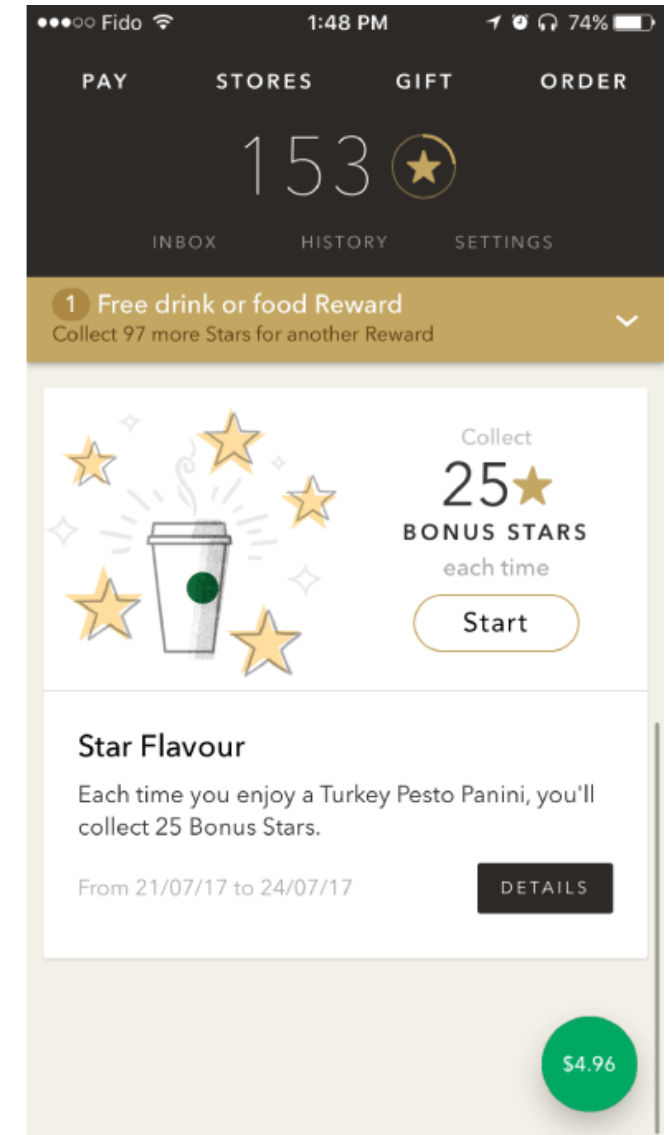
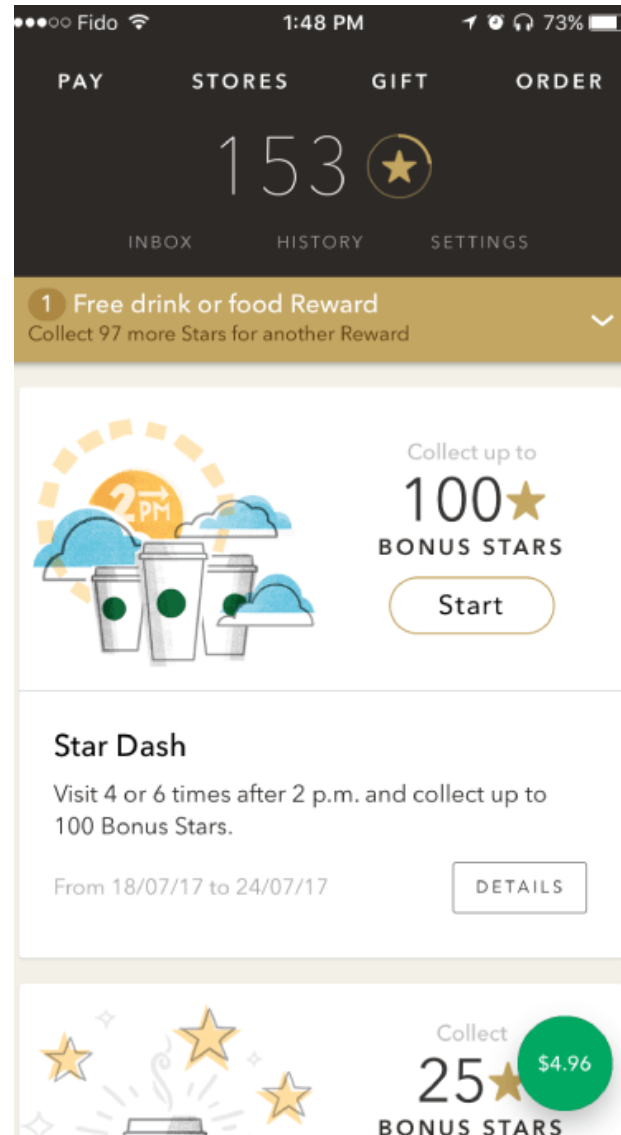
Gamification in Marketing

When combined with marketing, this approach is a way to grow consumer loyalty.

Marketers are looking for new ways to track their users and get information about them but also provide answers on the same time.

Gamification could be the solution to that as it is not only the user experience and engagement that is enhanced by the using of game features. Gamification is synonym to data collection as well.

(The user is fulfilling his psychological need for satisfaction and is having a better experience, while on the same time he is willing to give his feedback and provide information.)



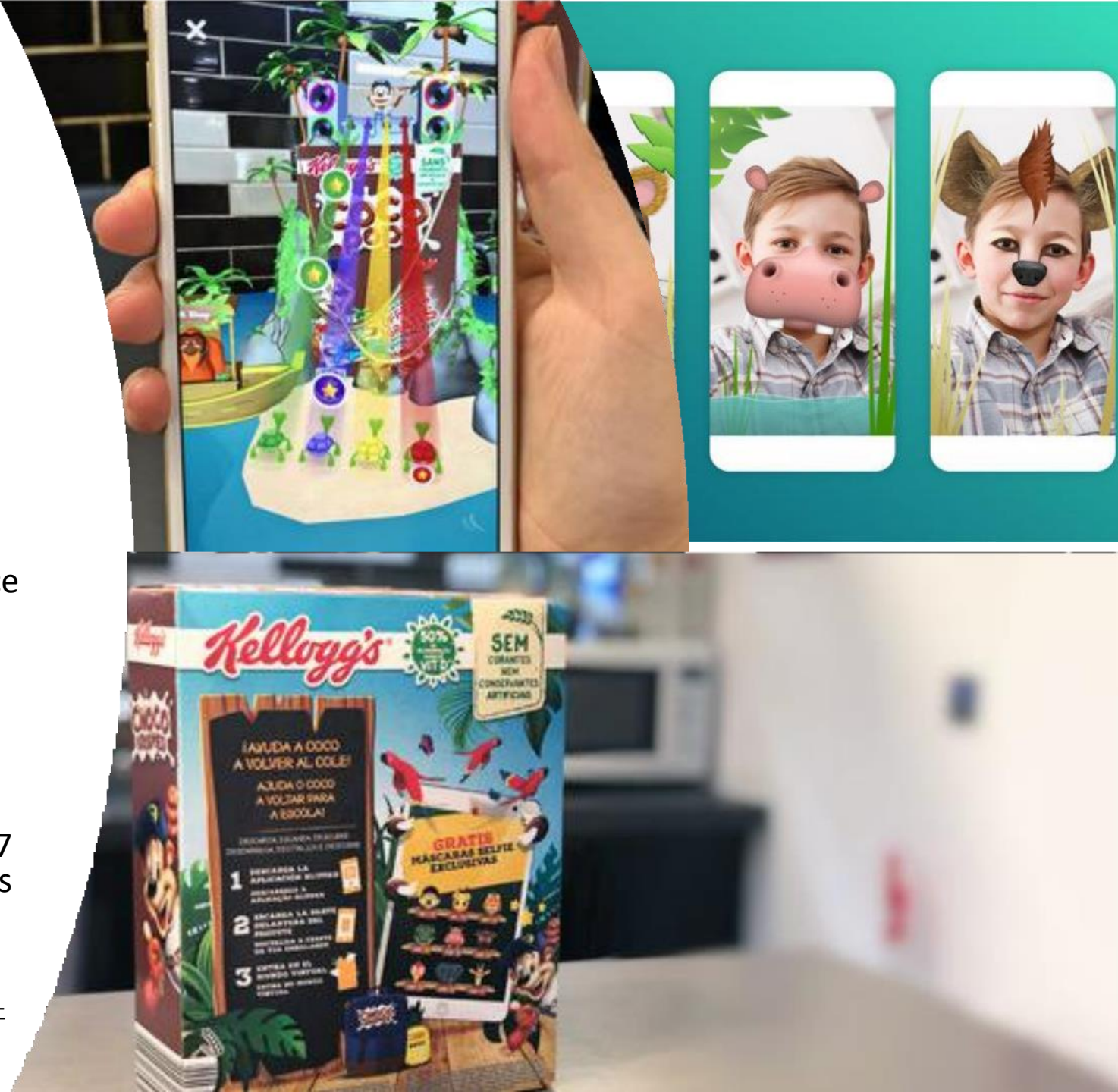
Gamification with AR

– augmented reality

Kellogg's case

- **Objective:** Engage and educate children in the school holidays (ages 6-10) using a digital campaign that captures imagination, tests knowledge and increases brand engagement.
- **Solution:** The Kellogg's Adventure Island, a place to learn, play and collect. We created an AR island that when viewed through a phone or tablet, magically grows out of the cereal box. It is packed with mini-games that test hand eye co-ordination, musical aptitude, maths and general knowledge.
- **Results:** Ongoing campaign. So far it is live in 17 countries and has had over 300,000 downloads with an average play time of 12.5 minutes

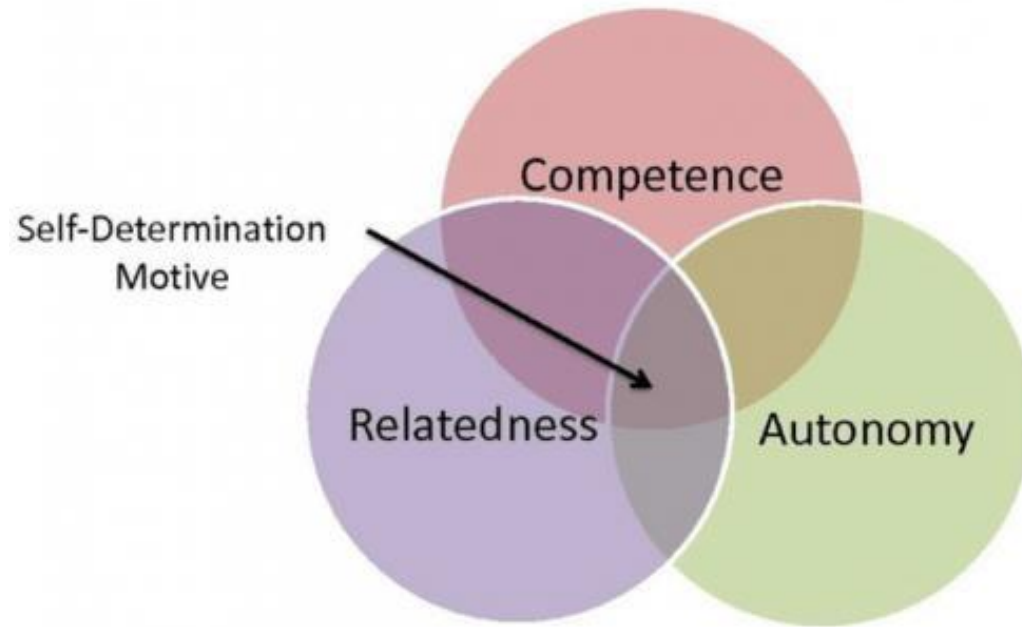
See <http://www.jamiedaviescd.com/blog/2018/11/3/kelloggs-global-ar-campaign>



Users/humans' psychological and intrinsic needs

- *Need for competence*: it is assumed that all humans need to feel success and efficiency when they are interacting in a different environment.
- *Need for autonomy*: As explained in the previous chapters, it refers to freedom, willingness and decision taking in fulfilling a certain task.
- *Need for social relatedness*: This is the social feelings that each human has and have to do with feelings of belonging, attachment and care with other groups of people.

Three Innate Psychological Needs Comprise The Self-Determination Theory of Student Motivation



Source: Deci, E.L., & Ryan, R.M. (2000). The "What" and "Why" of goal pursuits: Human needs and the self-determination of behaviour. *Psychological Inquiry*, 11, 227-268.

Gamification Design Features

The **GARF** framework (4 game ingredients)

- *Goals* (mission, target of the game, tasks for the user, goals). For example, except from the central goal/target of the game, there could be smaller goals that work up to achieving the ultimate goal. On the other hand, too many goals could create confusion to the user and could affect his perception on satisfaction.
- *Autonomy and Opportunities* (freedom to select different paths or stories in the game, do different things, level up, gain points, different difficulties). For example, exploring the virtual landscape, is a part that the users really enjoy and consider fundamental.
- *Rules* (limitations in the game, outlining of the main target). For example, a specific character could do specific things or the way the movement is done only on the right side (super Mario).
- *Feedback* (game stats, standings, share in social media, play with friends). Can be constant and multilayered and are also including badges, leaderboards, performance graphs.

Source: Adamou, B. 2018

SDT Factor	Possible Game Mechanics
Competence Seek to control the outcome and experience mastery.	Challenge Mastery Risk taking
Autonomy The urge to be agent of one's own life and act in harmony with one's integrated self.	Consolidation or chunking Decision making Freedom to fail Individual feedback
Relatedness The wish to interact, be connected and experience caring for others.	Identification Storytelling (Social) Interaction

Gamification Elements & Components

Elements: Features that enrich user Experience

Examples:

- *Avatars* (characters, visual representations),
- *Audio features* (sound effects, music),
- *Environments* (role play, different worlds).

Components: Features that provide a more complete experience to the users.

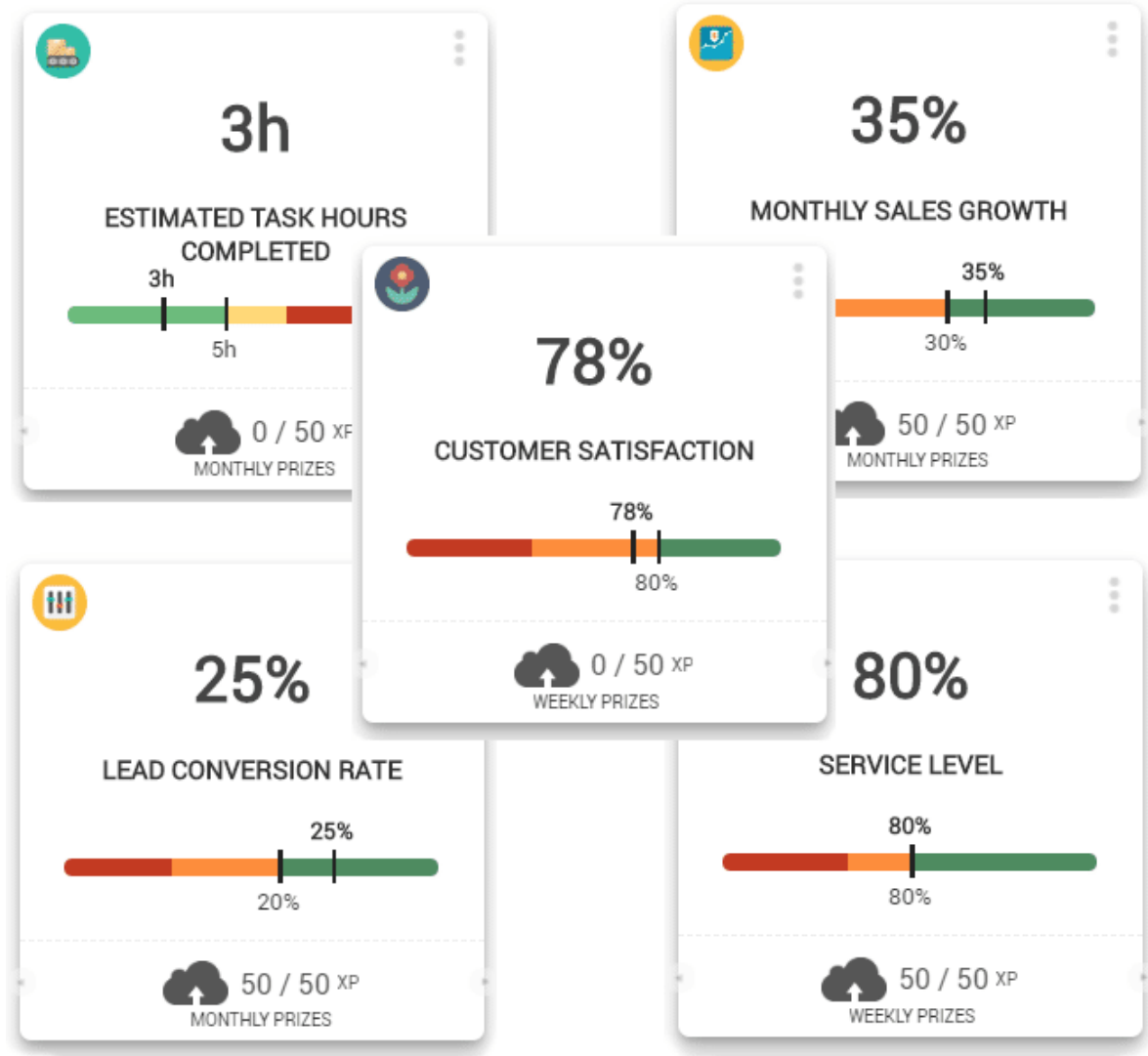
- *Cooperation/rivalry* (collaborate with other players or play against other players, share in social media and compete)
- *Aesthetics* (graphics, style, colors)
- *Narrative* (the story line, the heroes, the relation between game-campaign)
- *Bonus features* (different chapters, weapons, game styles)

By making different combinations of these game features, we can provoke enjoyment and engagement reactions to the user in different ways, so that we finally could have a more effective marketing campaign that gathers audience and generates traffic

Gamification Performance

The primary success of a gamification concept depends on the quality and speed of the information that is returned to the user, the feedback loop.

The better this content reflects the user's interest, the more involved the user will be.



Gamification Performance Metrics

Attention → Examples:

Questions
Did the campaign grabbed your attention
Did you wish to spend your time differently
Did you find the content of the campaign interesting
Were you thinking of other things during your interaction with the campaign

Excitement

Enjoyment

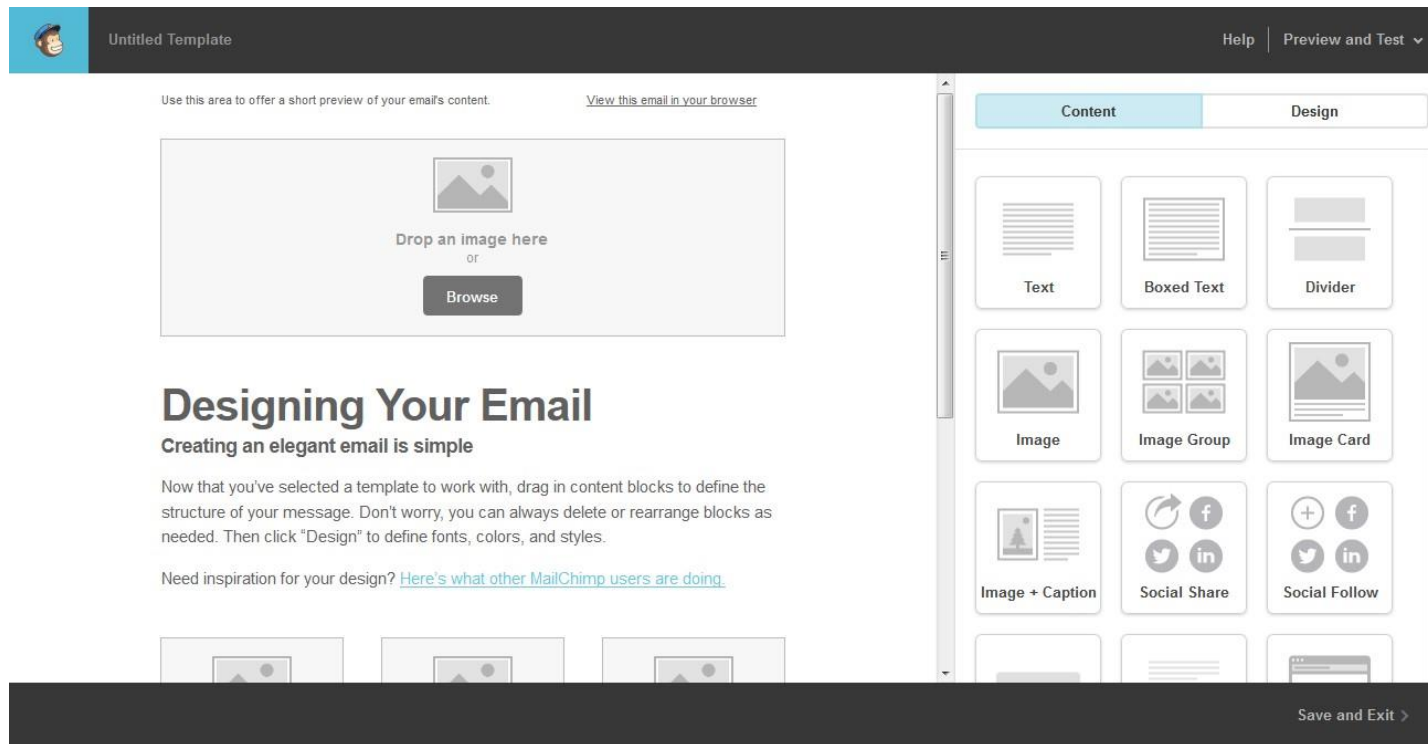
Immersion

Brand Engagement

Purchase Intention

etc

Case Study: Mailchimp Email vs EasyPromos Gamified Campaign



Are you able to remember all the Danette Yogurts below?

17.7

400



Find all the words and you can win the 5€ discount coupon!

28.7

400

S	S	Q	L	M	V	N	A
U	U	N	O	J	U	G	A
W	Y	O	P	R	O	H	N
R	H	D	D	R	I	G	O
G	Q	A	E	N	K	M	F
D	A	N	A	C	O	L	L
V	N	E	L	L	S	A	G
A	C	T	I	V	I	A	T

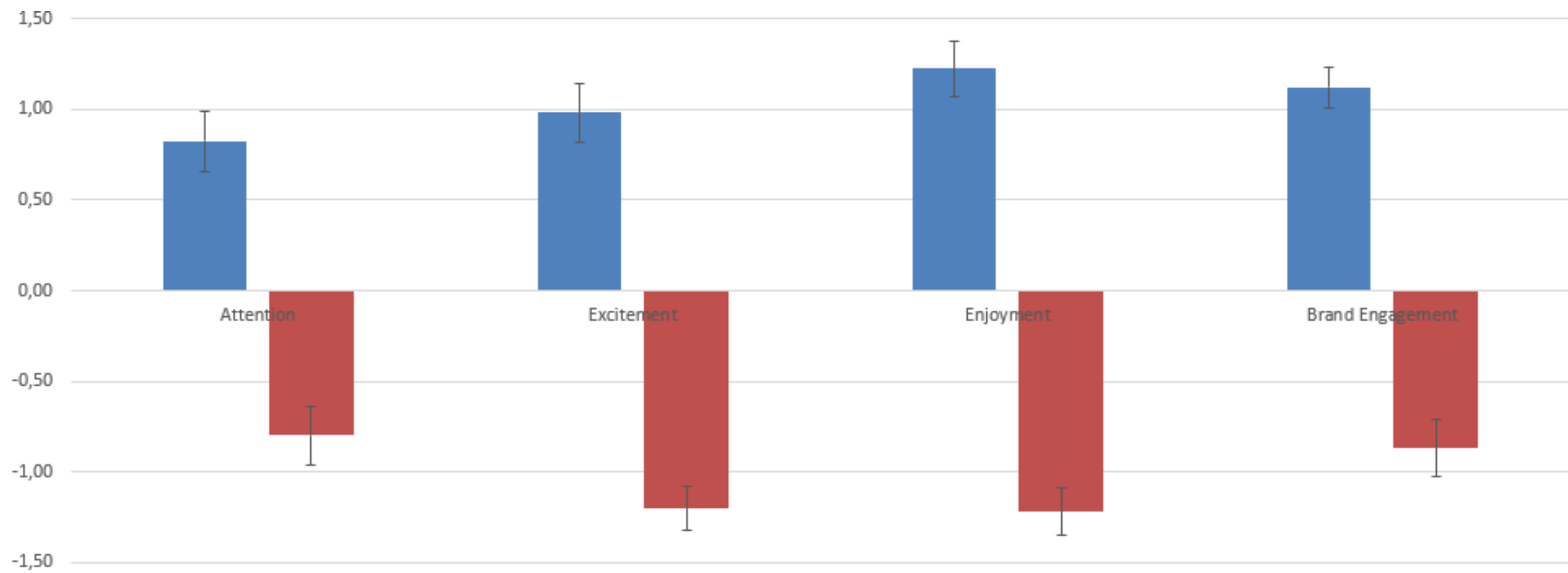
ACTIVIA

DANACOL

DANET

OIKOS

YOPRO



Changing the way digital marketing is affecting the audience could be vital for the further development of the field and gamification has still lot to provide.