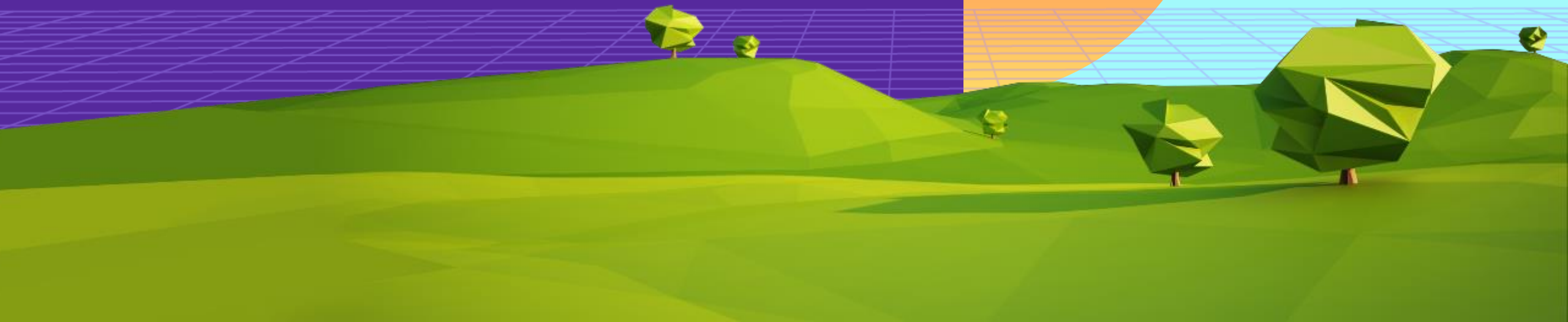
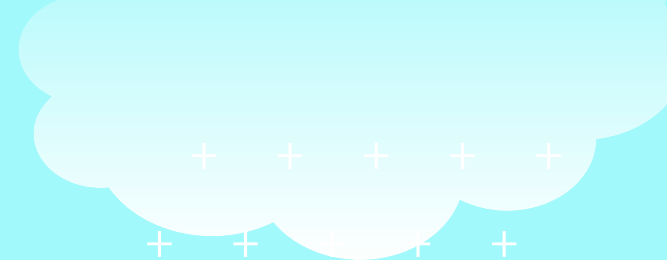




TWO ESSENTIAL ELEMENTS OF A

GAMIFIED EXPERIENCE



What is Gamification?

Gamification uses compelling game mechanics to capture customer attention and motivate brand engagement by applying specific techniques found in behavioral science.

Behaviors sparked by these techniques:

EVOKE CUSTOMER EMOTION

CUT THROUGH HUMAN BIASES

BUILD CUSTOMER HABITS

DRIVE REPEAT ENGAGEMENT

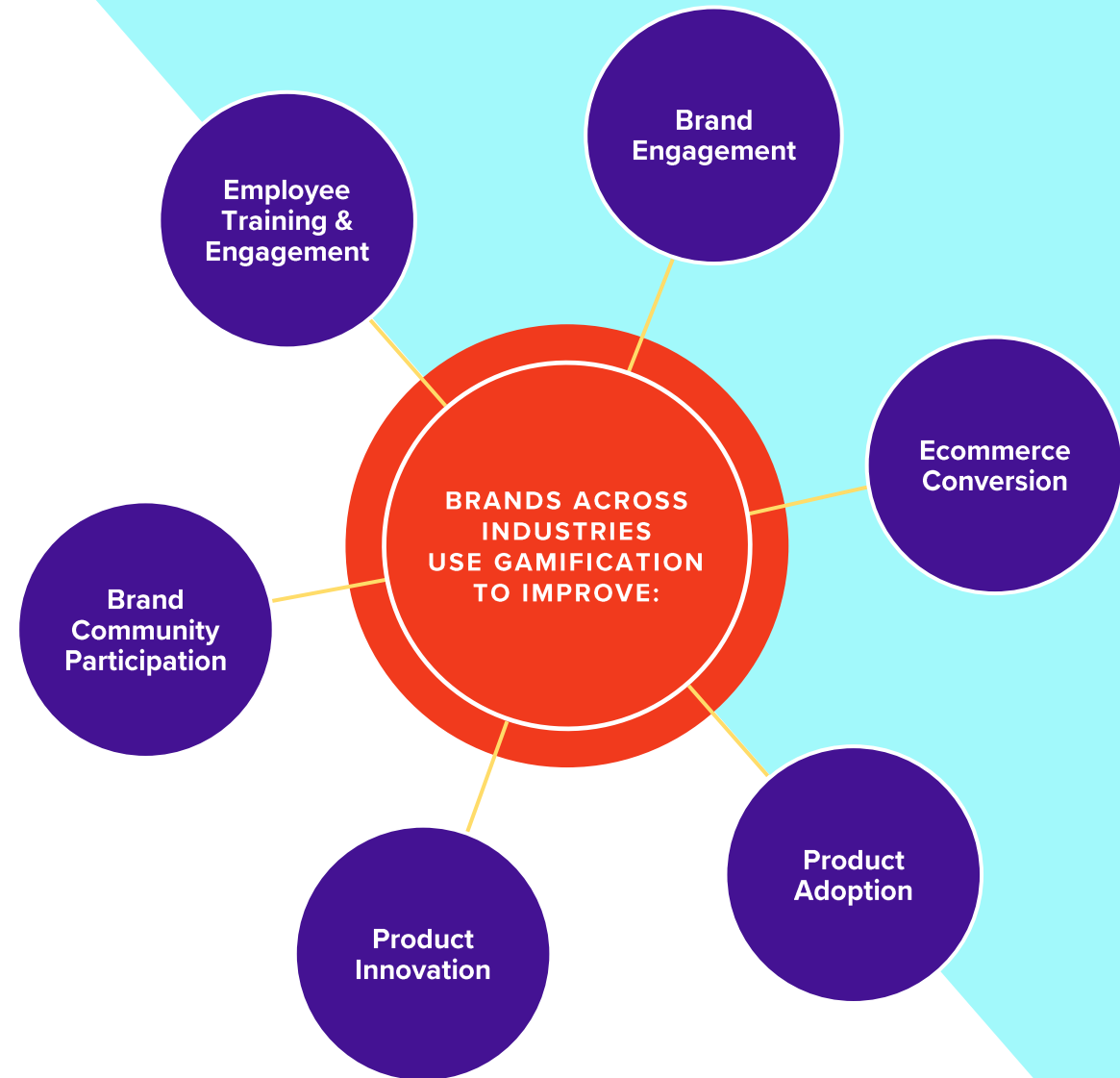
Gamification is more than just leaderboards, advergames, and badges. Sephora's online "find my shade" quiz is gamification. The progress bar that shows the strength of your Bumble profile is gamification. The "customers who bought this item also bought" function on Amazon is gamification.



Gamification Delivers Business Outcomes

Gamification impact: increases customer retention rates by 5%, which can increase profits by 25% to 95%

- Harvard Business Review



Is Gamification Right for You?

There are many instances where gamification will help you meet your business goals. If you answer yes to these three questions, it may be right for you.



3 THINGS TO CONSIDER

Can you put the customer first and measure success by customer outcomes?

Gamification requires a customer-centric POV, designing the brand experience to meet customer needs first.

Can you help customers achieve their goals?

Gamification resonates best with customers when you can help them meet their needs and tap into their motivations.

Is there overlap between the customer goal and a business goal?

For gamification to succeed, there must be a sweet spot where the customer goal and business goal overlap.

Two Elements Make Up Every Gamified Experience

These work together to drive emotion and hold customer attention.

Engagement Drivers

The intrinsic emotion you want to spark

+

Game Mechanics

The building blocks of engaging experiences

ELEMENT #1

ENGAGEMENT DRIVERS

What You Need to Know About Engagement Drivers

A brand engagement driver is the emotion you want to spark. It's a powerful tool to motivate how your customer feels about your brand. While there are hundreds of drivers, we use these six to change behavior, drive engagement, and increase loyalty.

Gamified loyalty programs increase consumer loyalty and enhance consumers' intent to participate (vs. conventional programs).

- Journal of Business Research, 2020

MERKLE-IDENTIFIED BRAND ENGAGEMENT DRIVERS FOR MARKETERS TO ELICIT AN EMOTIONAL RESPONSE

Social Drivers

GIVE

To selflessly contribute or help others

CONNECT

To share, bond, collaborate, or establish relationships with others

COMPETE

To achieve individual or team goals

LEARN

To gain knowledge and mastery, satisfy curiosity, and explore

CREATE

To express oneself or build something

Individual Drivers

SOLVE

To make a decision, fulfill a need, or aid choices

Engagement Drivers IRL

Let's use classic games that we all know and love to illustrate various engagement drivers that will build emotional connections with consumers.



Intellectual Challenge

TRIVIAL PURSUIT

Activate consumers in the learning process with an intellectual challenge.



Self-Discovery

MAGIC 8 BALL

Tap into consumers' desire for self-discovery.



Self-Expression

PICTIONARY

Give consumers a stage for self-expression and feedback.



Collaborative Tasks

CHARADES

Get others involved using collaborative tasks and team play.



Achievement

BINGO

Use repeatable tasks to drive frequency and achievement.



Master a Task

OPERATION

Challenge consumers to develop a skill and master a task.



ELEMENT #2

GAME MECHANICS

What You Need to Know About Game Mechanics

Emotions alone aren't enough to hold your customer's attention. Game mechanics are necessary to motivate consumer behavior and provide the ways in which your customer interacts with your brand.

There are hundreds of mechanics you can use to build out a gamified experience, but they shouldn't be universally applied to all situations, as some mechanics work better than others to motivate certain behaviors.

For example, leaderboards and levels work to motivate engagement through competition, while social discovery motivates connection and avatar design motivates creativity.

Game mechanics have positive associations with emotional brand engagement among brand community users.

- Journal of Business Research, 2020

MERKLE-IDENTIFIED GAME MECHANICS FOR MARKETERS TO CONSIDER

CHALLENGES

SPECIAL EVENT

LOTTERY

POINTS OR CURRENCY

STREAK

FEEDBACK

PROGRESS BARS

SCAVENGER HUNT

COMMITMENT

TASK

SET COLLECTING

Game Mechanics IRL

Here are some other examples that we commonly use in our promotional and loyalty marketing activations.



Levels

Create a sense of exclusivity and achievement to motivate participation.



Rewards

Tangible and intangible rewards keep users engaged.



Leaderboard

Build competition among users to encourage social interaction and participation.



Content Unlocking

Use as a reward, challenge, or symbol of status and achievement.



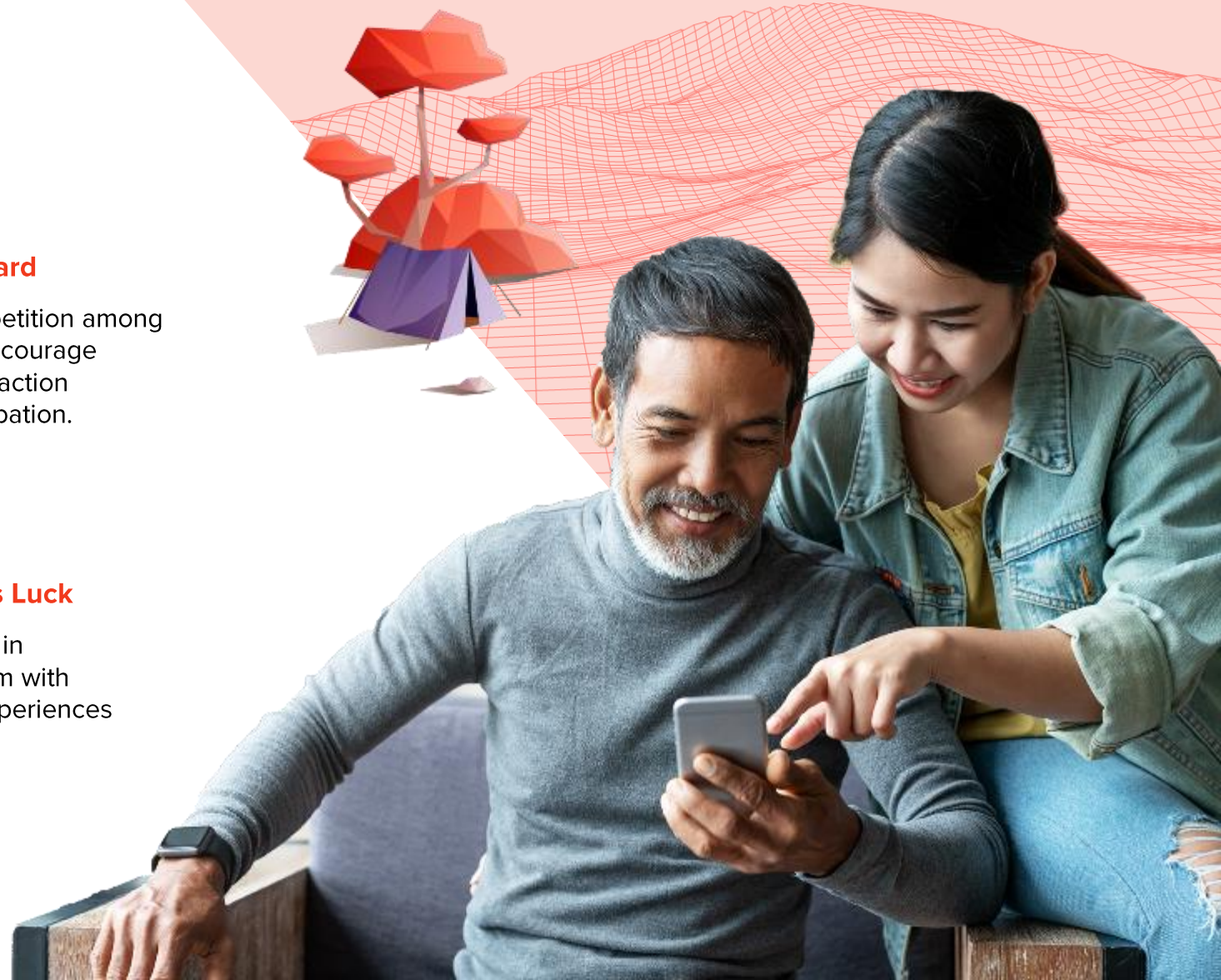
Countdown

Create a sense of urgency to motivate behavior during a defined period.



Beginners Luck

Root users in the program with positive experiences early on.



How to Play

As you think about how to apply gamification strategies, avoid the urge to slap a game mechanic or two on your experience and call it gamified. This approach rarely leads to a successful experience and often fails to differentiate.

What makes an experience engaging and successful is how the elements are tied together.

Mechanics have to work in context with the greater experience and should help tap into the core emotion that is elicited from the engagement drivers. It's important to select drivers and mechanics that are natural extensions of your brand, drive intrinsic motivation, and work toward achieving a shared goal between your brand and your customers.





READY TO CHAT?

SCHEDULE A BRAINSTORM SESSION

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