

## GAMIFICATION

SNAPSHOT  
TOPICS  
SERIES



# Game On!

According to a recent report by Bizzabo, organizations expect an increase in the number of events and event budgets in 2019. Many are turning to gamification to help them stand out on the increasingly crowded trade show floor.



**Nestle Contrex Mineral Water used gamification to encourage people to exercise and drink water.** Check out the [video](#) to see what had cyclers and viewers so enthralled.

### TOP 3 GAMIFICATION TRENDS

- 1 AR and VR
- 2 Gamification Data
- 3 Mobile Technology

From super-simple, single player games to elaborate, multi-player competitions, gamification can dramatically increase engagement while influencing and motivating target audiences. Here's why gaming works, when it's most effective and how to ensure success.

**GAMIFICATION:  
The use of game mechanics  
in non-game contexts.**

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## WHAT IT IS

Gamifying an activity typically involves employing a variety of game mechanics including:

- Points
- Levels
- Challenges
- Leaderboards

## WHY IT WORKS

Gamification activities satisfy universal human desires for:

- Reward
- Status
- Achievement
- Competition
- Altruism



### Take a tip from McDonalds who drives traffic with a Monopoly game.

Customers collect game pieces with every purchase to try to win.



## Dole wanted to change people's behavior for the better.

They did it with a gamification marketing campaign, which utilized Piano Stairs to encourage people to use the stairs more. The [experience](#) was magical and memorable. Musical piano stairs have since popped up in cities around the world — from San Francisco to Sweden.

## WHEN IT'S MOST EFFECTIVE

Gamification is most effective when it's tied to a specific business goal such as:

- Increasing booth traffic
- Deepening attendee engagement
- Differentiating your product
- Defining your brand

Once you determine the core metric, then design the game to drive that metric.



### Victoria's Secret used a Scavenger Hunt to build the PINK brand.

Players looked for letters and photographed them to receive their prize.

## HOW TO ENSURE SUCCESS

Gamification does not require a large budget. Low-cost games can deliver high returns. Whether you go big or go small, be sure to:

- 1 Make it visual.** Could be hoops, a game board, a leaderboard, a row of bikes...anything to indicate there's something cool going on.
- 2 Make it valuable.** Provide meaningful, relevant education and reward the winner and individuals for participation.
- 3 Make it social.** Expand your reach by incentivizing players to share the experience on social media.
- 4 Make it target audience specific.** Make sure you consider demographics when defining your gamification strategy.
- 5 Make it fun!** 'Nuf said.

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### CONTACT US

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