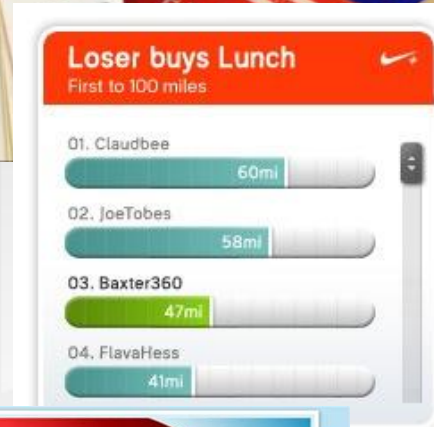
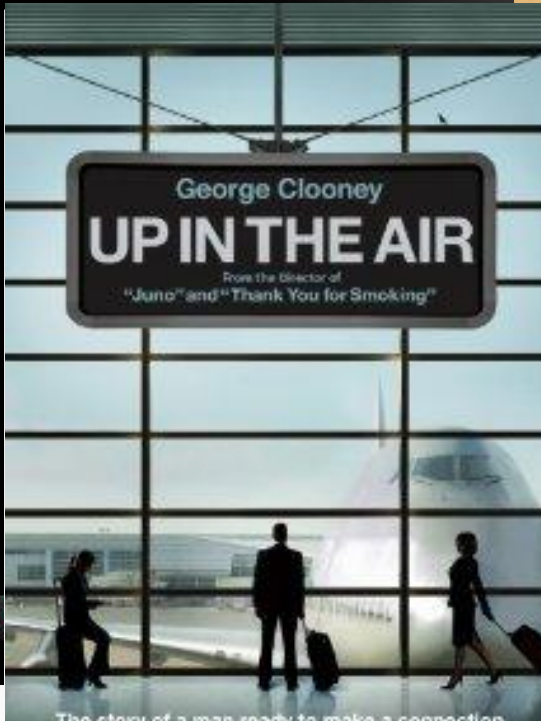


Gamification

What is it all about?

SK

Mady Keup
SKEMA Business School
France



Turn your visits into rewards.

Earn 1 Star each time you use your Registered Card at Starbucks.



WELCOME LEVEL REWARDS
Free birthday beverage
Free Wi-Fi (2 hours a day)

GREEN LEVEL REWARDS
Welcome Level benefits plus
Free beverage customization
Free brewed coffee refills
Free tall beverage with whole bean purchase

GOLD LEVEL REWARDS
Welcome and Green Level benefits plus
Personalized Gold Card
FREE DRINK EVERY 15 STARS





Holmenkollen Ski Jump 2

Check out the new game Holmenkollen Ski Jump 2! Can you jump all the way to the bottom of the slope? Play against your friends or alone!

[launch game](#)



Trysil Twintip

Set in the beautiful hillsides of Norway's biggest ski resort, you have access to dozens of jumps, rails and neck-twisting slopes. Rail-to-rail-action or maximum airtime on the spring jumps? It's totally up to you.

[launch game](#)



Holmenkollen Ski Jump

Jump all the way to the bottom of the slope! Play alone or against your friends!

[launch game](#)

Gamification – its importance in marketing

- Business spending on what has become known as "gamification" will increase from an estimated \$242 million this year **to \$2.8 billion in 2016**, predicts M2 Research

Source: USA Today, 8/3/2012

- An estimated **70 percent of the top 2,000 public companies in the world** will have at least one gamified application by 2014, Stamford, Conn.-based research firm Gartner Inc. predicts.

Source:<http://www.gartner.com/it/page.jsp?id=1844115>

A Definition of gamification

“The use of game design elements in non-game contexts”

Definition taken from Deterding et al, Gamification: Toward a Definition, CHI 2011

- Fun
- Effort
- Skills
- Rewards
- Competition
- Rules
- Facilitated by interactive digital technology

Figure 1. The elements and tools of gamification

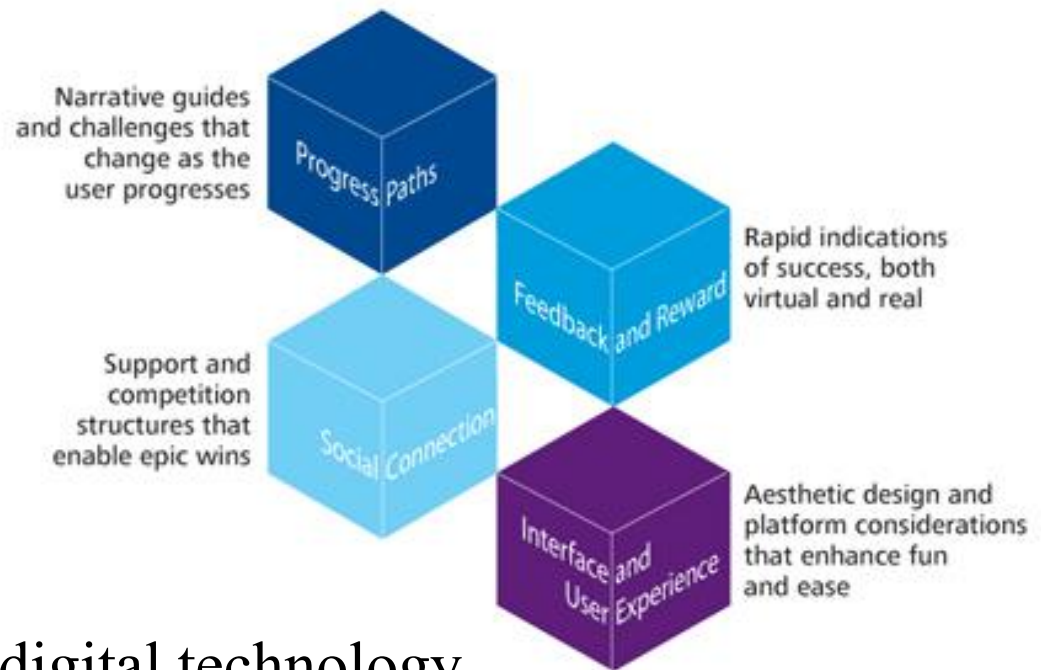
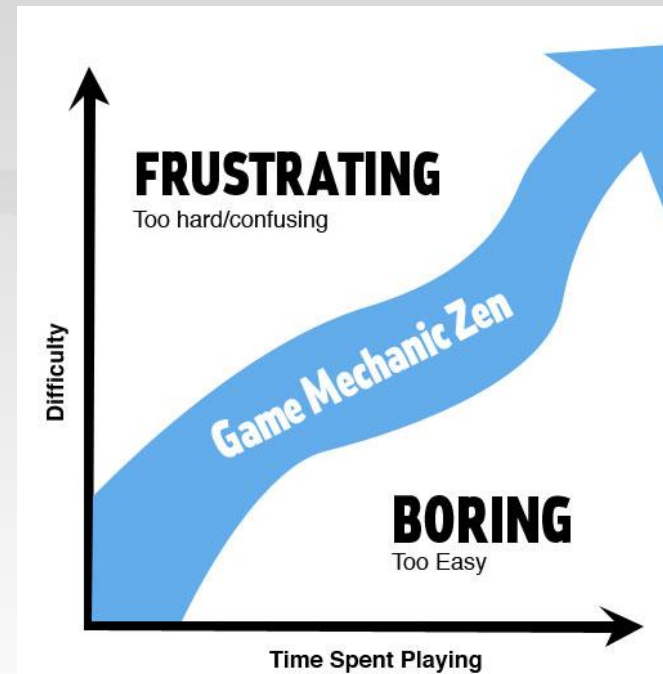


Figure from: Deloitte Review, The Engagement Economy: How gamification is reshaping businesses, July 2012

Why does it work?

- Dynamics
 - Community Collaboration/ Sharing
 - Social recognition/Leaderboard
 - Skill enhancement

Image source: mashable.com



- Flow

"... being completely involved in an activity for its own sake. The ego falls away. Time flies. Every action, movement, and thought follows inevitably from the previous one, like playing jazz. Your whole being is involved, and you're using your skills to the utmost".

Mihaly Csikszentmihalyi, psychologist

Gamification – main purpose

“Brands employ ‘gamification’ - ... - *because of its ability to engage consumers.*”

Branded game play equates to extended brand exposure, which in turn can boost brand recall and even affinity. ”

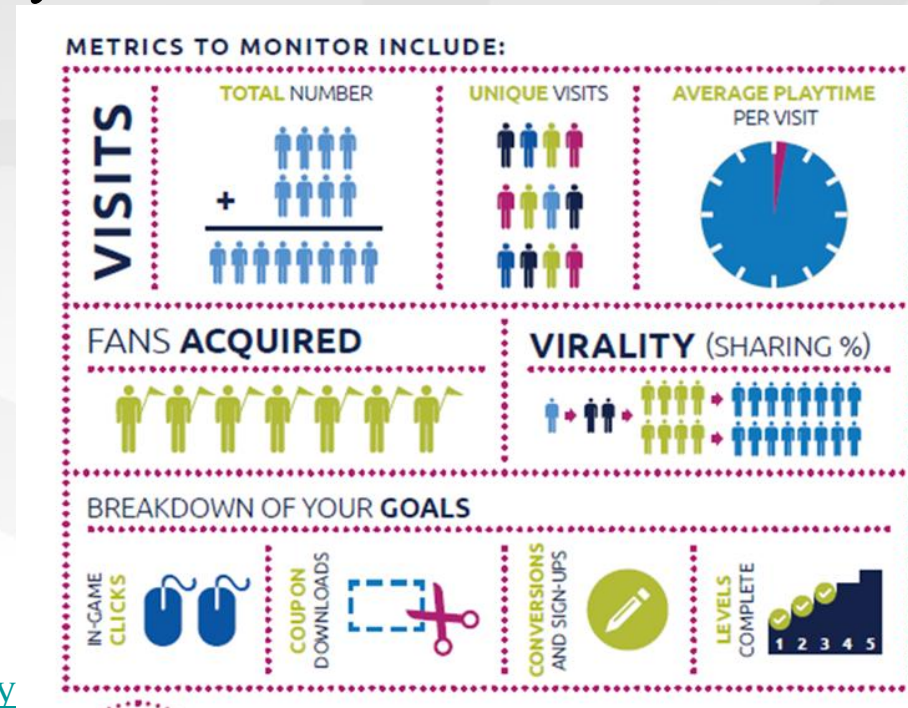
“*Games as ads* - part of an overall marketing strategy to promote a brand online.”

Tessa Wegert

Sources :

Quote: <http://www.clickz.com/clickz/column/2228218/y>
November 2012

Picture: How Brands Should Use Social Gaming to Drive Engagement: Insights and Best Practice by Adam Archer, General Manager of Vitruve Games, 6 December 2011



Gamification – some tourism examples

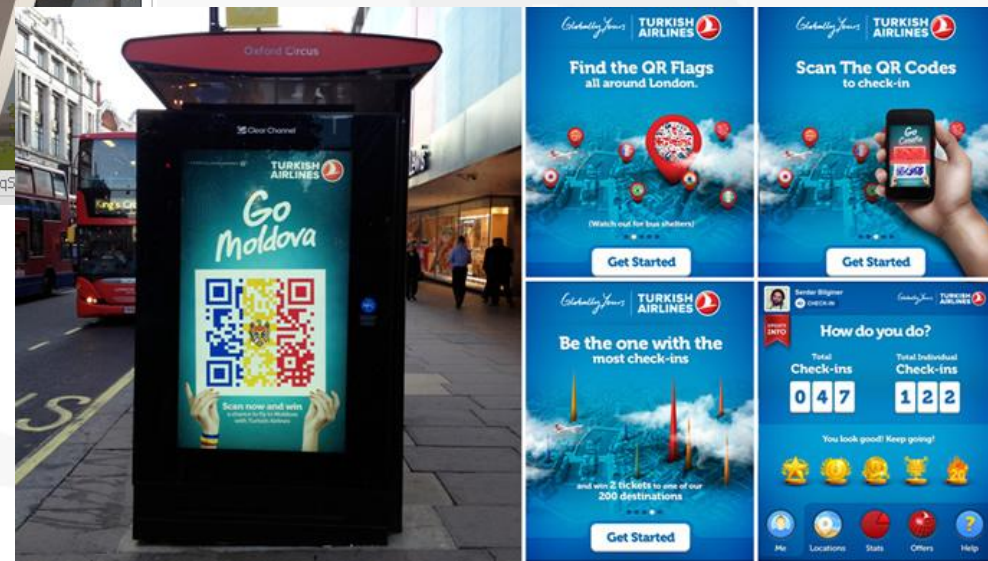
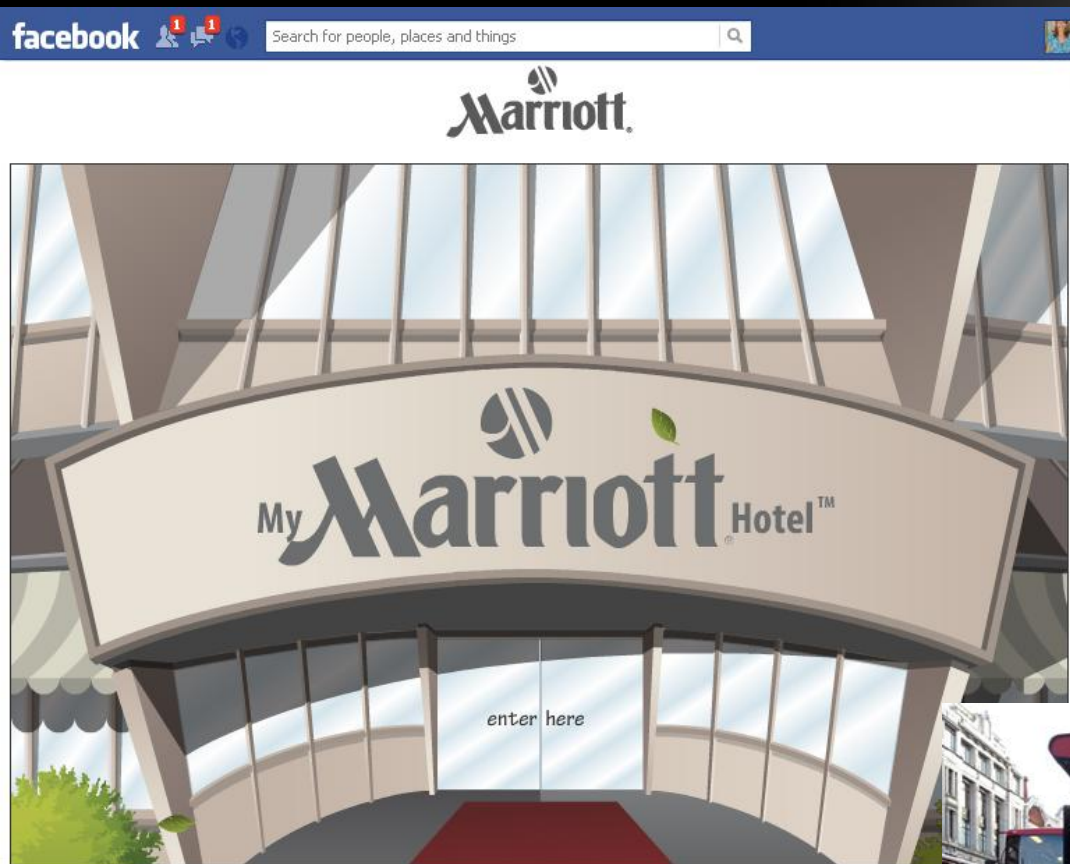


Image sources: <http://abouttourism.com/>;
<http://www.facebook.com/irelandtown/>;
https://apps.facebook.com/mymarriotthotel/index_en.php
<http://www.airlinetrends.com/tag/gamification/>

TOUR DE SERBIA

Welcome to the race through Serbia. Choose a destination, sit back and enjoy while racing through stunning Serbian destinations. Don't relax too much, your score will count!

■ BELGRADE



■ NOVI SAD



■ SUBOTICA



■ ZLATIBOR



■ KOPAONIK



SUBOTICA

NOVI SAD

BELGRADE

ZLATIBOR

KOPAONIK

COMMANDS

P KEY - PAUSE/CONTINUE **ESC** - GO BACK AND RESET GAME

→ - SPEED UP **←** - SLOW DOWN **↑** - MOVE UP **↓** - MOVE DOWN

TAKE A BREAK - BROWSE THE PICTURE GALLERIES

Make an event in Serbia



Instructions

Dear planner

Play smart and enjoy while organizing your event in Serbia. You can choose between city destinations in Belgrade, Novi Sad or Subotica, or the mountain resorts of Kopaonik, and Zlatibor. The destination selection will determine the capacity of the event.

To organize an event, you should choose the meeting venue, hotel accommodation, a gala dinner venue, and also include excursions to some of the attractions. All of that needs to stay within the limits of your starting budget – note that each destination has different budget limits!

IMPORTANT: Don't save too much, your clients will not be satisfied, and you will get

<http://www.scb.travel/games/2/>

Is it here to stay?

Both school and work can be viewed as a sequence of challenges, quests and levels, with a badge awarded in the end in the form of a diploma, a job promotion to the next title, the status of valedictorian, or a year-end financial bonus.

Deloitteview.com, July 2012

Gamification – A future driven by Millennials

“Millennials come to work expecting the same engagement found in the digital world. The progression of workforce expectations means that challenges this group encounters will be overcome through gamification—the application of one or more reward structures to reinforce behavior driving the quality of and access to information. “



Marsha Burke and Troy Hiltbrand, How Gamification will change Business Intelligence, Business Intelligence Journal, Vol 16, No.2

Hvala!

SKEMA Business School

- 6 campuses – France, USA, China, Morocco
- Courses taught in English
- MSc in Strategic Event Management & Tourism Management

THE WORLD IN THE PALM OF YOUR HAND

