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WHITE PAPER ON

How Brands Can Use Hyper Casual Games for Increased Engagement.

EXECUTIVE SUMMARY

Byte sized hyper-casual branded games are a great way to engage with the customer. Unlike videos, images, GIFs and other one dimensional content, games enable interaction, insights, higher brand recall and delight. Games that are coupled with the right kind of incentives improve performance, time spent and the ability to re-target users. Branded games are often underrated but if conceptualized well and deployed smartly in existing and new distribution channels, the results can be incredible.

In this white paper, read about how branded hyper-casual games engage and motivate by offering intrinsic as well as extrinsic rewards with optimal triggers. Explore interesting case studies and learn about how you can strategically deploy gamification to multiple brand-customer touchpoints.
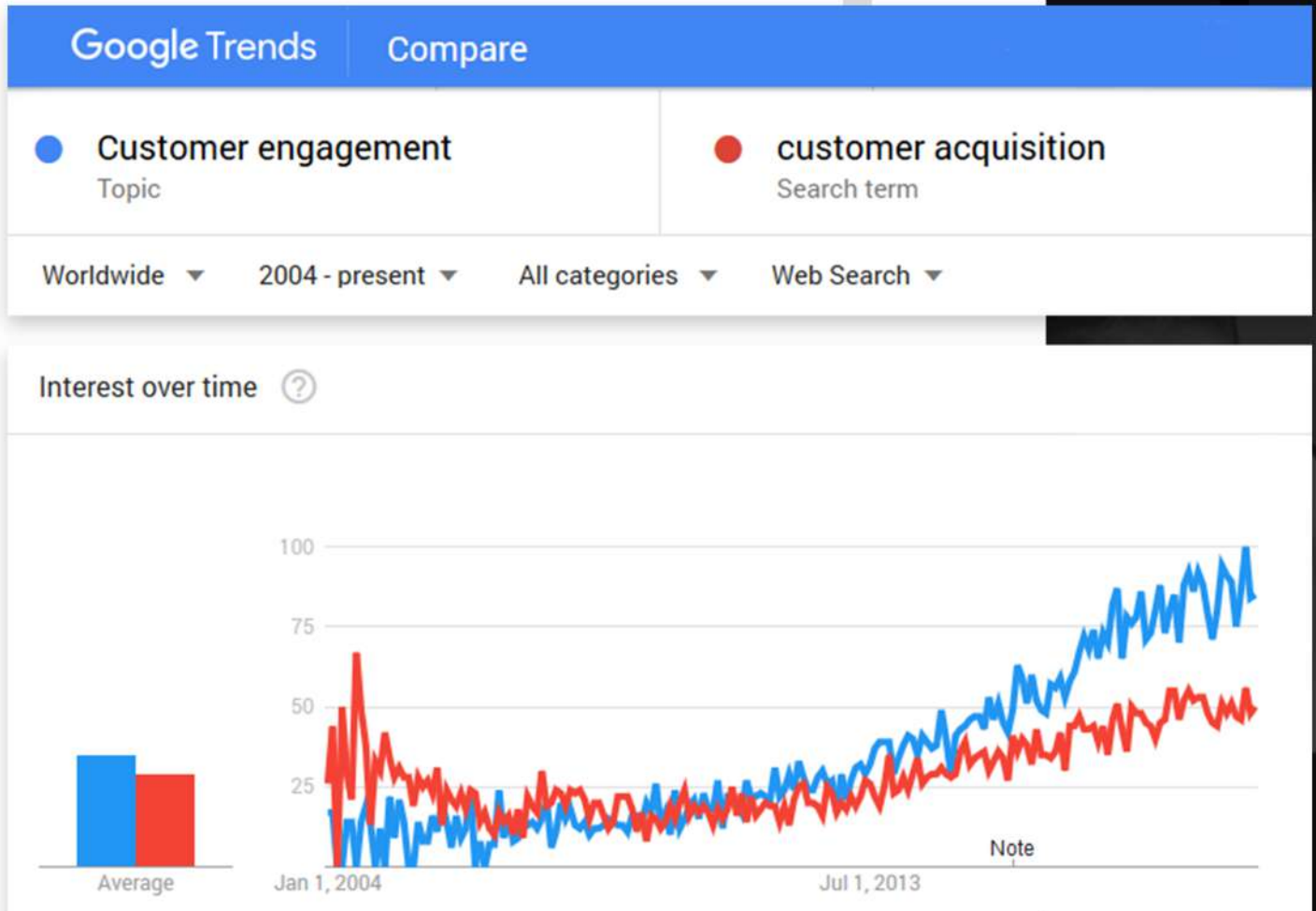
SUMMARY

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Gamification engages and motivates.

Gamification - the usage of gaming dynamics into social experiences - has helped brands achieve higher engagements. In fact, it has been observed that companies who have introduced gamification show a steady increase in customer satisfaction, loyalty, and ultimately, customer lifetime value.

With increasing clutter, retention and engagement become one of the biggest challenges. The attention span is consistently decreasing due to the massive deluge of information. It might appear to be a bit of an overstatement but the reality is that customer engagement has become more talked about subject today than even customer acquisition.

Here gamification can act as a remedy.

GAMIFICATION

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Google Trends | Compare

● **Customer engagement**
Topic

● **customer acquisition**
Search term

Worldwide ▼   2004 - present ▼   All categories ▼   Web Search ▼

Interest over time ⑦

100

75

50

25

Note

Average   Jan 1, 2004   Jul 1, 2013

Marketers saw a steep increase in engagement when they introduced videos into their content format. This is due to the fact that good videos force scrolling users to stop and pay a little more attention. With gamification, the entire game of engagement shifted from "likes", "loves" and "shares" to crave. Gamification deeply engages social customers over long periods and creates superfans who circulate over 50% of the content.

GAMIFICATION

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01

Offering intrinsic as well as extrinsic rewards with optimal triggers

Our need for esteem, as per Maslow, gets fulfilled with the feeling of being valued by others. Gamification helps us gain status, recognition and mastery; and showcase achievements and contributions in the form of points, badges, ranks, levels, avatars, etc. The more we get recognition, the more we crave for the game. And all this boils down to long-term engagement, loyalty, and advocacy.

Image 1. Gamification mechanics, elements, measurement and motivators

MECHANICS
Challenge, Rewards, Fun/Engagement, Competition, Challenge & Social

ELEMENTS
Points, Leaderboards, badges, Prizes, Levels & Coaches (Avatars)

MEASUREMENT
Knowledge increase, Learning retention, Behavior change, Participation & Confidence

MOTIVATORS
Recognition, Status, Achievements, Feedback, Self-driven & Mastery

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REWARD

BEHAVIOR

Image 2: Rewards reinforce behavior

MORE BEHAVIOR

Most gamification strategies involve pleasant surprises - such as vouchers, discount coupons, etc - as well. And this further motivates social customers to engage more passionately (Image 2).

A small group of social customers who passionately compete for rank and reputation spur trust-building interactions across the entire community of existing as well as potential customers, turning a network of individuals into a group of brand advocates.

01

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Whereas recognition, contributions, and achievements are categorized as "intrinsic rewards", direct rewards such as prizes, gifts, surprises, cashback, etc. are considered "extrinsic rewards" (Image 3 &4).

Brands can carefully offer a mix of intrinsic and extrinsic rewards through gamification to enhance motivation and engagement.

Image 3: Intrinsic rewards

Image 4: Extrinsic rewards

INTRINSIC REWARDS

Are internal
(inside a person)

Include things like pride, satisfaction, task enjoyment

EXTRINSIC REWARDS

Are external
(outside of a person)

Include things like money, praise, promotion

01

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Examples of how various brands offer intrinsic and extrinsic rewards

Before we discuss the underlying strategies in the above-mentioned examples, let's quickly dive down a bit into the Fogg Behavior Model and its application in gamification. Prof. B.J. Fogg, an experimental psychologist of Stanford University, developed a behavior change model. As per the model, three elements must converge at the same moment for a behavior to occur. These three elements are motivation, ability, and trigger.

ABILITY

TRIGGER

GAMIFICATION

MOTIVATION

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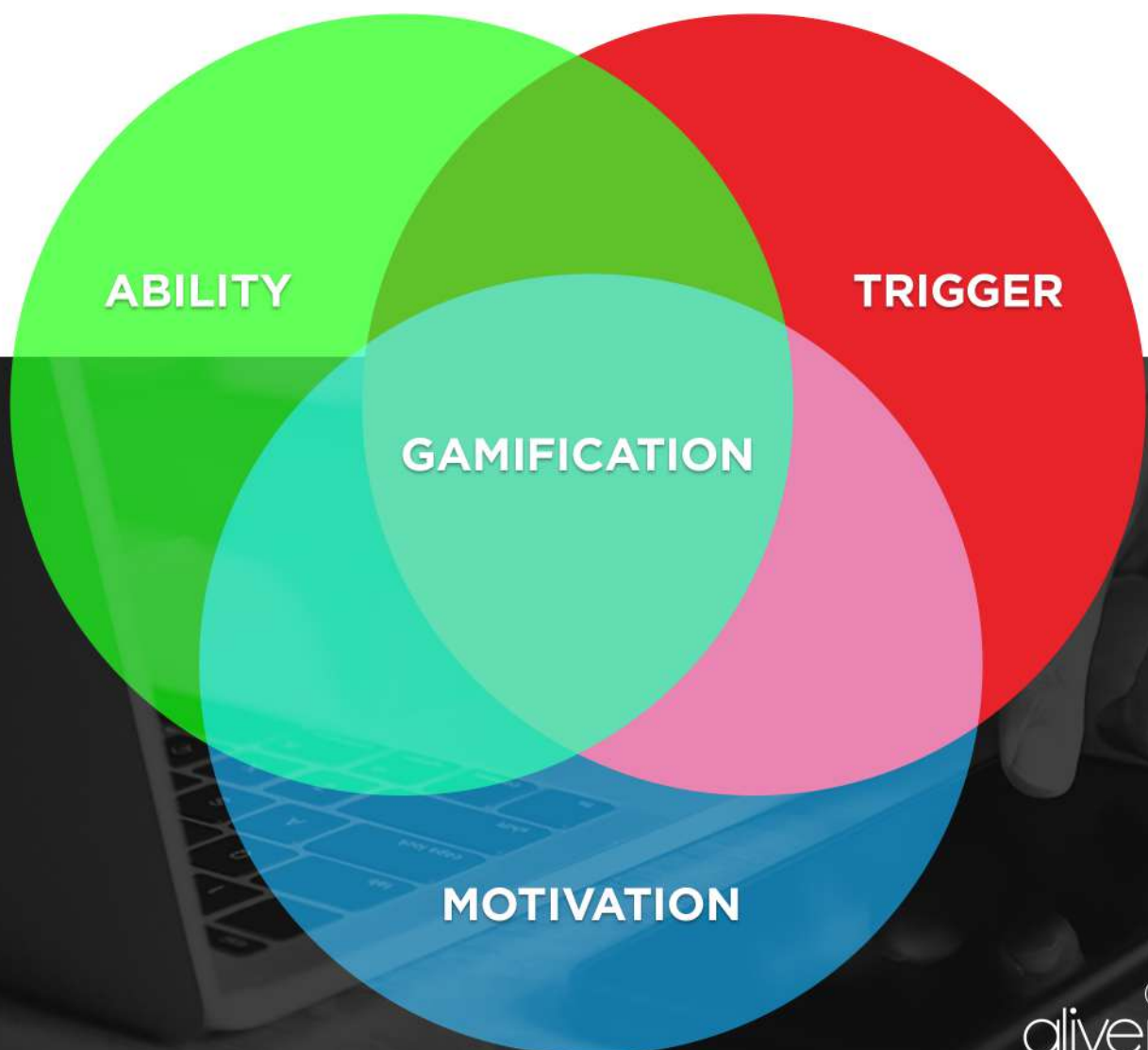
Rewards in the form of intrinsic motivations (such as status, increased authority) or extrinsic motivation (such as cashback or prize) provide the motivation social customers need in order to engage, but there are three components to the gamification experience and all must be present. If a community member is asked to contribute beyond—or beneath—his or her ability, the user is unlikely to engage despite the desired motivation. Similarly, If the trigger isn't properly timed or convenient, it won't lead to much engagement.

We will see how the gamification tactics used by the above-mentioned brands display a perfect mix of these three elements - motivation (extrinsic and intrinsic), ability and trigger, and how they convert passive story viewers into an engaged audience.
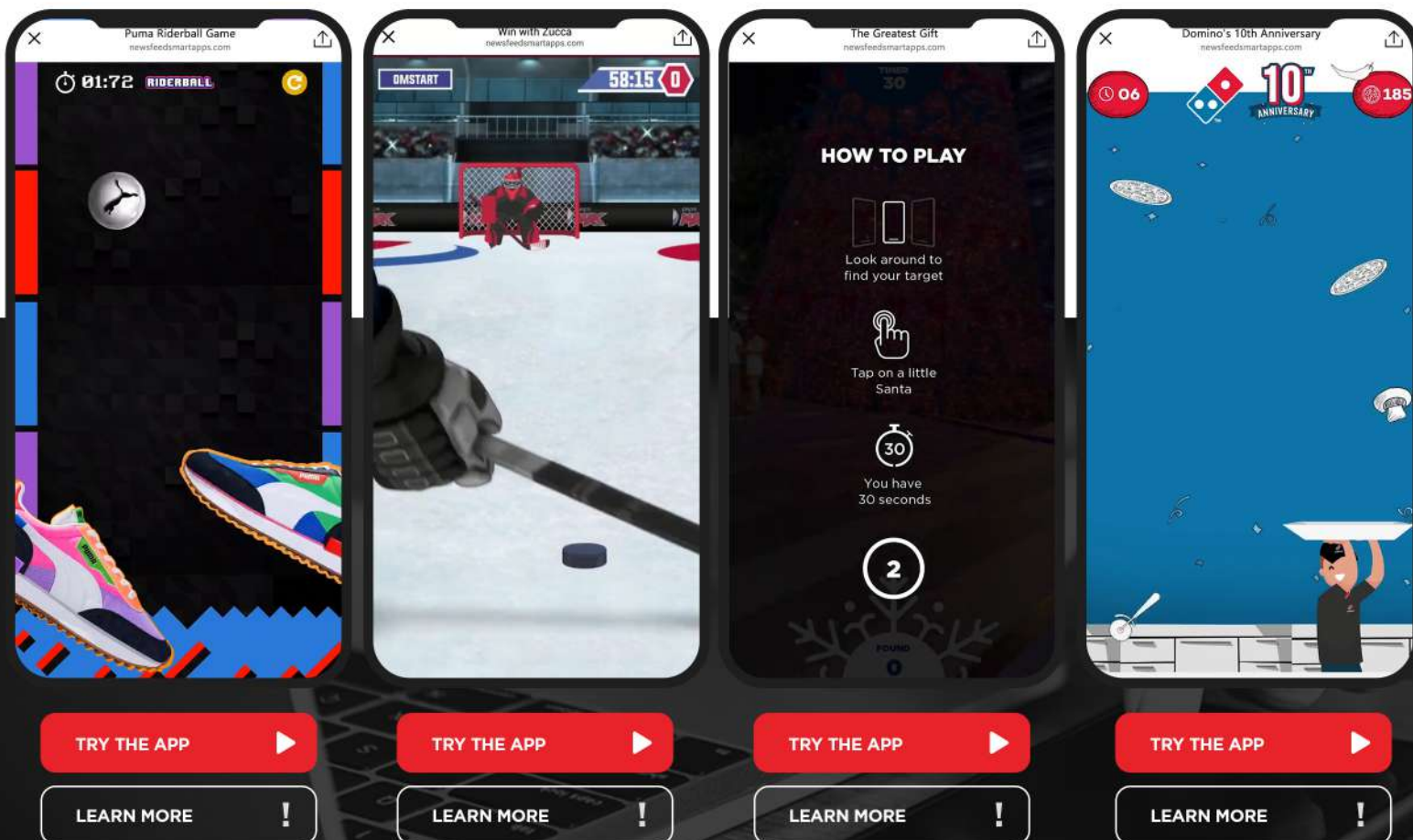
Puma Riderball Game

REGION: INDIA, SOUTH AFRICA

This is an engaging game that targets a young population that would like to win a pair of Puma shoes. Winning a pair of sneakers is a great way to motivate the audience Puma targets. All you have to do is to clear the colored bars in the quickest possible time to unlock the hidden shoes. The complexity level has been kept low to address the second element of Fogg's model, ability. The idea is simple, a Puma advertisement in a newspaper or a billboard may attract eyeballs but this one definitely engages the audience and brings in tons of referrals that would be potential Puma buyers. And then you get to slice and dice the engaged customer data in whatever way you want. Deployed exclusively on Instagram, this was a successful game with 300,000+ game plays in a span of 2 weeks. In addition to a media push, Puma collaborated with the right influencers on Instagram to launch this game.
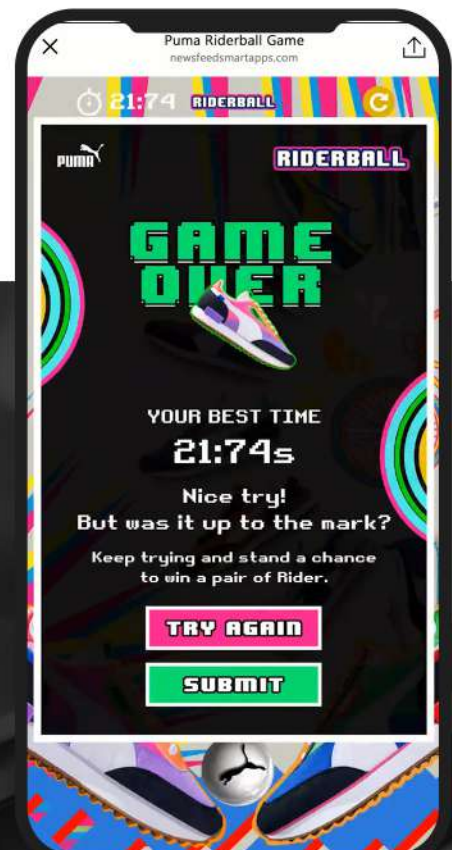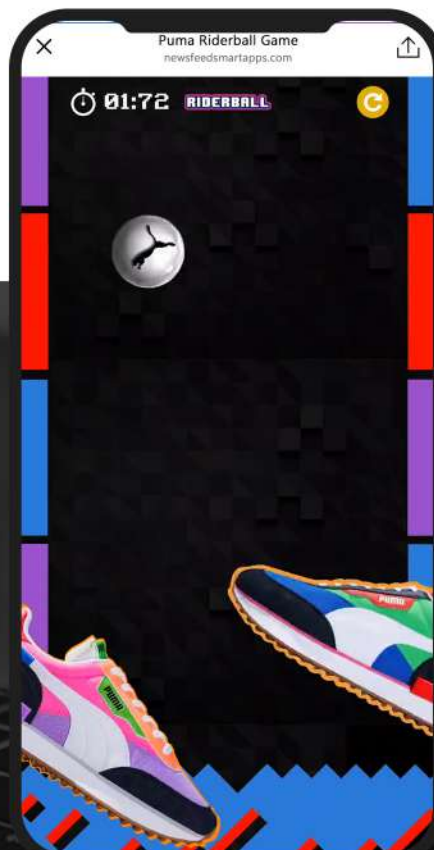
Pepsi Max Ice Hockey Slap Shot Game

REGION - EUROPE

This is an interactive ice hockey game where you shoot from a fixed spot and score as many goals as you can. The motivation component is really cool in this game. The highest scorer wins a chance to win a trip to the USA and meet a celebrity. This reward would undoubtedly trigger a lot of intrinsic and extrinsic motivation amidst the player. And players would engage passionately to get better at the game and register their best goals. The game is very simple. So, yes, complexity will not challenge players ability at all.

HITACHI
Inspire the Next

Hitachi 360 Santa Hunt
REGION - SINGAPORE

Hitachi 360 Santa Hunt is a cool smartapp game where a user is transported to a 360 environment in Singapore's famous Orchard Road. In a limited time, the user has to collect 12 little santa's by looking around. The best part about this game is that it's a quick 30 second game. As the time is finite, the players have no option to get distracted but focus. The winner gets a free gift from Hitachi. As the brand caters to a larger demographic segment, and not just the young age group, the game has been made very swift, simple and quick to attract almost anyone and win the Hitachi gift.


EXAMPLES

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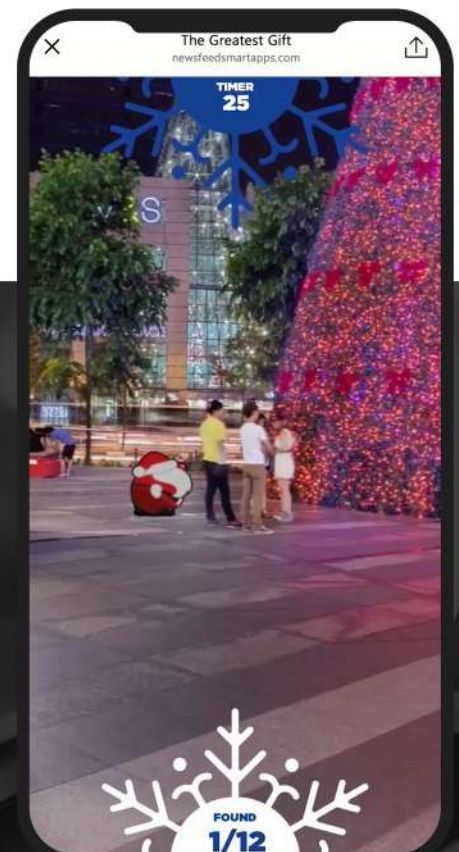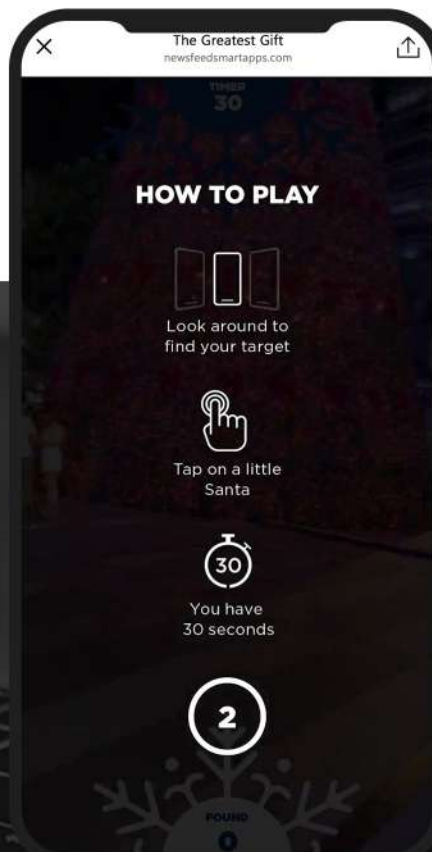
Domino's Pizza Catcher

REGION - SINGAPORE

What can be a better motivation for a pizza-lover to win a pizza just by playing a super interesting game on their smartphone! All you have to do is move your plate left and right and catch as many pizzas as you can in 30 seconds. 10 points for every pizza caught and 5 points for the elements of the topping! One can play this game 50 times a day to win more and more points without getting bored. Just like the games in the above examples, this game, too, is super engaging. When you have sufficient points, you can redeem it very easily.

EXAMPLES

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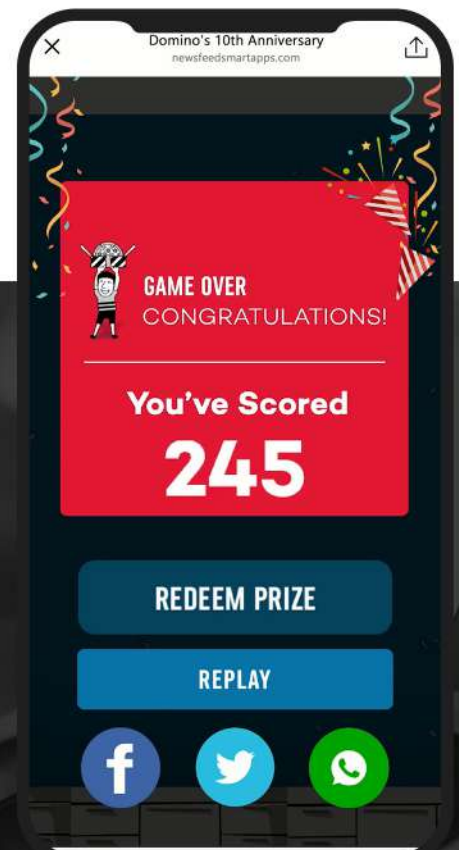
Brands can use similar gamification techniques to attract and engage potential as well as existing customers. Just by being aware of their motivation needs, abilities and triggers that will encourage them to engage, brands can win a pool of loyal advocates. Over time, this engagement behavior can produce enormous amounts of user data that brands can use to take meaningful action.

EXAMPLES

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02

Strategically deploying gamification to multiple brand-customer touchpoints

The adoption of gamification needs to be consistent across all the core and support functions of the value chain. And, for brands to be able to influence customer behavior, gamification needs to be implemented very carefully and purposefully as part of an overall strategy. Offering intrinsic and extrinsic rewards, as discussed above, is certainly an important strategy of gamifying the loyalty program. However, this is in no way a comprehensive gamification strategy to drive deeper customer engagement.

Every industry has a unique buyer journey and hence there has to be different gamification strategies for each industry to drive engagement. For example, gamification for a typical B2C industry segment - such as retail and consumer goods, consumer electronics, etc. - might involve strategies such as gamified product exploration, game-based marketing, gamifying loyalty programs involving more than one brand, etc. For B2B brands, on the other hand, gamification can involve the use of interactive infographic, situation-based decision making, software simulation, etc.

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There are numerous ways by which companies can increase their workforce productivity by engaging employees. For example, employees can be motivated to earn points and badges by sharing information, contributing to various discussions, completing assignments on or before time, passing internal tests, etc. It has also been found that gamified surveys produce both higher quantity and quality feedback.

There can be hundreds of innovative ways that brands can adopt to embrace gamification. Brands must acknowledge that even the tiniest bit of gamification can help drive user engagement. For example, a leading pizza chain's app asks their customers to shake their android or iPhone if they don't know what toppings they want to order and the app will pick the toppings.

02

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03

Using Gamification Analytics for higher customer engagement

It's important to analyze gamification like any other business initiative. gamification data contains valuable information about users and their behavior. This data can be used to measure the success of gamification projects, to analyze user behavior, and to continuously improve gamification designs. There can be various reasons for lesser engagement. These may include a wrong selection of target audience, incorrect estimation of motivation triggers; or even technical issues with the app. Whatever may be the case, timely insights can help brands tweak their strategy and re-deploy the campaign.

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CONCLUSION

Gamification has emerged as one of the powerful tools for brands to achieve higher customer engagement. Gamification can be deployed not just for the customer engagement but employee engagement and student engagement as well. There can be a number of gamification strategies specific to industries and business verticals. Almost all the leading global brands have deployed some form of gamification to drive customer engagement. Brands can use gamification for higher engagement by offering intrinsic as well as extrinsic rewards; and by strategically deploying gamification to multiple brand-customer interfaces. And like any other business initiative, brands must have a well-defined strategy to analyze the gamification data and generate qualified leads.

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ABOUT ALIVENOW

AliveNow is a global creative tech studio building incredible experiences at the intersection of marketing and technology. With active operations in India, Middle East and South East Asia we've worked with over 400 brands and 150 agencies globally. Deployed 400+ Newsfeed SmartApp games, Swipe Up Games and Facebook Playable ads for brands across geographies and sectors. As official Facebook and Instagram partners for Augmented Reality, we've created over 200 AR experiences

ABOUT OUR INTERACTIVE GAMING SOLUTIONS FOR BRANDS

Our branded gaming solutions fall under 5 categories. Read about them below and know more by visiting the respective section on our website.

Newsfeed SmartApps (www.newsfeedsmartapps.com):
With Newsfeed SmartApps brands can launch rich, immersive and interactive experiences that work in mobile ad-networks and natively inside social apps like Facebook, Instagram, Snapchat, TikTok & Twitter.

Swipe Up Games (www.swipeupgames.com):
Built for Instagram & Facebook stories, swipe up games enables users to "Swipe Up" on stories to open an interactive gaming experience in the in-app browser!

AR Games:
Augmented Reality gaming experiences in Facebook AR, Instagram AR, Snapchat AR and WebAR.

Facebook Playable Ads:
Building fun hyper-casual byte sized games in Facebook Playable ad format for brands.

In-app Games:
Building gaming sections for existing apps to improve in-app performance and retention time or deploying one-time games in existing brand apps.

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