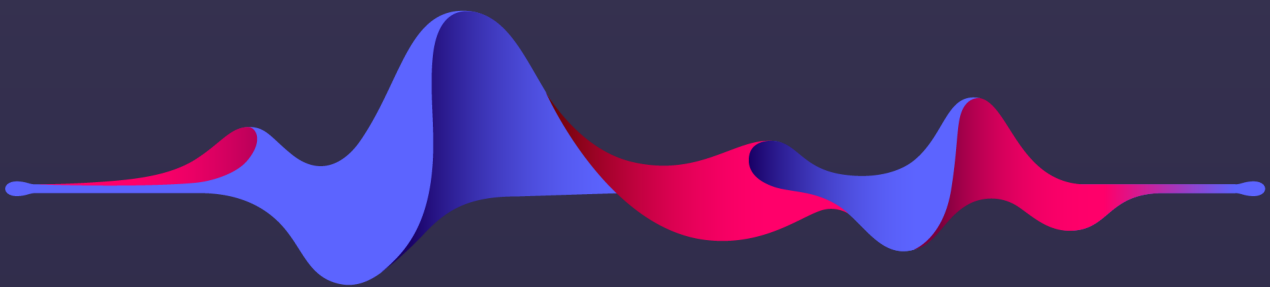




# Intro to Gamification

Applying gamification to your business



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# Creating immersive experiences

Hummingbirdsdaily is a design studio specializing in augmented reality (AR), virtual reality (VR), and mixed reality (MR) to create engaging, immersive experiences for brands. We craft innovative solutions using the latest AR/VR/MR technology to help companies revolutionize their customer experience.

## What We Do



AR/VR Creation



Web/App Design



Product Strategy



Digital Transformation

Our mission is to innovate, defy, and emerge. The future of interaction is extended reality and Hummingbirdsdaily is here to bring your user experience to that next level.

Work with us



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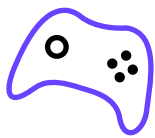
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## LEVEL 1

# Understanding the Audience (Millennials & Gen Z)

What do the Boy Scouts of America, American Airlines, and McDonald's all have in common? They are all early examples of gamification. The Boy Scouts gave out merit badges to recognize its members' achievements, American Airlines introduced the first Frequent Flier program, and McDonald's allowed its customers to play Monopoly with each order. The



definition of gamification is the application of game-style elements to unrelated tasks as a means to motivate. The term "gamification" is relatively new, being coined in 2002.

*Because of this, Millennials and Gen Z have become the primary target for gamification.*

Millennials, popularly defined by their birth year as 1981 to 1996, currently dominate the workforce, often with a new set of rules and rituals. Gen Z, those born between 1997–2005 (15–23 years old in 2020), start to jump into the workforce and will be our new human source in the future. Now business owners are starting to think about how to make the onboarding process more engaging to the young workers. Product marketing campaigns are gaining more entertaining activities, adding more rewards, and games. In order to learn more about how to make the young generations spend more time on work or products, business owners nowadays create different ways to increase engagement.

**Below are some traits that unify and distinguish these two generations:**

### **Digital Natives**

The cutoff that separates Millennials from Gen Z is somewhat arbitrary, but is often attributed to these generations' relationship with technology. Millennials came of age during the popularization of the internet and adapted to the huge shift in communication and connectivity, while those born after 1996, it was a given. We were already on iPhone 4 before Gen Z had reached their teenage years.

### **Generation Me**

Because Millennials' parents are typically from the 70's, Millennials were raised to have high self-esteem; that paired with the fact they have access to technology that tracks their location, genetic history, and Chipotle orders lead to Millennials being three times more likely to display narcissistic traits than past generations. This high level of self-worth also results in leaving Millennials susceptible to unmet expectations — reporting they do not receive enough respect or satisfaction from their careers or romantic relationships.

### **Entrepreneurial Spirited**

Young workers report to having an average of six different full-time employers by their late 20's. Entering the workforce during the country's worst recession in recent history, 49% of Millennials have reported taking a job they did not desire to pay the bills, and 35% have returned to school to seek better opportunities. Because of this distrust in job satisfaction and job security, young people have turned to self-employment and side hustles.

## No Car Needed

There are many reasons why young people are less likely to own cars, such as ridesharing, fear of capital purchases, or environmental awareness. Instead, Millennials and Gen Z are driven by experience and value. They love to travel and value the experience more than material things. Material things are not what they pursue, they are seeking the purpose of life and they want to live a meaningful life. They believe they are unique and can contribute to the world and are not afraid of speaking out. They believe the world will be better because of them.

## Social Grouping

Since they are always online and connected, the younger generations love to share their life on social media and easily get influenced by influencers. They want to be cool, different, unique and stay popular on social media. They have their own group and always on top of what is trendy and know the news in their tribe. Millennials are more team-oriented. They love working with their team and value teamwork. Gen Z doesn't like to follow the instructions. They love to explore and make their own decisions about the tasks.

**Here are some examples of how gamification can be used to engage Millennials and Gen Z:**

## Spirit

As mentioned before, the younger generations are seeking experience and self-value. Having a sense of achievement and feeling self-importance will keep them coming back and increase engagement.



Video games, social media, and some marketing campaigns have been using badges, levels, scores, daily rewards, daily missions, progress bars, points, coins, social sharing, and leaderboards to encourage them to keep engaging in the game, products, education, and such.

### **Consistency**

Smartphones, social media, collaborative apps, and other online platforms keep Millennials and Gen Z always connected. It is the advantage of digital gamification tools and software to be accessed anytime anywhere by Millennials and Gen Z. Since gamification has a structure similar to game – from easy to hard, small reward to big reward. It is easy to see the big picture breaks down to bite-size and being achieved systematically by the progress bar.

### **Challenge the young generations**

According to the research, more than 70% of the young generations claimed they would be more productive if the task is more game-oriented.

### **Social competitive behavior change**

By friendly competition with their peers, it encourages the young generations to repeat and overcome the difficulties to get social recognition.

### **Instant**

Through gamification, people can get instant feedback whether they did it right or wrong. It measures the performance and let people know how to improve next time.

### **Reward system**

By giving the reward after the hard tasks, education, or training, the young generations can get a sense of achievement and want to do more.

## IN CONCLUSION

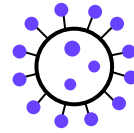
Gamification has been widely considered an effective way of changing the young generations' behaviors. Getting a more immersive experience through gamification, create a sense of achievement, and adding fun to the whole experience will be an important issue for business owners or product campaign owners.



## LEVEL 2

# The New Normal (COVID-19 & Digital Transformation)

COVID-19 has rapidly changed the world and we have entered a “New Normal” (as of the year 2020). According to research, this new global situation could last at least 2 to 4 years. Retail stores, travel agencies, theme parks, restaurants, gambling, airlines, hotels, movie theaters, live sports, cruises, film productions, gas, gyms, transportation, and much more were hit hard during this pandemic.



Now businesses are facing new challenges, while some business owners consider COVID-19 a push to accelerate their “digital transformations” — turning their business from mom & pop shops to an online e-commerce shop. Companies such as Google, Twitter, and Facebook are also beginning to let employees work from home and are adapting all their infrastructure to make remote work as smooth as possible.

Businesses that have been able to properly identify the changes caused by these times and adapt to them have been able to come out on top. Here are some changes that businesses are now facing due to the pandemic:

### Conservative spending

Unfortunately, thousands of enterprises claimed bankruptcy overnight due to quarantine around March and April in 2020. Without people going out physically and spending money on the shops, big retail stores struggle to afford the cost of maintaining the physical locations and staff, while more than 40 million people recently got laid off. As a result, consumers are more hesitant to spend their money.

## Remote workers spending

Companies are now working from home and have moved all the meetings and management systems online. It can be more flexible to work from home than working in the office. Many companies have placed an emphasis on building a flexible workforce based on temporary contracts rather than traditional full-time employment. Hiring remotely can also expand the company's talent pool since there is no physical boundary if the workers are going to deliver the work online.

## Online boost

Despite the weaker economy, online shopping, education, training, and gaming are flourishing. Due to quarantine, people are spending less on going out and are looking online for new media and outlets to educate and entertain themselves. Netflix reported receiving 16 million new sign-ups thanks to the quarantine. Amazon Prime memberships have grown to \$5.6 billion and the sales revenues have grown to \$77.5 billion.

**Here are new digital opportunities for businesses to improve their digital product experience considering these changes:**

## Take time to improve e-commerce and social media content

Moving business and communication online is a perfect opportunity to improve your business's online experience. Low rates of loans the government provides for small businesses during COVID and a lot of great designers are seeking projects. Additionally, consumers have more time to spend online and are looking for a distraction from current events. The content on social media platforms can turn your followers

to loyal fans and customers. It can increase your brand awareness, sales, audience engagement, and increase SEO search and online traffic.

### **Integrate elements of “gamification” to your brand**

As a company focuses its efforts online, the opportunity for gamification can present itself. Capturing the audience’s attention might be a challenge for business. Here’s an example of a business that utilizes “gamification” for their campaigns. Starbucks created a “gamification” loyalty reward program that allows customers to accumulate points for future rewards. This encourages customers to purchase more in order to get more rewards. Not only can it generate more sales but also it adds a lot of fun in the purchasing experience.

### **Explore new media for solutions**

IKEA recently integrated AR to its mobile app, allowing users to select what furniture they like, place it into their living room or kitchen, and purchase it through the in-app link. It reduced the returning rate by 50% and increased customer trust by providing an immersive online experience. Similarly, many Hollywood film production companies shut down during the pandemic. The producers met over Zoom and had actors read their lines via FaceTime. By matching computer images and live-action images, production teams can virtually produce high-quality movies without meeting in person. Finally, high-quality VR tours allow buyers and renters to navigate through the spaces without physically being there in person.

## IN CONCLUSION

COVID-19 has given businesses an even greater reason to transform their business digitally. Companies that have been able to anticipate these new sets of challenges will be able to survive, and even grow, these new couple years of a “New Normal”. The “New Normal” also comes with new opportunities to improve one’s online experience and explore elements of gamification and new media.

## LEVEL 3

# Interactive & AR Campaigns

When people play games, they spend time interacting with the brand and create long-term engagement with the brand. 75% of the smartphone owners have played a game on their device, and 46% play games on a daily basis according to Kamakshi S., Oct 16, 2014, Forbes. Companies add elements such as progress bar, rewards, challenges, points, rating, virtual currency, leaderboards, virtual present, physical products to make sure the game triggers the competitive nature of the user. Most importantly, it makes customers feel like they are doing something meaningful for using the product.



Here are some questions to consider when starting a marketing campaign using gamification:

- Who is your audience and what motivates them?
- How can game mechanics tell your message? What elements should be implemented in your game? For example, do you have a character in your brand? or any core value in your business can become a game?
- What is the goal of the campaign and how can it be measured?

Here are some successful gamification campaigns:

### M&M's Eye Spy pretzel

M&M's Brand launched the pretzel M&M's in 2010. To promote the new product, M&M's posted to their Facebook an image and challenged their followers to spot the pretzel among the M&M's. This simple, low-budget marketing strategy resulted in an explosion of engagement, over 10K comments, and 6K shares.



## McDonald's Monopoly Game

In 1987, McDonald launched its famous Monopoly game – when you buy products in McDonald's, you will receive a token. Originally, customers received a set of two tokens with every purchase. Tokens correspond to a property space on the Monopoly board. You can win from cash, gift cards, cars, to get free McDonald's products.

## The Magnum Pleasure Hunt

In 2011, Magnum launched “Magnum Pleasure Hunt”, an online web game that players would play as an avatar and jump their way through different corners of the internet. The player traveled to webpages of brands, such as Samsung, Hotel San Martino, and sister-company Dove, collecting chocolate bonbons. Once the player completed the game, in likely less than 10 minutes, they were presented with an image of Magnum's new ice cream product, the Magnum Temptation. The campaign was such a success, they brought it back the following year to promote another new product, the Magnum Infinity.

Later that year, in August of 2012, Magnum came back to unveil an event that let people roam the streets of Amsterdam collecting bonbons using augmented reality. Guests of the event could exchange their points for Magnum ice cream bars and other prizes that day. 1,000 people attended the event in Amsterdam.

Augmented Reality has become incredibly popular due to the wide accessibility of smartphones. Many companies and brands have begun

experimenting with how it might forge a stronger connection to their consumers. Here are some good examples of recent successful AR marketing campaigns:

### Volvo S60 Augmented Reality App

On March 12, 2011, Volvo launched a unique marketing campaign in partnership with YouTube. For only one day, users could download a mobile app that could scan an ad on YouTube's home masthead. When the user aimed their smartphone at the YouTube masthead, the Volvo S60 would come to life and the user could drive the new vehicle. Without the app, the campaign still functioned as a traditional advertisement. Today, Volvo continues to incorporate AR into their advertising, such as their AR Facebook ads that open your phone camera to showcase different car models live.

### The New Yorker Today

The New Yorker worked with cartoonist Lauren Finck to bring cartoons to come alive on their New Yorker Today mobile app. This fun experiment allowed users to turn everyday objects into the main characters of a cartoon. The app claimed to reveal the innermost thoughts of household inanimate objects.

### AMC Theatre

AMC app is an integrated AR mobile app that promotes upcoming movies, and brings movie posters to life. Users can point their smartphones at movie posters, in the lobby of the theatre while waiting in line, for example, to see the AR trailer for the upcoming movies while waiting for their movies.

## IN CONCLUSION

Gamification has shown to increase the customer satisfaction and retention rate. It will trigger the interest for the customers to learn more about the brand by playing a game. Research has found the brands which integrate gamification will be more memorable compared with more traditional brands. So it is important for businesses to get into the party and adapt earlier for the trend.

These are some of the industry-standard tools when creating a marketing campaign using AR:

Facebook and Instagram have a built-in platform: [Spark AR Studio](#), and Snapchat has its own built-in platform for everyone to create AR filters on social media platforms anytime, anywhere: [Lens Studio](#). We recommend using [8th wall](#) or [Metavrse](#) to create webAR experiences, in addition to [Unity](#) and [Unreal](#) to create a high-end AR/VR experience.

## Thanks for reading!

Don't forget to check out the Hummingbirdsdays website for blogs, podcasts, and more e-books on creating immersive experiences with VR, AR, and MR.

Visit website