

The **6** Cs of **GAMIFIED MARKETING**

1

CAPTIVATE

Your customers with an epic theme and a strong long-term aim, while giving them plenty of short-term quests and activities that progress them towards the ultimate goal.

Badminton England created the 'Battle Badminton' concept where players of all standards are able to earn points and statuses by challenging others to play. Scores are tracked on local and national leaderboards as you battle to become King of your Battleground.



2

CHALLENGE



Your customers to learn new things and master new skills. Provide feedback on their progress and reward successes.

This could be as simple as Chevrolet Volt's driving skills challenge, which uses a green/amber indicator to give drivers visual feedback of their driving style. This has reduced the number of people exceeding the speed limit by 53%.

3

CHERISH

Your customers by learning more about them through quizzes and competitions. Use this knowledge to constantly increase the relevance of your communications with them.

3radical's work with DBS Bank Singapore's Lifestyle app has gone a step further by using a network of iBeacons built into card payment terminals to launch location based competitions and offers which have led to greater spend within partner stores.



4

CONNECT



Your customers together, help them socialise and join teams to conquer challenges, achieve rewards and recruit new customers.

Cosmetics store Sephora launched a community called BeautyTalk which supports product reviews and has led to superfans spending 10x more than other community members, who in turn spend 2x more than their average customer.

5

CREATE

An environment for customers to create their own content and rewards. They will take more ownership and pride in their activities and will be more likely to share your brand.

DevHub, which has around 40,000 web developers, added gaming feedback and watched in awe as the percentage of users who finished their sites shot up from 10% to 80%. Before the site was "gamified," users would sign up and perform just one or two actions per session.



6

CHAMPION



Your most engaged customers, unlock more opportunities for them, recognise them publicly and empower them to do more of your marketing for you.

UK mobile phone company GiffGaff's empowered customers have become fiercely loyal (boasting a very high 73% Net Promoter Score) and even mobilise themselves in defence of the brand.

ABOUT 3radical

3radical have built the first cloud based gamified mobile engagement platform – Voco.

It allows brands to truly engage consumers by delivering a "gamified" experience including individually targeted challenges such as treasure hunts, photo sharing competitions, quizzes and purchase offers. When consumers engage in these challenges they can be rewarded with discounts, competition entries and level-ups in mobile phone games. Every consumer receives individual tactics based on their profile, behaviour and location, and the Brand gets rich information to analyse and optimise their communication across the business.

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