

## Exploring Gamification Advertising and its Role in Audience Engagement

**Dr. Amira Kadry**

Associate Professor, Graphics & Advertising Arts dept., The Higher Institute of Applied Arts, Art & Design Academy, 6<sup>th</sup> of October City, Egypt,  
Amira\_kadry77@yahoo.com

### Abstract:

In a constantly evolving world of advertising, where customers are bombarded with countless advertisements. Brands are unceasingly in the hunt for innovative ways to capture and hold audience attention along with audience engagement. Customers nowadays can be discouraged by traditional advertising. One strategy that has emerged and gained significant power in the recent years is Gamification; which has a remarkable ability to transform passive consumers into active participants. By incorporating gaming elements and create immersive experiences that captivate users' attention and elicit their competitive spirit. This heightened engagement not only increases the time users spend interacting with brand content but also strengthens their emotional connection to the brand itself. Gamification has gained widespread usage in the 21st century as a powerful audience engagement tool. It has been implemented in marketing strategies among a variety of different brands in different industries. This paper explains the concept of Gamification, its key elements, tactics and strategies to effectively use gamification to boost audience engagement. It also looks closely at selected international campaigns that incorporated gamification techniques effectively. Finding that: Gamification is a tool that if crafted and implemented properly in advertising campaigns; it increases engagement levels and offers a unique way to make advertising experience more enjoyable, memorable and effective.

### Keywords:

Gamification, Gamification Ads, Game Mechanics. Gamevertising, Audience Engagement, Over-gamification

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### Introduction:

In today's digital world, consumers almost feel worn-out of the constant stream of advertising they often pay no attention to or ignore. Advertisers have been seeking new and innovative ways to reach their target audiences without disrupting the user experience. There is a general belief that games are only meant for children. But according to a study on video game consumers, there are more than 1.8 billion gamers in the world. The average gamer is 35 years old and women above 18 represent 33% of the gaming population. And wherever the masses are present, advertising finds its way through. Games provide the much-needed engagement and interactivity that branding companies look out for and that is why the best creative agencies around the world have been using them in their advertising campaigns for various brands. People of all ages enjoy games, the idea of scoring points and earning rewards is just something we're instinctively attracted to. Even though it has been around for a while, Gamification is seen as a future advertising trend. Its appeal lies in its capability to tap into human psychology, satisfying basic desires for achievement, competition, and rewards. This technique has proven to be a powerful tool for brands. Gamification nowadays is gaining popularity as a brilliant way to engage a consumer. That's because the idea of playing a game and winning a prize is something that appeals to almost everyone's fun,

creative and competitive side. Gamification is fun, but it goes beyond reading text or watching a video. Gamification is often confused with gaming in terms of features and form factors. Where gaming refers to playing video games, gamification is primarily associated with non-gaming activities. (Association, 2021)

Gamification in advertising, relies mainly on human psychology, appealing to our natural desire for achievement by incorporating fun and engaging elements into the consumer's experience. Gamification has the power to lift engagement and keep consumers coming back for more. When consumers are engaged in a fun and interactive experience, they are more likely to continue participating and engaging with a brand. Gamification is based on rewards for completed tasks. These rewards can be points, honors, scores, levels, or other indicators of progress. This approach drives the competitive spirit and keeps participants interested and engaged. (Timarevska, 2023)

Blending and integrating games into ad contents allows for a non-interruptive and seamless gaming experience which can leave users with a positive and long-lasting impression of brands.

### Research Objective:

This paper aims to explore and explain the concept of Gamification in advertising, it also explores its key elements, tactics and strategies to find out how to effectively use gamification to boost audience

engagement and drive meaningful connections with consumers.

### Hypothesis:

- 1- Incorporating game elements like badges, challenges, rewards, and competitions can help brands create successful interactive and engaging experiences that captivate consumers' attention.
- 2- Gamification tactics can offer a unique way to make the advertising experience more enjoyable, memorable and effective to forge a stronger connection with the advertised brand.
- 3- Through gamified ads, brands can connect with their target audience on a deeper level, fostering a stronger emotional connection between the audience and the brand and eventually driving better marketing outcomes.
- 4- By creating unique and interactive gaming experiences in advertising campaigns, brands may encourage word-of-mouth marketing as users are more likely to share their positive experiences with others.

### Research problem:

The research problem can be formulated in the following questions:

- 1- What is Gamification Advertising?
- 2- What are the elements of gamification and how could they be used to create appealing advertising ideas?
- 3- What are the factors to consider when implementing Gamification in advertising?
- 4- How could incorporating games into the advertising message captivate customers and engage them?
- 5- What are the tactics/strategies for incorporating gamification in advertising design?
- 6- What are the benefits of utilizing gamification in advertising?

### Methodology:

This paper follows the Deductive method as it discusses the concept of gamification in advertising and how gamification techniques are incorporated into an advertising message that seizes the audience attention & engagement effectively. Followed by an analytical study through looking closely at international creative gamification incorporated advertising campaigns to highlight the unique role that Gamification plays in advertising uniqueness which leads to higher audience engagement levels.

### Theoretical Background:

#### Gamification Defined

- Gamification is a process where you take the essence of what makes games so "fascinating and irresistible" and integrate them into non-game experiences. (Goethe, 2019)

- It is the integration of game mechanics into a non-game context in order to give it a game-like feel. (Lattemann, 2016)
- It is the use of game elements in contexts that had originally no link to game-related elements such as marketing campaigns, to motivate and engage users. (Bishop, 2014)
- It is using techniques from real-life games to engage users and make a product or service more addictive. (Burke, 2016)

#### A Brief History of Gamification

The concept of gamification is far from new, but the term itself appeared relatively recently in 2002. It was created by game designer Nick Pelling, who established gaming interfaces for ATMs and retailing machines. It was Pelling who named the strategy of using games as a business tool and this name is known to everyone today. Although gamification is usually linked with the digital era, its principles were used long before the arrival of the Internet. Examples of the business use of game elements can be found more than a century ago. In 1896, American company Sperry & Hutchinson released special S&H Green Stamps, where customers received these stamps at the cash points of retail stores or gas stations, then glued them into a special album. Afterward, they could exchange them for products from a catalog. The program was so successful that it lasted until the 1980s. This is one of the brightest examples of using game mechanics through loyalty programs, which are a win-win way to attract your audience.

Gamification began its dynamic development at the end of the last century, when many companies started introducing their own reward systems. Particularly, in 1981, American Airlines launched its AAdvantage loyalty program for regular customers. Currently, almost every airline has a similar mileage system that encourages customers to stay loyal for additional bonuses.

But the real gamification boom occurred in the 21st century. In 2005, when Bunchball was founded. It is a company specialized in implementing game mechanics into business processes. One of the brand's first major projects was a community website created for the popular TV series "The Office". It was a gamified social network where users became Dunder Mifflin employees, completed tasks according to the show's script, and earned game money. Furthermore, different branches competed with each other on the platform, and the best representatives received actual prizes. One more prominent uniqueness was the launch of Foursquare, one of the most popular gamified social networks. This is a geolocation service that allows you to find new exciting places and check in at different locations, see what places your friends

visit, receive rewards for check-ins, and even gain the title of “mayor”. Even though interest in the platform has significantly decreased over the past years, foursquare still attracts users with its large database, social media integration, and, above all, its gaming component. In 2010, research firm Gartner called gamification a significant trend and predicted that in the nearest future, over 70% of the Global 2000 organizations would have at least one app with gamified elements. In many ways, this prediction has come true. (Hulsey, 2019)

#### **Gamification in Advertising Defined:**

Gamification is the process of adding elements of play and game design to non-game contexts to increase engagement and motivation. The idea is that by making something feel like a game, people will be more likely to participate and stick with it. (Team, 2023)

- It is the craft of deriving all the fun and addicting elements found in games and applying them to advertising campaigns. (Daniel Griffin, 2019)
- It is the strategy that borrows design elements from games to attract and engage customers. In gamified advertising, consumers are driven to perform an action because it offers elements of competition or reward (Mikolaj Dymek, 2016)
- It is the integration of game elements and mechanics into advertising campaigns. It involves using techniques like scoring points, badges, leaderboards, and challenges to motivate and engage audience. By transforming the advertising experience into a game like interaction, brands can create more immersive and memorable experiences, increasing audience participation and brand loyalty. (Nurdan Öncel Taşkıran, 2015)

#### **Gamevertising:**

Gamevertising signifies building an entire game specifically for the promotion of a company, product, or service as a part of the game. Elements of gamevertising are implanted throughout the game, pointing to the singular brand that the game aims to promote. (Zawiślak, 2023)

#### **Gamification Ads:**

Are adverts that use the mechanics of games to make the advertising experience more interactive and appealing, leading to increased audience engagement. (Dimitrios Buhalis, 2021)

#### **Game Mechanics Defined:**

Game mechanics are the rules, procedures, and information at the heart of a game. They describe how play progresses, what happens when, how contributors interact with the game, and what situations determine victory or defeat. Some common game mechanics include leveling up,

collecting items, and winning trophies. (Ernest Adams, 2012)

#### **Audience Engagement Defined:**

It is the level of participation, curiosity, and interaction that individuals have with a brand’s advertising content. It can be measured through various metrics such as clicks, shares, comments, and time spent on a website or social media page. (Rohrs, 2013)

#### **How Does Gamification in Advertising Work?**

Gamification works by tapping into your motivation. It influences the natural human tendency to enjoy games and play. By creating a game-like environment, companies can tap into our characteristic desire for challenge, achievement, and reward.

There are 3 basic elements that drive motivation.

- **Self- rule:** When you feel like you are in charge, you gain motivation and tend to stick to your goals.
- **Value:** If you think that a goal is important to achieve, you are more likely to complete it.
- **Competence:** As you get better at doing something, you are more likely to continue doing it.

There are also 2 types of motivation:

**Extrinsic:** Driven by external factors like money or status.

**Intrinsic:** Driven by internal factors like your personal interest or enjoyment.

When it comes to gamification, both extrinsic and intrinsic motivation plays a part. Often, you would be encouraged to engage in a particular activity, which is driven by intrinsic motivation, in order to achieve a certain goal, which is driven by extrinsic motivation. (Nham, 2021)

#### **Elements of Gamification**

**Points:** this is the most common elements of gamification and also the most known one. The concept of the point system is similar to playing games like basketball. The higher the points, the more chances of winning. Giving points to users is very helpful to engage them.

**Badges:** it is a good system that recognizes the skills of users. Foursquare is one of the very first sites to launch a unique way of engaging users, it’s through digital badges. These badges are assigned to users at every level of achievement.

**Levels:** Like any other game, gamification also has a very useful way of earning the loyalty of users, it’s through a level system. In this system, users are introduced to several levels where they can participate and get numerous skills. Getting through one level creates a satisfaction for every user.

**Leaderboard:** A very effective way to engage users to sign up and participate on a brand’s website is through leaderboard. Generally,

leaderboard system is used by big communities who wish to rank their users as per their performance and give them rewards and bonuses basing on their positions.

**Challenges:** It is a way to ignite competition among users, allowing them to complete every challenge to unlock and get reward points. These challenges can go in different forms like quizzes, trivia or content creation that needs to be shared on different social media platforms.

**Likes and Shares:** People are starting to grip social media as part of their daily routines. If you want your target audience to know about your website, you should use social media to influence more audience especially because it is the already part of most people's lives. (Carpio, 2018)

### **The Benefits of Gamification Advertising in Audience Engagement**

Gamification advertising can be a powerful tool for audience engagement for the following reasons:

- **Capturing Attention:** Gamification elements can help brands to capture the attention of consumers in crowded marketplaces.
- **Encourages Interaction:** Gamification elements can encourage consumers to interact with marketing campaigns in a more meaningful way.
- **Increases Motivation:** Gamification elements can motivate consumers to complete desired actions, such as signing up for a newsletter, making a purchase, or recommending a product to a friend.
- **Building Loyalty:** Gamification elements can help businesses build loyalty with consumers by rewarding them for their engagement.
- **Increased brand awareness:** Gamification can help companies increase brand awareness by making it fun and engaging for customers to interact with a company's products or services. By creating a game-like environment, companies can tap into people's natural tendencies to play and share experiences with others.
- **Increased customer attainment:** Gamification can help companies acquire new customers by making it easy and fun for people to participate in a company's products or services. By offering rewards and motivations, companies can encourage customers to try something new and stick with it.
- **Improved customer insights:** Gamification can also help companies gather valuable customer insights and data. By offering rewards for completing surveys or providing feedback, companies can gather information

that can be used to improve their products and services. (David E. Sprott, 2019)

### **Gamification Strategies in Advertising:**

#### **Website Games:**

Website games take many forms. They can be simple, "spin the wheel" pages that pop up when customers click through to products or when they arrive on a website, or they might be virtual scratch cards that let buyers earn a discount on their favorite products. No matter the type, the key to website games working is keeping them simple and relatively unobtrusive. Make it easy for users to play, always let them win something, and let them quickly close out games if they're not interested.

#### **Loyalty Programs:**

Loyalty programs are also a great way to gamify the customer experience. By offering customers points, stars, or other currency after they make a purchase and binding these currencies to discounts or special offers, brands can keep their target audience coming back.

#### **Virtual Badges:**

Virtual badges or prizes for specific actions can help keep customers coming back and encourage them to earn the next digital award, especially if it's tied to a discount or other benefit.

#### **Completion Meters:**

Another way to engage customer interest is through completion meters. This is an especially useful method for brands looking to keep customers interested in their mobile applications. By giving users a goal to reach or another level to earn along with corresponding benefits companies can drive ongoing engagement. (Gabe Zichermann, 2010)

### **Keys for Implementing Gamification in Advertising Design successfully:**

To create successful gamification experiences in advertising; it is vital to understand its key elements. By efficiently employing these elements, brands can create immersive and interactive experiences that capture audience attention and drive desired actions.

#### **Clear Objective and Role:**

When incorporating gamification into advertising, having clear objectives and rules is vital. Outline what you want to achieve with the gamified experience and establish the guidance for participation. This clarity ensures that the audience understands the purpose and expectations, leads to increased engagement and a higher likelihood of achieving the desired outcomes.

#### **-Design according to your target audience**

Advertising has a message to convey. And communication can only be successful when you have tuned the design as per the target audience. It's crucial to understand your target audience and their motivations when designing a gamification

strategy. What types of games and challenges will they find engaging? What rewards and incentives will they find valuable? Understanding your audience will help you create a gamification strategy that echoes with them and drives engagement.

There are several factors that affect target audience to consider; among which are:

**Demographics:** While the younger generation may like to solve complex puzzles and jump through hoops, you may need something simpler for the older generations.

**Customer journey:** Game challenges must also line up with the customer journey. Do not expect a discovery phase consumer to spend more than a minute interacting with you, while a loyalty program needs a longer engagement.

**Cultural and Geography:** Tailoring the game content by regions as it has a huge impact on the tasks, rewards, and difficulty levels. So even if it is a global program, edit the regional content for maximum impact.

**Personalize the experience:** Personalization is key to a successful gamification strategy. Modify the experience to the individual, taking into account their interests and preferences. This will help to create a deeper connection with customers and increase engagement.

**Make it fun:** The whole point of gamification is to make the customer experience more pleasing. Make sure the games and challenges you design are fun and engaging. Use humor and creativity to keep customers coming back for more.

**Provide meaningful rewards:** Rewards and motivations play a crucial role in gamification. Make sure the rewards you provide are meaningful and relevant to your customers. This will help increase engagement and drive participation.

**Personalize the experience:** Personalization is key to a successful gamification strategy. Tailor the experience to the target audience, taking into account their interests and preferences. This will help create a deeper connection with customers and increase engagement.

#### **Introduce gamification in loyalty programs:**

Customer retention is definitely a hard task. Even if you have the best product in the market, customers today need much more. They value customer experience, pricing strategies, engagement strategies, and brand value besides the product. So, without something ground-breaking up your sleeve, improving engagement rates in loyalty programs is close to impossible. And that is why gamification must be a part of all your customer engagement and loyalty programs.

#### **Use Puzzles on social media:**

On social media platforms you need something attractive to captivate and encourage your target audience to stop scrolling and pay attention. Puzzles and quizzes always rank high on engagement.

Posts that require customers to tap, slide, comment, and interact with them have a higher engagement rate. Everyone is bored of the same old content, so anything that stimulates them grabs their attention.

#### **Design gamification elements to evoke emotions:**

Design your gamified elements to evoke the desired emotion in your consumer base. This could be done through choosing the right colors, fonts, symbols, and imagery. For instance, if the content must make them feel happy, colors like yellow, green, and pink are the best choices. But for excitement, colors like red, orange, black, and white work well.

Design style plays a crucial role too, if you are to captivate the Millennials; your design style should differ completely from the style you use for Gen X. If the design style is implemented correctly, it is more likely to stay longer with the customer.

**Continuously evaluate and adjust:** Gamification is not a one-time project. It needs unending maintenance and updating. Continuously evaluate and adjust your gamification strategy to ensure it's having the desired impact and to avoid the risk of over-gamification. (Gamification in Marketing – The BestT AD Games Ever!, 2023)

#### **Integration with social media Platforms:**

Integrating gamification with social media platforms can skyrocket audience engagement. By incorporating features like leaderboards, challenges, and social sharing, you can create a competitive and interactive environment. This integration allows users to compete with friend, share their progress, and create sense of community. Resulting in increased brand awareness and higher level of contribution.

#### **Keep game complexity simple:**

One thing that you should keep in mind is that you are not designing a game. You are just applying game mechanics into your advertising strategy so it's important not to over complicate the activities involved. Having too many elements increases the cognitive load on your customers and makes it harder to learn, which can discourage them from further engagement. Contributors need to be able to see themselves achieving the end goal from the activity. Consequently, the goal must be challenging yet achievable.

#### **Reward customers for their actions, not completion:**

It's not enough to only reward customers for achieving the goal. You need a way to encourage customers to complete certain actions, whether that

is purchasing a certain number of products or sharing content about your brand. Therefore, by rewarding points for the customer's actions, you are able to strengthen these actions which backs to the overall business objectives. (Mike Hyzy, 2013)

#### Benefits of Gamification in Advertising

1. Gamification enhances audience engagement through providing interactive and enjoyable experiences
2. Gamification increases brand recall and memorability due to the unique and memorable nature of gamified ads.
3. Gamification encourages participation and strengthens the connection between brands and the consumers.
4. Gamification enhances brand awareness via creating unique and interactive gaming experiences, brands may captivate their target audience attention and encourage word -of-mouth marketing as users are more likely to share their positive experiences with others.
5. Gamification allows brands to collect valuable data and insights on consumer behavior, enabling them to refine their advertising strategies for maximum impact. (PR Smith, 2019)

#### Challenges and Risks of Gamification in Advertising:

As per any strategy, gamification in advertising design comes with its own set of challenges and risks. It is vital for advertisers to hit the right balance between entertainment and purpose, ensuring that the gamified elements do not overshadow the brand or the message. Moreover, there is a risk of over-gamification, which may lead to audience fatigue or dis-engagement. Therefore, careful planning, testing and monitoring are essential to lessen these challenges and maximize the effectiveness of gamification in advertising design. (Berman, 2016)

The following points highlights the potential challenges of gamification:

- **Over-gamification:** While gamification can be a great way to increase audience engagement, over-gamifying an experience can have the opposite effect. Customers can become overwhelmed or bored with too many games and/or challenges, leading to decreased engagement.
- **Lack of personalization:** Gamification needs to be personalized or tailored to the individual to be effective. If a company tries to use a one-size-fits-all approach, customers may not find

the experience meaningful or relevant, leading to decreased engagement.

- **Difficulty measuring success:** It can sometimes be challenging to measure the success of a gamification strategy. It is important to set clear goals and metrics in advance, and to regularly track and analyze results to determine if the gamification strategy is having the desired impact.
- **Requires ongoing maintenance:** Gamification is not a one-time project. It requires constant maintenance and updating to keep customers engaged and to avoid the risk of over-gamification.
- **Resistance from customers:** Some customers may resist gamification, viewing it as a form of manipulation. It's important to be clear and to provide pure information about how the gamification strategy works, to help build trust with customers and to avoid any negative perceptions. (Solomon, 2019)

#### The Role of Technology in Gamification:

Technology plays a critical role in gamification, as technology continues to advance, there will be new and exciting ways for companies to incorporate gamification into their marketing strategies making it possible for brands to create engaging and interactive experiences for their customers.

The following are a few ways technology is used in gamification:

**Personalization:** Technology allows businesses to personalize the gamification experience for each customer, taking into account their preferences, interests, and behaviors. This creates a more engaging and meaningful experience, which in turn drives customer engagement and loyalty.

**Automation:** Technology can automate many of the monotonous tasks involved in gamification, such as tracking progress and awarding rewards. This makes it easier for businesses to manage the gamification experience, freeing up time and resources to focus on other areas.

**Analytics:** Technology provides businesses with data and insights into how their gamification strategies are performing. This allows them to continually evaluate and adjust their strategies to ensure they are having the desired impact.

**Mobile and online platforms:** Gamification is often transported through mobile and online platforms, which makes it easy for customers to contribute and engage with the experience from anywhere, at any time. This creates a more convenient and accessible experience for customers, driving engagement and participation.

**Gamification AI:** Gamification is likely to become more integrated with other technologies, such as artificial intelligence and machine learning. This

will allow companies to personalize the gamified experience for each customer, and to offer more relevant rewards. (José Luís Reis, 2022)

#### Increased use of virtual and augmented reality:

As virtual and augmented reality technologies continue to advance; companies are expected to use these technologies to create more immersive gamified experiences. This will allow companies to create more engaging and interactive experiences, and to reach customers in new and exciting ways. (DUBEY, 2020)

#### Analytical Study:

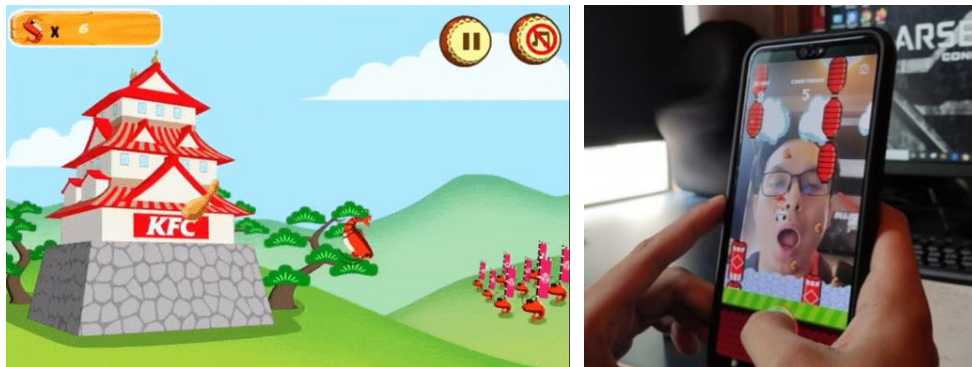


Fig (1) KFCs Shrimp Attack Game

#### Nike React Land Game:

To promote the soft and bouncy trainer, Nike launched a gamified campaign that promises to show consumers just how comfy its latest footwear is by bringing them inside a pixelated world via a game to highlight the company's cushioning technology, which combines softness with bounciness and delivers a shoe that is light, durable, and comfortable to wear. The Super Mario-inspired game invites runners to conquer the world's most famous destinations while wearing Nike's latest innovation on their feet. To exceed in the midst of the colorful and fuzzy land, users have to create their virtual character first. Deep dive into a vivid place where they can explore Egypt, China, Greece, and the United States in just a matter of minutes. A

#### KFCs Shrimp attack game

When KFC Japan launched a new line of shrimp items, they wanted to create interest among the people, they needed something that would attract the attention of customers and make even the most enthusiastic chicken lovers try their seafood menu. KFC created a mobile game called Shrimp Attack. The game's main idea was to protect KFC's chicken kingdom's castle from shrimps by slashing at them when they popped up from the bottom of the screen. The more shrimps you slash, the more points and discount vouchers you are rewarded.

handheld button is there to help them not to stumble over small obstacles that can delay their arrival at the Reactland's final stop. The further they advance within the imaginary universe, the higher the chances for them to set a new record on the leaderboard. All locations are fantastically exaggerated only to underline the perks of Nike's Epic REACT shoes that were made following a recipe that blends balanced doses of softness and lightness to deliver a "more durable cushioning". The journey into this wonderland ends with a small gift, courtesy of Nike. The players who boarded on the unique voyage are rewarded with a 10-second-long video, which can be shared on social media to spark conversations about the product and the one-of-a-kind virtual adventure.

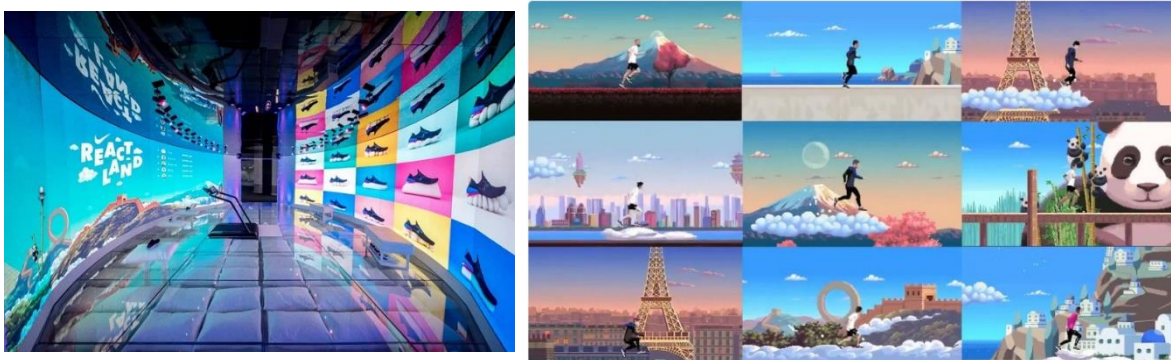


Fig (2) Nike React Land Game

#### McDonald's Monopoly Campaign:

McDonald's has chosen gamification as the main tool in its communication strategy long ago back in 1987. McDonald's employed gamification concepts derived from the classic beloved game of

Monopoly. When customers buy certain products from McDonald's, they receive tickets. Each ticket represents a space on the Monopoly game board. The goal is to collect all the pieces of the same color to be eligible for a prize. Proved to have a

positive impact on its annual profit. McDonald's is back to the Monopoly Game again in 2023. In addition to the traditional game board, customers had a second chance to enter an additional prize pool online, where the game board pieces also had codes which could be redeemed online for a chance to win additional prizes. The creative strategy pictured McDonald's food products and the famous Monopoly game board, as well as catchy slogans, such as the Monopoly-themed "Advance to McDonald's". Moreover, McDonald's has seized social media to get consumers involved through a

new game called "Double Peel", a game which transforms customers' phones into a MONOPOLY gameboard, allowing them to collect their properties digitally. Players can still peel the label on their promotional food item for a potential instant Win, they can also scan a property code to complete sets and win in the app or at the My McDonald's website. And it gets better... both new and existing customers who are signed up to My McDonald's Rewards will also receive a FREE code via email to play.

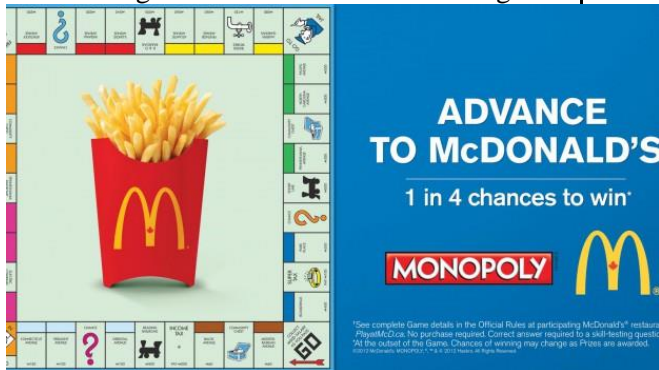


Fig (3) McDonald's Monopoly Campaign

#### All Eyes on the S4

This is a great example of where gamification is used to create an extremely entertaining and immersive social experience. This creative campaign titled 'All eyes on the S4' was published in Switzerland, where people in Zurich were challenged to win a new-generation mobile phone simply by keeping their eyes fixed on it for 60 minutes. They are challenged to avoid all types of outrageous distractions such as barking dogs, bickering couples, and motorcycles as a crowd gathers around the participant. A hilarious series of distractions using professional actors doing their

best to cause a scene and steal away the attention of the participants. The inbuilt Smart Pause function in the S4 knows when someone is looking at it. The longer a participant stares at the screen, the bigger the discount is. But watch out! The game ends the moment eye contact ends. An S4 was handed out for free after 60 minutes.

With this campaign; Samsung created an experience that increases its brand awareness on more than one level. Not only does this involve the participants themselves, but also the secondary audience of spectators at the scene and online as well.



Fig (4) All Eyes on the S4

#### Coca-Cola's Shake It:

In Hong Kong, Coca-Cola integrated the modern capabilities of mobile apps with the traditional channel of TV. With a dedicated Coca-Cola 'Chok' app installed on smartphones. Teenagers were encouraged to download this free app on their smartphones. During a set television timing that ran

in the evening, teenagers were asked to open the app and shake their phones in front of the TV to capture flying bottle crowns from the Coca-Cola TV commercial. Teens could then immediately enter into an instant-win sweepstakes with prizes including cars, sports apparel, credit card spending value, travel coupons, movie tickets, and many



more fun items. Additionally, the Coca-Cola 'Chok' mobile app included built-in branded wall papers, mobile games and more. It quickly became 'the teens' favorite app. In addition to showing off the prizes they earned to their peers, they could also



Fig (5) Coca-Cola's Shake It

### M&M'S Eye-Spy pretzel game:

When M&M released a new pretzel-flavored chocolate, they took advantage of gamification in their social media strategy to promote this new product. The campaign involved a simple 'eye-spy' game that was published on the brand's Facebook page where the task was to find the tiny pretzel hidden among the M&M candy. The game provided a fun way for fans to engage with the brand and spread the word on social media platforms. This simple but inquisitive game brought tangible benefits to the campaign, along with increased sales and ARR growth for M&M. The brand's Facebook page got 25,000 new likes, 6,000 shares, and 10,000 comments. M&M's initiative to engage with social media users and spread the launch buzz won the praise of every marketer.

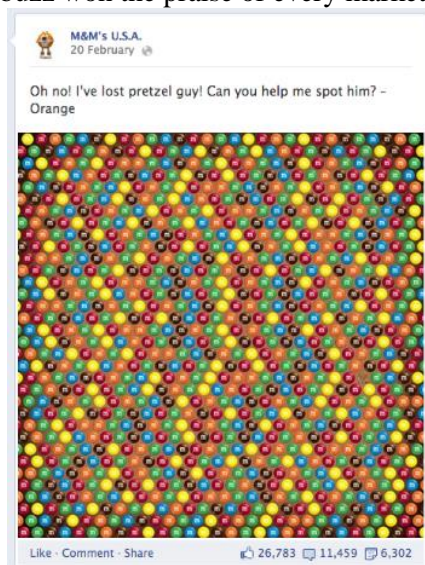


Fig (6) M&M'S Eye-Spy pretzel game

### Nike +Fuel Band:

Nike's "FuelBand" campaign is a key example of gamified campaigns in the fitness industry. By turning physical activity into a competitive game,

share and open happy moments with their friends through our network-enabled mobile games. In doing so we fully leveraged the potential of mobile as a platform to engage with teens.

users could track their progress, earn points, and compete with friends. The Nike+ fuel band is a bracelet with a special technology that can monitor user movements. Contributors must download the Nike+ App. From this point, the FuelBand allows its wearers to track their physical activity, steps taken daily, and amount of energy burned. The information from the wristband is integrated into the Nike+ online community and phone application, allowing wearers to set their own fitness goals, monitor their progression, and compare themselves to others part of the community. Nike+ relies on the gamification of fitness activities turning all tracked movement into Nike Fuel points, which can unlock achievements, can be shared with friends, or can be used to engage others in competition. This gamification campaign created a sense of community, motivation, and brand loyalty.

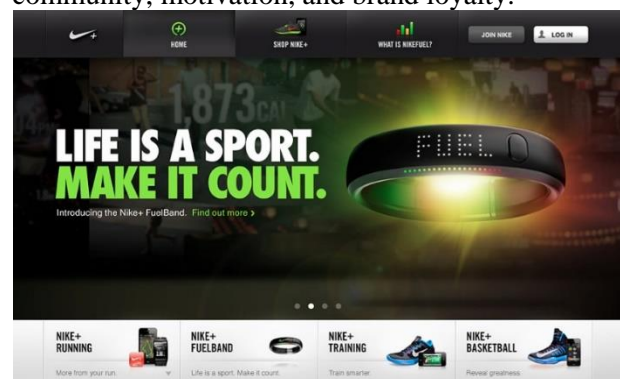


Fig (7) Nike +Fuel Band

### Results:

- 1- Incorporating game elements like badges, challenges, rewards, and competitions helps brands to create a successful interactive and engaging experiences that captivates consumers attention.
- 2- Gamification creative tactics offers a unique way to make the advertising experience more

enjoyable, memorable and effective and it forges a stronger connection with the advertised brand and the consumer.

- 3- Through gamified ads, brands connect with their target audience on a deeper level, fostering a stronger emotional connection between the audience and the brand and eventually driving better marketing outcomes.
- 4- Creating unique and interactive gaming experiences in advertising campaigns encourages word-of-mouth marketing as consumers are more likely to share their positive experiences with others.
- 5- Gamification is a tool that if crafted and implemented properly in advertising campaigns; it enhances audience engagement and offers a unique way to make advertising experiences more enjoyable, memorable and effective.

### Conclusion:

The future of gamification in advertising industry looks bright. With continued advancements in technology and a growing recognition of its benefits, gamification will continue to play a critical role in audience engagement. Using gamified techniques is not only a fun way to attract customers but it also builds a better relationship with them in the long run. By integrating game mechanics into advertising campaigns, by implementing them on their website, mobile application, or in Malls, sporting clubs, brands can captivate audiences, stimulate participation, and create memorable experiences. As the digital landscape continues to evolve, embracing gamification will undoubtedly be a key differentiator for brands aiming to drive user engagement and loyalty in the years to come.

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