How can digital gamification overcome disinterest?

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The opportunity: When the behaviour is needed but......
What is gamification?

- The process of enhancing a social marketing program with gameful experiences to achieve value creation
- 2012 global market worth $242m 2016 $2.8b
- Gamification is not the same as games
How games affect our brains

Consumers are hard-wired for play

Games provide psychological payoff
- Autonomy
- Mastery
- Social interaction

Games facilitate behaviour
- Motivation
- Opportunity
- Ability
How games affect our brains

Hormones
- Games create emotional connections by simulating the limbic system

Happy hormones
- Consumers are motivated to avoid pain and gain pleasure → endorphins & serotonin

Emotions
- Consumers like to be rewarded → stimulates dopamine

Memories and learning
Why do consumers like gamification?

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Reduce Your Juice: Digital Social Marketing Program
Want more info?

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