

Gamification: Emerging Strategies and Tactics 4Q 2012

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Abstracts

This industry report analyzes “gamification” and the use of this new approach to marketing by a variety of industries. Gamification applies game mechanics (challenges, achievements, awards, etc.) to affect consumer loyalty and engagement, and monetization.

The report highlights the principles that make gamification effective, best practices used in real-life cases, design and analytics, and examples of gamification platforms and vendors.

“Gamification has become extremely popular across industries as multiple companies have seen amazing results,” said Brett Sappington, director, research, Parks Associates. “This new approach to marketing involves a greater level of interaction with and understanding of consumers, leveraging key motivations that drive behavior. Creative programs can be tremendously effective; however, companies need to follow certain principles and best practices to engage and motivate their customers.”

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