

Play Your Way to Loyalty

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Principle Marketing Strategist



Gamification is...

“the strategic attempt to enhance systems, services, organisations, and activities by creating similar experiences to those experienced when playing games



Poll #1 (word cloud)

In a word, how would you describe the value gamification brings to your business or brand?



Gamification is...

“the strategic attempt to enhance systems, services, organisations, and activities by creating similar experiences to those experienced when playing games *in order to motivate and **engage** users*”



What is Engagement?

- **Interactions** between you and your customers
- They require **active participation**
- A foundation for building trust and long term **relationships**



Why is Engagement Important?

- **Connect** customers beyond the Tx
- A springboard for repeat **purchase** and long term **retention**
- Build more meaningful relationships: **emotional connectivity**



“As customers’ relationships with a brand deepen, they move along the pathway toward full emotional connection...
fully connected customers are 52% more valuable than those who are just highly satisfied”

Harvard Business Review 2015

Evolution of Gamification









Oddish CP 630

EXPERT HANDLER

78





3 x intrinsic user needs



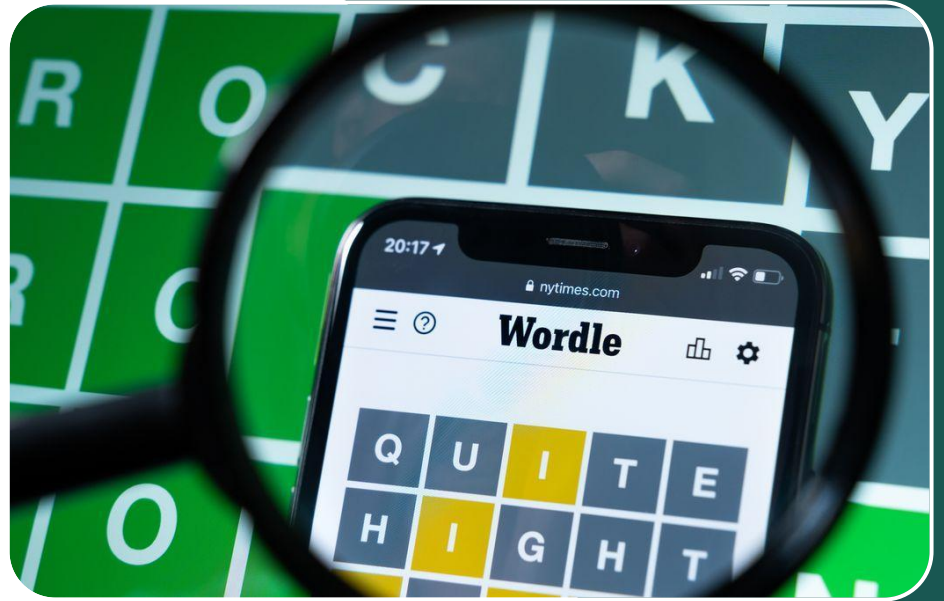
User Autonomy



Relatedness



Competence



What should we expect?

Engage



Extend



Embed



Differentiate



Connect



Key Stats

The Case for Gamification in Marketing & Branding

48%

Increase in engaged customer numbers with gamified mechanics

30%

Uplift in time spent on brand apps and websites

22%

Increase in customer retention with gamified loyalty programmes.

25%

Potential elevation of a brand's conversion rates



Key gamification components



STAR BALANCE

0 ★



Redeem with Stars

[Filters](#)

130 ★

130 Stars to unlock



Espresso Drinks

Caffè Americano, Iced Caffè
Americano



Brewed Coffee

Filter Coffee, Caffè Misto

Points: simple feedback
on our actions



Liverpool FC



Mental Health
Awareness
2024



Pet Friendly
Fitness



Pride 2024



Turkey Burn
Live 2023



Madonna
Artist Series



Hip Hop 50



Pride 2023



Women's
History Month



Holiday 2022
3 times



Homecoming
2022



Peloton
Australia
Anniversary



PelotonxWomen's
National Team



Pride 2022
5 times



APIHM 2022
2 times



David Bowie
2022



Women's
History Month
2022



Red (Taylor's
Version)
5 times

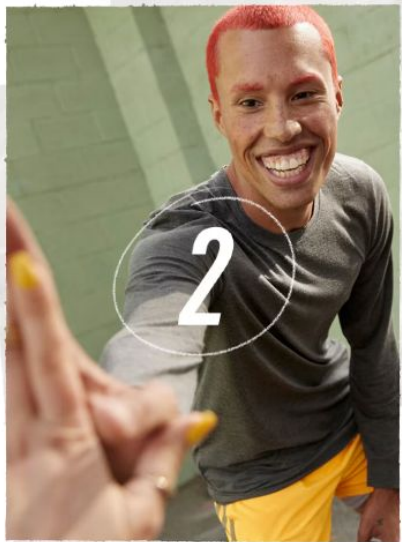


Latinx
Heritage
Month 2021
2 times



Light Up the
Holidays 2019

Badges: showcase status and advancement



LEVEL 2

1,000-2,999 points

All Level 1 benefits

Members-only sales...



LEVEL 3

3,000-8,999 points

All Level 2 benefits

Early access to products...

Levels: outline the challenges for users by stage

size leaderboard



all time









Brazil



sulstore

Rank #515

1,092,981 points

Rank	Username	Points	Edits	Total Mileage
6	 andzacarias	1,619,310	0	554702.000
6	 JoaoNogueiraJr	2,954,935	0	295115.000
4	 GabiruX_	1,914,600	0	197327.000
2	 ElcioEduardo	3,557,368	0	176158.000
83	 brepilef	1,103,601	0	168394.000
0	 MauricioCGB	3,690,958	0	150657.000
8	 Tiagolmhof	2,307,191	0	145839.000
	 denysdgcf	4,975,259	1192256	144731.37

Leaderboards & ratings: offer visibility to the strongest



The Seaside Walk

Hello, this is my new entry :

Since I was a kid I have always gone for walks to seaside towns with my family. We were watching at the sea, lighthouses, waves, and my grandparents took photos of me. This photo brings back wonderful memories for me. I hope it will also remind you all your good times with family or friends.

Challenges: a test that's demanding but achievable

Poll #1 (word cloud)

What type of player are you?

- A score builder who likes to progress
- Being the best and being top of the pile
- A puzzle solver who loves discovery and surprise
- A collaborator in a shared goal



Consider the Player Psychology

'The Achiever'



'The Killer'



'The Explorer'



'The Socialiser'



Gamifying the customer relationship



Gamification as relationship rocket fuel

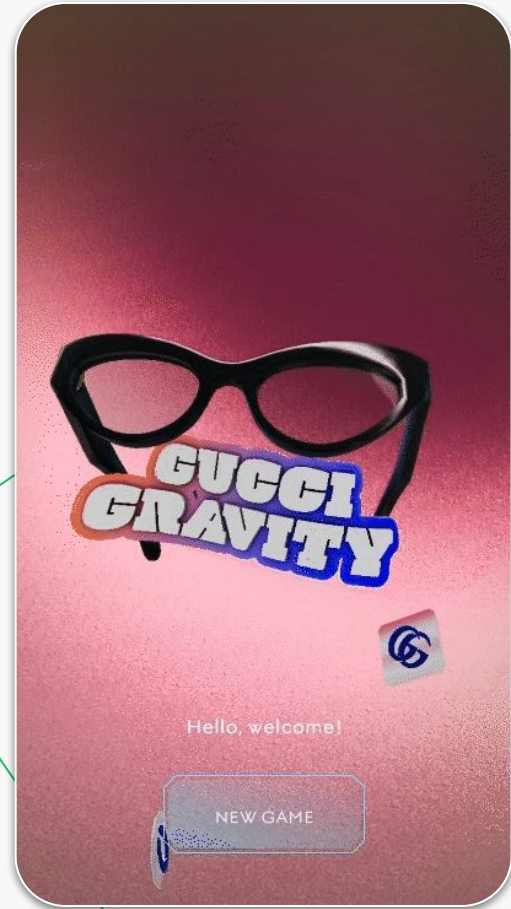
- | | | |
|----|------------------------|----------------------------------|
| 01 | Experience | Reduce friction points, fun |
| 02 | Engagement | Connection beyond the Tx |
| 03 | Differentiation | Can we be matched? |
| 04 | Loyalty | Protect and grow share of wallet |
| 05 | Emotional connectivity | Beyond the rational |



Experience

A virtual recreation of a physical exhibition

GUCCI



Engagement

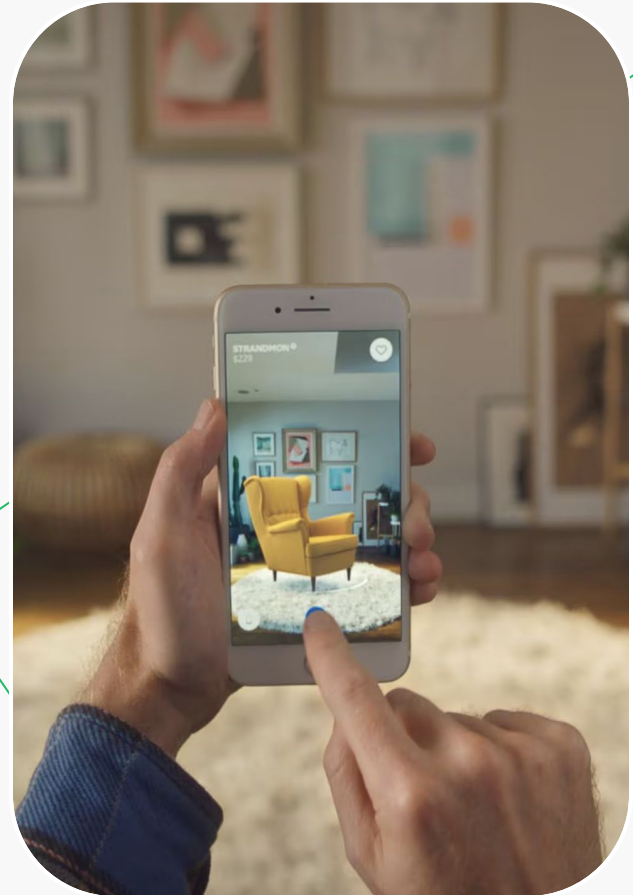
Keeping travel relevant during the pandemic

Jet2.com



Differentiation

Pre-purchase discovery
and virtual trial



Loyalty

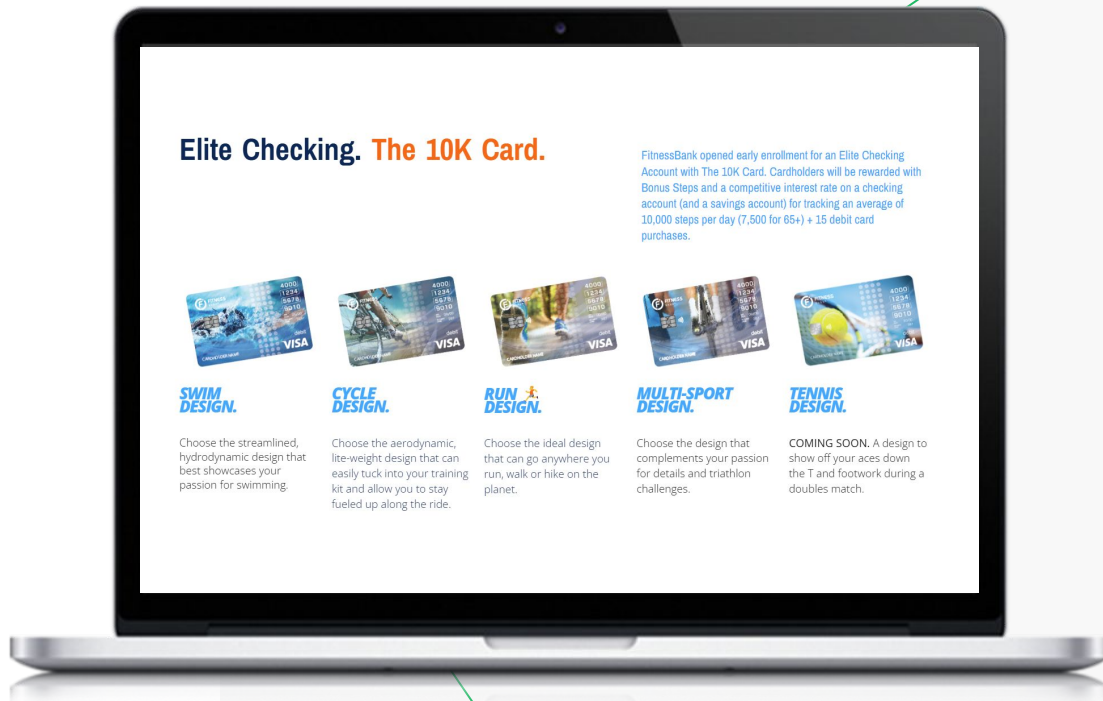
Immersive programme
participation

PRIORITY



Emotional connectivity

Healthy and happy banking customers



Keep it simple



Simple gamification - campaign types

1

COMPETITION CAPABILITY



Forms



Polls



Surveys

2

STRONGER ENGAGEMENT



Promotions



Video



Landing Pages



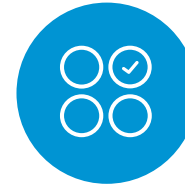
Giveaways

3

DEEPER PERSONALISATION



Contests



Quizzes



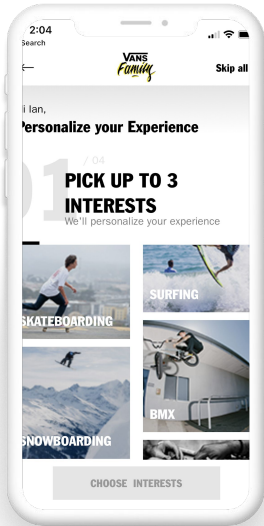
Social Displays



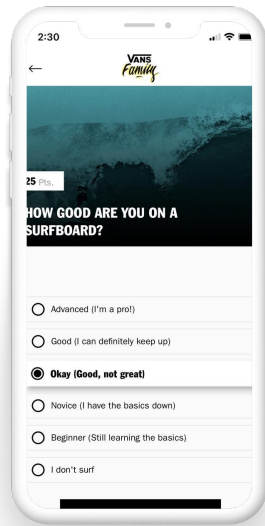
Intelligent data capture



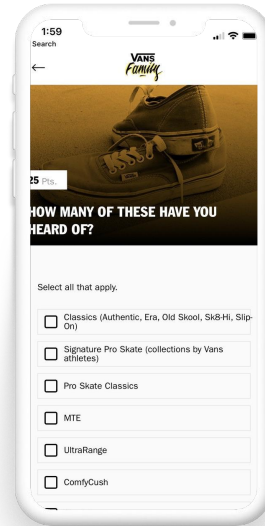
Interest



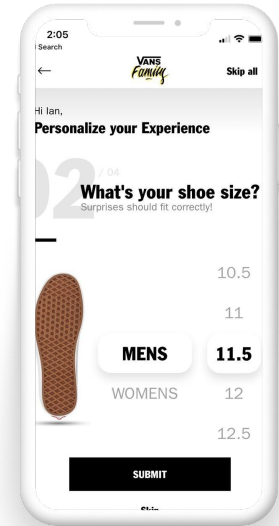
Lifestyle



Product knowledge



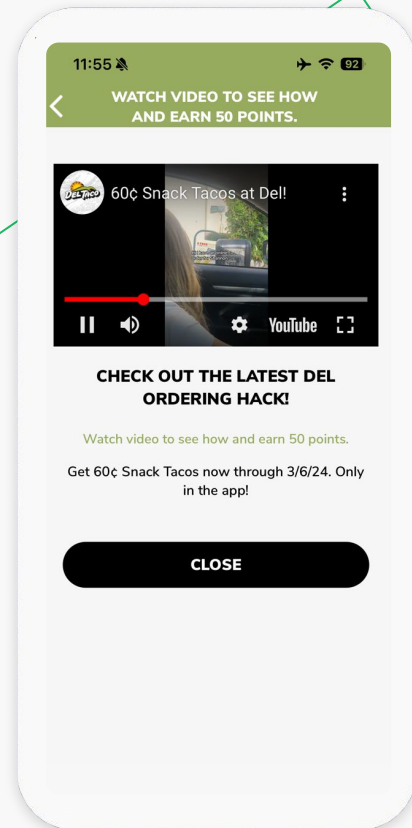
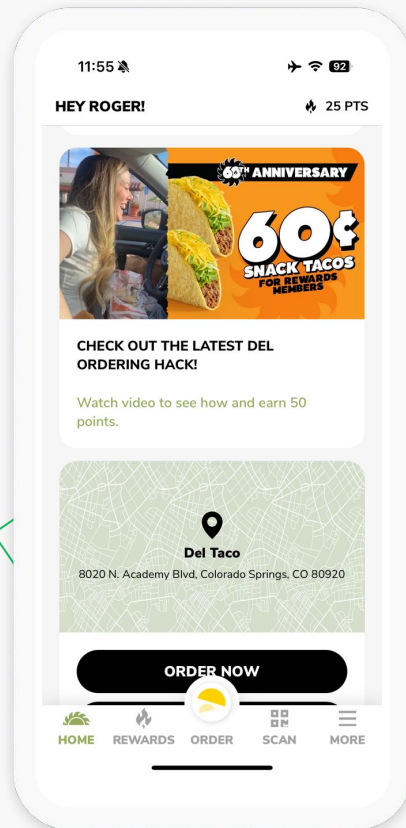
Purchasing needs





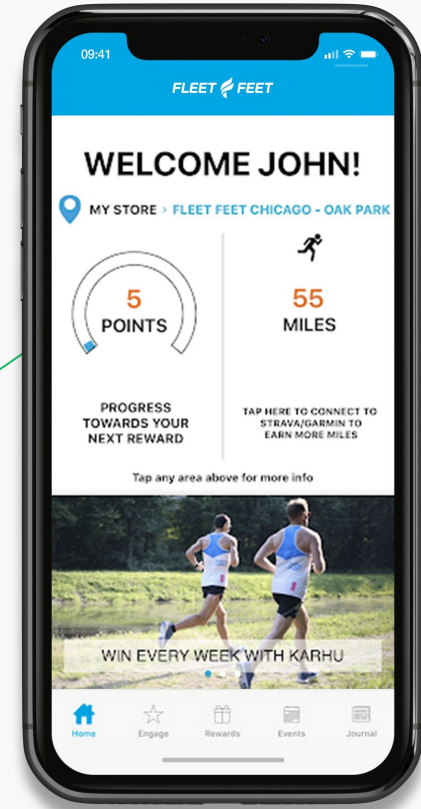
Non TX engagement

Educational content and exclusive tips



Inspiring community

Fitness driven engagement



Top 3 takeaways

- Set clear goals
- Understand your customers
- Start simple



DOWNLOAD THE

2025

consumer trends index



This report offers insights across multiple dimensions of cross-channel marketing, exploring how brands can create relevant marketing experiences that turn customers from fickle to faithful.



Thank you!

