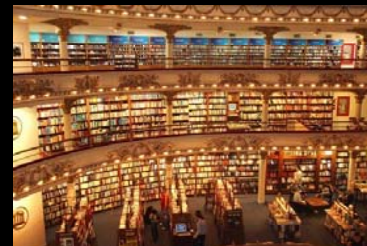


THIS WEEK, THE CONSUMER



GAMIFICATION

WATCHED FREE TO AIR TV



No	Program	Network	Average Audience
1	Winners and Losers	7	1,522,000
2	Seven News – Sunday	7	1,501,000
3	My Kitchen Rules – Tuesday	7	1,470,000
4	My Kitchen Rules – Monday	7	1,422,000
5	Nine News - Sunday	9	1,383,000

ZenithOpti

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 03.04.11 to 09.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED FTV DIGITAL CHANNELS



No	Program	Network	Average Audience
1	Jonathan Creek	7TWO	382,000
2	Heartbeat	7TWO	364,000
3	Neighbours	ELEVEN	360,000
4	The Big Bang Theory	GO!	347,000
5	Heartbeat	7TWO	329,000

ZenithOp

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 03.04.11 to 09.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SPORT



No	Program	Network	Average Audience
1	Live: NRL – Storm V Bulldogs	FOX SPORTS 2	233,000
2	Live: NRL – Knights V Dragons	FOX SPORTS 2	176,000
3	Live: AFL – West Coast V Sydney	FOX SPORTS 1	174,000
4	Live: NRL – Warriors V Roosters	FOX SPORTS 2	168,000
5	Live: AFL – Adelaide V Fremantle	FOX SPORTS 1	154,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 03.04.11 to 09.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SHOWS



No	Program	Network	Average Audience
1	New Tricks	UKTV/+2	80,000
2	Pair of Kings	Disney Channel	61,000
3	US Kids Choice Awards 2011	Nickelodeon	57,000
4	Gossip Girl	FOX8/+2	56,000
5	Midsomer Murders	UKTV/+2	53,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 03.04.11 to 09.04.11 5 City Metro, 0200-0159, basic program logs as per schedule)

AT THE BOX OFFICE



No	Movie	Weeks In Cinema	Weekly Total	Gross Total
1	Just Go With It	1	\$2,350,325	\$2,423,942
2	The Lincoln Lawyer	1	\$1,161,682	\$1,161,682
3	Rango	4	\$1,055,885	\$9,051,682
4	Red Riding Hood	2	\$1,000,391	\$3,260,883
5	Limitless	3	\$935,330	\$5,253,282

TOP FIVE SELLING SINGLES

1

Sweat

Artist: Snoop Dogg (Remixed by David Guetta)



2

On The Floor

Artist: Jennifer Lopez ft. Pitbull

3

Price Tag

Artist: Jessie J Feat. B.o.B



4

Party Rock Anthem

Artist: LMFAO Feat. Lauren Bennet & GoonRock

5

Just Can't Get Enough

Artist: Black Eyed Peas



THE GAMIFICATION OF SOCIETY



ZenithOptimedia



REALITY

Worst game ever.

I BEG YOUR PARDON? WHAT DID YOU SAY?



Gamification (game-if-i-cation)

“**The use of game play mechanics for non-game applications**, particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications. **It also strives to encourage users to engage in desired behaviours in connection with the applications.**”

Gamification works by making technology more engaging, and by encouraging desired behaviours, taking advantage of humans' **psychological predisposition to engage in gaming**. The technique can encourage people to perform chores that they ordinarily consider boring, such as completing surveys, shopping, or reading web sites.”

No, it doesn't mean that society is gammin'

GAMIFICATION AND FOURSQUARE

Foursquare is a social media application designed to help drive consumers (Foursquare users) to merchants (Foursquare business partners). In this way, Foursquare can be considered a social media alternative to mainstream advertising.

To encourage people to use Foursquare (and thus achieve the consumer-merchant connection), the company uses a process called gamification. Gamification is the application of a competitive game-like environment to a non-game business model that is competitive and offers rewards for those who play the game regularly.

“Gamification is a means to an end for a business, but often just a game for its users”

In this case, the Foursquare game is played by users, via a mobile phone application, who “check in” to various merchants that they frequent, with the hopes of gaining discounts and special deals from the merchants. To make the game interesting and competitive, Foursquare allows game players to earn badges and points for frequenting both new and previously visited merchants, locate/follow friends, broadcast their own check in locations and boast of achievements to their friends via social media (“I am the Mayor of Starbucks!”).

That is the gamification of Foursquare – leveraging a game-like system as a way for Foursquare, and their merchant partners, to drive business in a “fun” way.



5 WAYS TO GAMIFY YOUR BUSINESS



WHAT CONSUMER BEHAVIOUR ARE YOU TRYING TO DRIVE?

Focus in on easy-to-achieve activities that will have an overall impact on your bottom line.

For example: incentivise the sending of product endorsements to friends. The more specific you can be, the easier it is to build game mechanics around.



ASSIGN POINTS TO THAT BEHAVIOUR

Think about how much value each of the behaviours has to your business and assign points to each action accordingly. Points should be weighed relatively



CREATE A LEADER BOARD TO DISPLAY POINTS

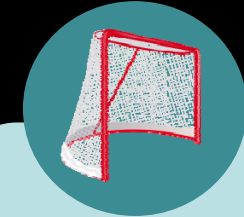
Just like the Employee of the Month plaques at restaurants, create a socially-networked leader board that allows users to feel like they are accomplishing something relative to their friends and peers — a little encouragement goes a long way.



DEVELOP CHALLENGES AND MESSAGE THEM

Just like Frequent Flyer promotions, creating simple challenges can have a profound effect on user behaviour once they are connected to your community.

Keep your challenges fresh and topical by knowing your players



MAKE “FUN” YOUR GOAL

Whether your business is finance or funerary, making fun a principal objective will substantially increase consumer engagement and generate remarkable new revenue opportunities.

WHAT ARE SOME GAME MECHANICS?



ACHIEVEMENTS

Often considered "locked" until you have met the series of tasks that are required to "unlock" the Achievement



APPOINTMENTS

At a predetermined times/place a user must log-in or participate in game, for positive effect



BONUSES

A reward after having completed a series of challenges or core functions



CASCADING INFORMATION THEORY

Information should be released in the minimum possible snippets to gain the appropriate level of understanding



COMBO

Incentivise doing another action after already having completed one, usually comes with the reward of a bonus



COMMUNITY COLLABORATION

An entire community is rallied to work together to solve a riddle, a problem or a challenge - immensely viral



DISCOVERY

Encourages players to discover new pages within a website- drives up page views and time-on-site.



LEVELS

Players are rewarded an increasing value for a accumulation of points – highly motivating



STATUS

The rank or level of a player, players are often motivated by trying to reach a higher level or status - relates to envy

FREQUENT FLYER PROGRAMS

Frequent Flyer programs are a longstanding example of gamification, with engagement rewards. The program utilises several key game mechanics - including points, rewards, levels and status.



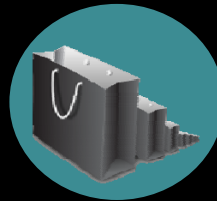
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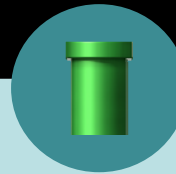
POINTS

You can earn points when you fly, or often providers will have a wide range of retail partners



REWARDS

You can trade your points for tangible items – including everything from flights and upgrades through to iPods, cook wear etc



LEVELS

You start out as a Bronze Frequent Flyer. The more you fly, the higher your status, from Silver through Gold to Platinum.



STATUS

Higher status brings extra benefits like more points when you fly, priority check-in and Qantas Club membership.

REAL LIFE EXAMPLE: IDEA STREET

The U.K.'s Department for Work and Pensions created an innovation game called Idea Street to decentralize innovation and generate ideas from its 120,000 people across the organization. Idea Street is a social collaboration platform with the addition of game mechanics, including points, leader boards and a "buzz index." Within the first 18 months, Idea Street had approximately 4,500 users and had generated 1,400 ideas, 63 of which had gone forward to implementation.

"Idea Street is an online ideas-management platform that encourages employees to share their innovative ideas for change with a community of likeminded colleagues, and work with those colleagues to help make their ideas a reality.

Instead of submitting an idea to a closed suggestion box, like a typical staff suggestion scheme, Idea Street puts ideas out in the open, so that other people within an organization can vote and comment on the suggestions of others.

In this way ideas can be refined by the collective expertise within the community and the most promising suggestions can be brought to the attention of relevant decision makers.

Idea Street encourages employees of all grades, roles and locations across an organisation to take part in what becomes essentially a decentralised innovation process. Staff are free to submit ideas on anything that may improve their day to day working lives, how their organization operates or serves its customers, stakeholders or suppliers.

It is often front-line employees, who are closest to the customers and the work of delivering products and services, that have some of the freshest ideas and insights. Idea Street seeks to introduce a mechanism for their ideas, insights and innovative approaches to problems to be captured and properly evaluated.

Additionally, as front-line staff are sometimes unfamiliar with the high level strategy and business plan of the organization, their ideas for change may not be adequately framed. Idea Street allows for the setting of broad corporate challenges in order to align the employees' efforts with major strategic goals, encouraging quick and effective action toward these goals."

THE FUN THEORY AN INITIATIVE OF VOLKSWAGEN

PIANO STAIRCASE

“Take the stairs instead of the escalator or elevator and feel better” is something we often hear. Few people actually follow that advice. Can we get more people to take the stairs over the escalator by making it fun to do?

<http://www.youtube.com/watch?v=2IXh2n0aPyw&>



SPEED CAMERA LOTTERY

Can we get more people to obey the speed limit by making it fun to do? The idea here is capture on camera the people who keep to the speed limit. Winners would receive cash prizes and be notified by post. Better still, the winning pot would come from the people who were caught speeding.

http://www.youtube.com/watch?v=Kc_aKocRXCB4&



BOTTLE BANK ARCADE

Many of us return our plastic bottles and cans. Noticeably fewer recycle their glass. Maybe that's because we don't get any money in return, as we do for cans and plastic. Can we change this attitude by making recycling glass fun to do? So you are not just rewarded with a good conscience, you also get a smile.

<http://www.youtube.com/watch?v=zSiHjMU-MUo&>

