

SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

CONFERENCE 2015

Subtle engagement and outright fun: using
gamification to improve the effectiveness of
your international marketing
Pete Jenkins, Gamification+

#siem2015

www.britishcouncil.org/siem

Sponsored by



D.J.G. EXHIBITION FREIGHT SERVICES LIMITED

 GeokoLabs



Subtle engagement and outright fun: Using gamification to improve the effectiveness of your international marketing

British Council SIEM Conference
December 2015 – Pete Jenkins

A man in a blue shirt and light-colored trousers is ziplining through a dense forest. He is suspended in the air, holding onto the zipline handle. The background is filled with green foliage and tree trunks.

Founder – GAMIFICATION+ LTD

Entrepreneur in Residence at University of Brighton

Chair – International Gamification Confederation
(GamFed)

Researcher in Gamification in HR at CROME (Centre for
Research on Management & Employment)

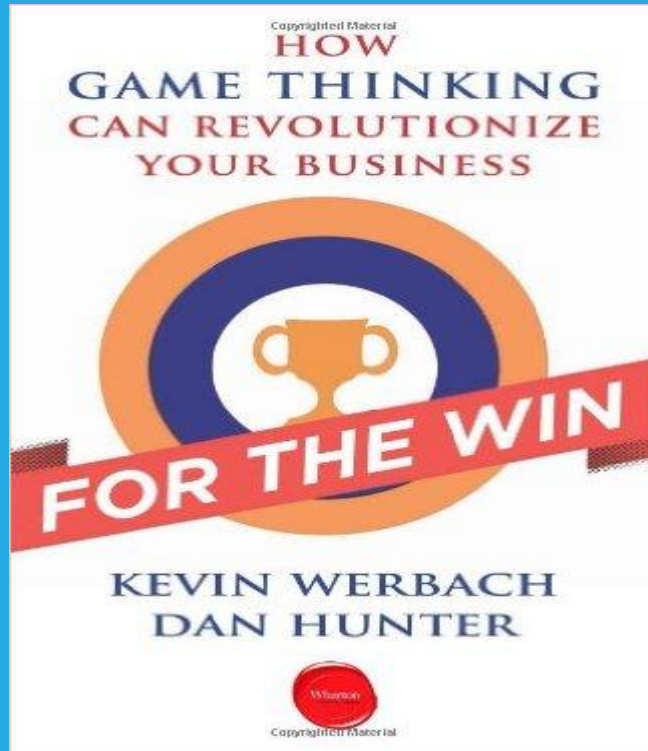
Organiser of Brighton Gamification Meetup

Ambassador for Worthing & Adur Chamber of Commerce

CRM







“Gamification is the use of design techniques from games in a business context or some other non-game contexts.”

Werbach and Hunter



“Gamification is becoming a catch all word that encompasses not just gamification but also serious games, simulations, game based learning and playful experiences”
Raftopoulos (2015)

The background of the image shows three characters from the game Destiny 2 standing on a rocky, alien planet surface. In the center is a Guardian in a dark, hooded cloak with a large feathered cape, holding a black rifle. To the left is a Guardian in a light-colored, ornate armor with a glowing yellow orb in their hand. To the right is a Guardian in a full, detailed white and grey armor with a red sash, holding a large, futuristic rifle. The sky is a bright, hazy blue with some distant structures or planets visible.

Activision spent 6 years and how much money developing and launching the game Destiny?

A. £31,000,000

B. £105,000,000

C. £310,000,000

The background of the image features three characters from the video game Destiny. In the center, a figure in a dark, tattered hooded cloak stands with their back to the viewer, holding a sword. To the left, a character in a light-colored, ornate armor with a glowing yellow orb in their hand. To the right, a character in a full, detailed white and grey armor with a red sash and a large rifle. The setting is a rocky, desolate landscape under a bright, hazy sky.

How much did Destiny make in sales on the first day?

A. £50,000,000

B. £500,000,000

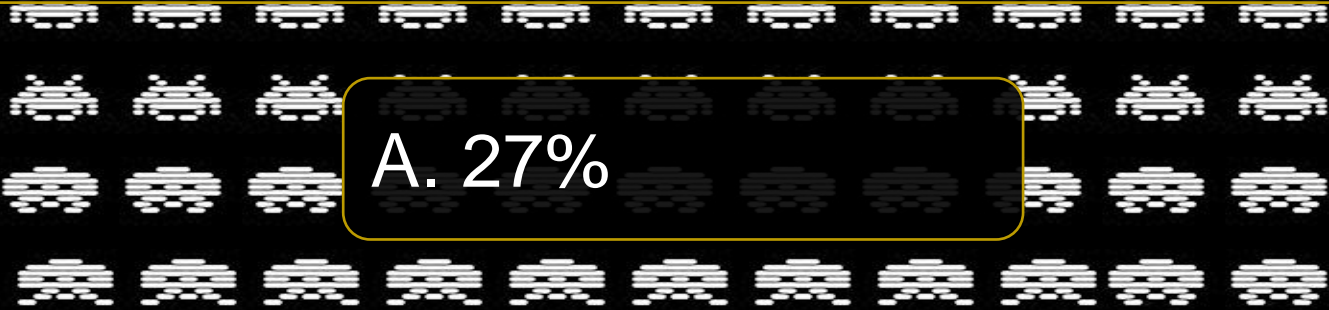
C. £900,000,000

What percentage of video game players in the UK are female?

A. 27%

B. 41%

C. 52%

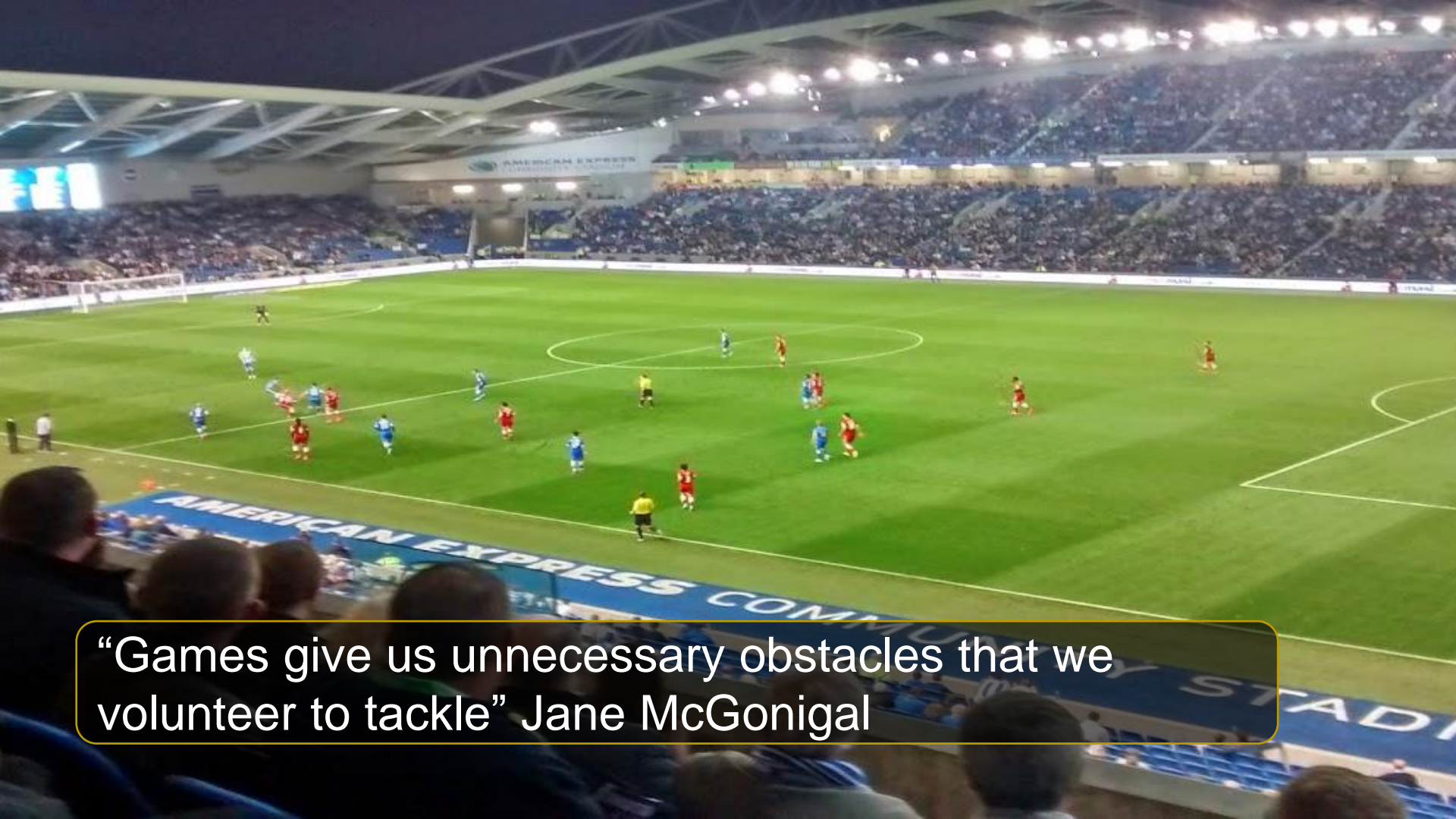


In 2014 there were how many video game players worldwide?

A. 1.78 billion

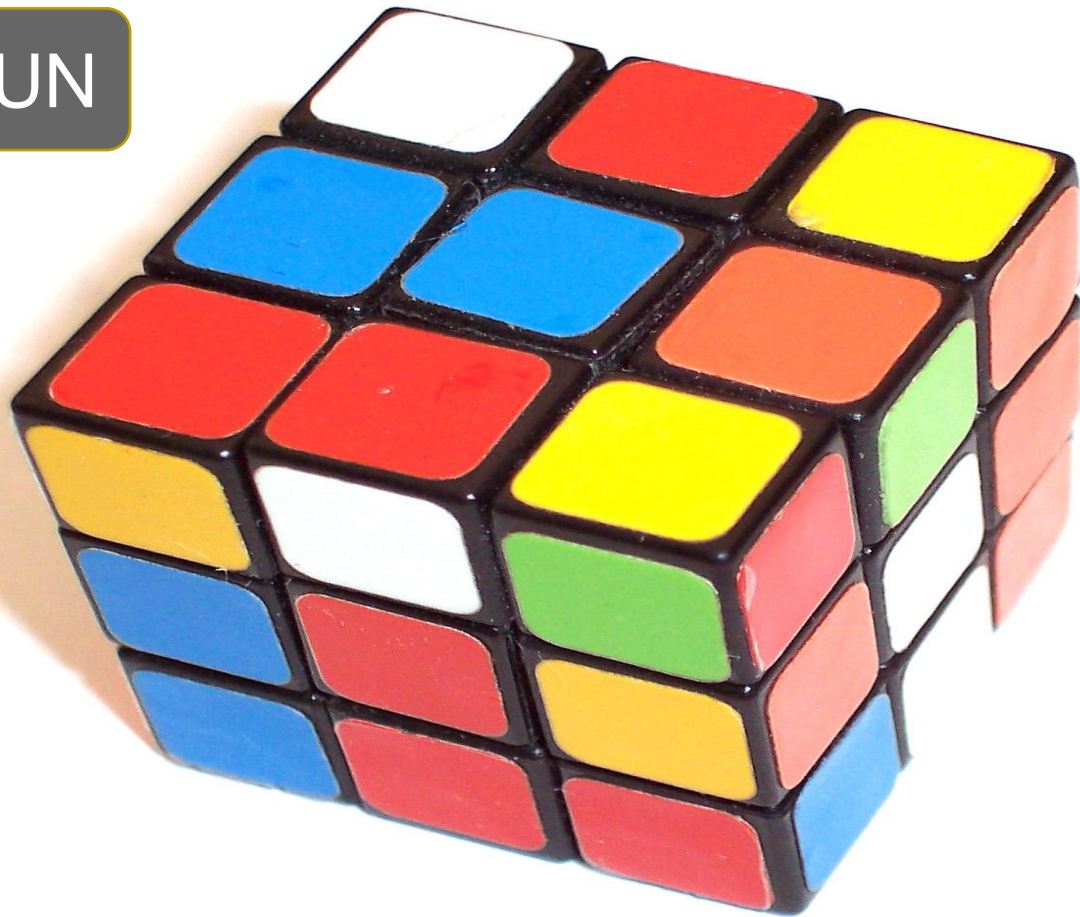
B. 2.55 billion

C. 2.98 billion



“Games give us unnecessary obstacles that we volunteer to tackle” Jane McGonigal

HARD FUN



A gravel path leads through a grassy field with trees in the background. The path is made of small, light-colored stones and is flanked by green grass and some bushes. The background shows a line of trees under a clear sky.

EASY FUN



**SUICIDE
BOOTH**
25¢ +

**CHEAP
ODORLESS
RELIABLE**




PEOPLE FUN





SERIOUS FUN

For each answer you get right, we donate 10 grains of rice through the World Food Programme to help end hunger

 login | [sign up](#) (track your totals, join and create groups and more)

English Vocabulary

[Change Subjects ▶](#)

Correct! fact = certainty

battle means:



woods

fight

movie

rug



You have now donated 10 grains of rice.

[Learn more ways to fight hunger >](#)

Level: 1 to 60

Best Level: 1

[Change Level ▶](#)

[Re-Start ▶](#)

Sponsored banners
displayed on correct
answers pay for the
rice donated



01:29

Restart



Reach the rotary sun!

Click to create a new node!




unity

EXPLORING



DON'T PANIC!

CRM.me Demo Company Inc. Search by name, phone, or e-mail Create mary



Mary Smith

3 Level

0 Collections 6 Badges

Badges Achieved

- 2 **10 CRM.me logins** March 18, 2015
- 3 **10 Accounts created** March 18, 2015
- 1 **1 Comment created** March 19, 2015
- 1 **1 CRM.me early morning login** June 8, 2015
- 1 **1 Post created** June 8, 2015
- 1 **1 CRM.me nighttime login** June 9, 2015

Leaderboard Rankings

4 coins Redeem

3rd Weekly	3rd Monthly	3rd Overall
-------------------	--------------------	--------------------

Overall Statistics

General	3	1041 Points	<div style="width: 100%;"></div>
Sales	0	0 Points	<div style="width: 0%;"></div>
New Business	1	100 Points	<div style="width: 10%;"></div>
Account Management	0	0 Points	<div style="width: 0%;"></div>
Time Management	0	40 Points	<div style="width: 40%;"></div>
Communication	1	165 Points	<div style="width: 16.5%;"></div>

Airport Collection **Basketball Collection** **Biking Collection** **Breakfast Collection**

Project: Sales Team 10 existing clients

Mary Smith
Game on! I received a new badge: 1 CRM.me early morning login.

https://demo.crm.me/crm/app/index.php#

TOP 10 USERS

Name	Role	Points	Coins	Collections	Badges	Level	Months Played	Avg. points/mth
Jane	Employee	297,560	502	21	18	37	4	74,390
Simon	Director	683,220	299	0	18	50	11	62,111
Ryan	Employee	173,400	466	23	14	30	3	57,800
Jeanette	Employee	430,670	546	0	12	43	11	39,152
Claire	Employee	89,285	254	5	18	23	3	29,762
Laura	Employee	293,950	496	1	21	37	11	26,723
Marsha	Employee	215,115	354	28	19	32	10	21,512
Andrew	Employee	179,355	335	13	14	30	9	19,928
Jen	Employee	378,920	1142	27	19	40	21	18,044
Geoff	Employee	193,205	493	9	18	31	11	17,564

TOP USER

Name	Role	Points	Coins	Collections	Badges	Level	Months Played	Avg. points/mth
Jane	Employee	297,560	502	21	18	37	4	74,390
Simon	Director	683,220	299	0	18	50	11	62,111
Ryan	Employee	173,400	466	23	14	30	3	57,800
Jeanette	Employee	430,670	546	0	12	43	11	39,152
Claire	Employee	89,285	254	5	18	23	3	29,762
Laura	Employee	293,950	496	1	21	37	11	26,723
Marsha	Employee	215,115	354	28	19	32	10	21,512
Andrew	Employee	179,355	335	13	14	30	9	19,928
Jen	Employee	378,920	1142	27	19	40	21	18,044
Geoff	Employee	193,205	493	9	18	31	11	17,564

LEAD BY EXAMPLE

Name	Role	Points	Coins	Collections	Badges	Level	Months Played	Avg. points/mth
Jane	Employee	297,560	502	21	18	37	4	74,390
Simon	Director	683,220	299	0	18	50	11	62,111
Ryan	Employee	173,400	466	23	14	30	3	57,800
Jeanette	Employee	430,670	546	0	12	43	11	39,152
Claire	Employee	89,285	254	5	18	23	3	29,762
Laura	Employee	293,950	496	1	21	37	11	26,723
Marsha	Employee	215,115	354	28	19	32	10	21,512
Andrew	Employee	179,355	335	13	14	30	9	19,928
Jen	Employee	378,920	1142	27	19	40	21	18,044
Geoff	Employee	193,205	493	9	18	31	11	17,564

BADGES

Name	Role	Points	Coins	Collections	Badges	Level	Months Played	Avg. points/mth
Jane	Employee	297,560	502	21	18	37	4	74,390
Simon	Director	683,220	299	0	18	50	11	62,111
Ryan	Employee	173,400	466	23	14	30	3	57,800
Jeanette	Employee	430,670	546	0	12	43	11	39,152
Claire	Employee	89,285	254	5	18	23	3	29,762
Laura	Employee	293,950	496	1	21	37	11	26,723
Marsha	Employee	215,115	354	28	19	32	10	21,512
Andrew	Employee	179,355	335	13	14	30	9	19,928
Jen	Employee	378,920	1142	27	19	40	21	18,044
Geoff	Employee	193,205	493	9	18	31	11	17,564

COINS

Name	Role	Points	Coins	Collections	Badges	Level	Months Played	Avg. points/mth
Jane	Employee	297,560	502	21	18	37	4	74,390
Simon	Director	683,220	299	0	18	50	11	62,111
Ryan	Employee	173,400	466	23	14	30	3	57,800
Jeanette	Employee	430,670	546	0	12	43	11	39,152
Claire	Employee	89,285	254	5	18	23	3	29,762
Laura	Employee	293,950	496	1	21	37	11	26,723
Marsha	Employee	215,115	354	28	19	32	10	21,512
Andrew	Employee	179,355	335	13	14	30	9	19,928
Jen	Employee	378,920	1142	27	19	40	21	18,044
Geoff	Employee	193,205	493	9	18	31	11	17,564



New Game

CHOOSE AFFINITY

Supremacy

Harmony

Purity



Harmony celebrates the kinship of all living things: their starships are repaired at half cost.

CHOOSE LEADER



Barne



Sochua



Kavitha



Élodie



Kozlov



Hutema



Bolivar



Fielding



The leader Barne (Benevolent) reduces the cost of cities by 25%.

MAP SIZE

Small

Medium

Large

Epic

OPONENTS



4



DIFFICULTY

Easy

Moderate

Hard

Impossible

VICTORIES



All



START GAME

CHOOSE APPROACH

CUSTOMER
DRIVEN

MARKET
DRIVEN

PRODUCT
DRIVEN

CHOOSE LEADER



BRANSON

RICHARD



MUSK

ELON



BUFFET

WARREN



GATES

BILL



JOBS

STEVE



WINFREY

OPRAH



RODDICK

ANITA



WILL.I.AM

TARGET COMPANIES

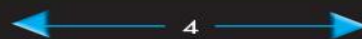
SMALL

MEDIUM

LARGE

ENTERPRISE

COMPETITORS



DIFFICULTY

EASY

MODERATE

HARD

IMPOSSIBLE

VICTORIES



NEW LEADS

i The leader Branson is a rule-breaker. Change the game and challenge the status quo.

▲ 25% MORALE BOOST TO STAFF MORALE

JUST LET ME
GET ON WITH IT

START GAME

GAMIFICATION 

THANK YOU FOR
PLAYING

pete.jenkins@gamificationplus.uk

<http://gamificationplus.uk>

@gamifiplus @petejenkins

For more fun download the free mobile app Quiz Up and search for & play the Gamification Marketing quiz

Acknowledgement: Some images designed by Freepik