

# THE 6Cs OF GAMIFIED MARKETING

Gamification is the integration of game thinking and game mechanics into non-game experiences to motivate increased levels of engagement

It is based on 3 premises which, for implementation, translate into 6Cs



**Challenge** – invite your audience to take up a challenge that is tailored to their interests and that encourages their participation



**Achieve** – provide fast and frequent feedback on their progress and confirm completion of each challenge



**Reward** – reward audiences with intrinsic and extrinsic rewards to recognise their accomplishment and encourage sharing with peers

The ideal cycle delivers a real-time value exchange between a brand and its audience; this can then be used to incentivise the completion of single or multiple activities – but these activities should deliver mutual positive benefit, for your brand and for your customer

But what are these 6Cs?

# 1

## CAPTIVATE



Grab your customers' attention - and personal data - by captivating them. This could be with an epic theme and a strong, long-term aim and reason to engage, whilst giving them plenty of short-term quests and activities that progress them towards an ultimate objective, or it could be with a short, sharp burst of fun and entertaining action. Both forms, however, have a clear aim; a value exchange between you and your customer, where your gain is likely to be powerful self-reported data that will encourage repeat visits and build loyalty.

# 2

## CHALLENGE



Challenge your customers - and employees - to learn new things and master new skills; give them feedback on their progress and reward their successes and achievements. This makes a customer feel they've 'earned' their reward and will be more likely to repeat engage with you as a preferred brand.

# 3

## CHERISH



Cherish your customers by learning more about them through quizzes, surveys and competitions; we call this **earned data** because the data donor believes the brand has earned the right to know this information. Supplement the transactional and behavioural data with intent and emotional data. Then use this knowledge and earned data to continuously improve your communications with them, personalise their journeys and build a relationship with them.

# 4

## CONNECT



Connect your customers together, even by helping them compete; help them socialise and join teams to conquer challenges, achieve rewards, recruit new customers. Encourage them to share their engagement with their peers and make advocacy fun and rewarding. There's nothing like peer referral to engender trust in a brand.

# 5

## CREATE



Create an environment for your customers to make their own decisions on the content they consume and the rewards available to them. They take more ownership and pride in their activities and choices, which in turn makes them feel more respected, more valued and more likely to advocate and share. And, as we know, advocacy and referral are gold dust for brands.

# 6

## CHAMPION



When you champion and recognise those customers who are the most engaged, perhaps by unlocking more opportunities for them such as moving them up levels, giving them more badges, points, or providing exclusive content, and you recognise these customers publicly, they become empowered and willing to do more of your brand engagement and marketing for you.

### ABOUT 3radical

3radical is the developer of the Voco audience engagement platform, which allows individuals to interact with organisations on their own terms. Voco's real-time decisioning engine is able to combine game science theory, data accumulated from billions of interactions, and the real-time accumulation of 'earned' data, resulting in the optimum blend of interactive content, rewards incentives and channels for each engagement. Earned data is willingly and transparently provided as part of a value exchange, informing ongoing product and service development and, ultimately, improving the relationship between the individual and the organisation.

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