

Beginner's Guide to Digital Experience Design

**The Digital Native's Approach to Gamification
and Experiential Marketing**

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Introduction

This is the start of your digital adventure! You'll be teleported to a future where digital, branded experiences are powered by gamification.

This eBook is a journey full of discovery, we will explore experiential marketing trends, gamification best practices and real-world gamified experiences.

We delve into **why digital experiences are so powerful** and **why games are the best experiential platform**. Then, we guide you on **how to plan a successful campaign** and **how to gamify the campaign experience**. Finally, we'll showcase which forward-thinking brands are using **VR, AR and gamification** to get results.



Why?



How?



Who?

Experiential marketing is the future and gamification is the unstoppable engagement engine that will teleport you to that future.

It's dangerous to go alone, take this guide!

This is the only guide you'll need to design your gamified, digital experience.

Thank you for downloading our eBook.

Nico King and the Chaos Theory Team

What is Experiential Marketing?

Experiential marketing, also known as engagement marketing, is a strategy that focuses on **directly engaging the consumer** through an **immersive and rewarding branded experience**.

Experiential marketing is reinvigorating consumers' engagement and excitement for brands. In this guide, we've reviewed marketing campaigns and brand activations that combined gamification with innovative technologies to create immersive, engaging brand experiences.

Brands that succeed in experiential marketing have an immersed social community with unwavering brand loyalty and high levels of engagement through all touchpoints.

What is Gamification?

Gamification is the process of applying **game-related principles and mechanics to non-game contexts and environments**. The application of gamification uses game and experience design to **captivate, engage and motivate** participants to achieve specific goals.

Progressive businesses are utilising the data-driven and engagement-centric techniques of games to educate students, incentivise consumers and stimulate employees.

Gamification is wide-spread and is transforming our daily lives, we now learn, work, buy, create and think with the help of gamified tactics.

Brands are inventing ground-breaking experiential marketing campaigns through the possibilities of gamification.

Experiential Marketing Trends You Need to Know

Why Digital Experiences Will Revolutionise Your Campaign

1

Experiential Marketing has forever changed the marketing game.

Marketers are constantly discovering new and compelling ways to engage and satisfy consumers at launch events, trade shows, exhibitions and even in-store. Combined with the perfect mix of marketing ingenuity and a generous serving of creativity, **experiential marketing** has **revolutionised brand and customer relationships and improved overall interaction.**

Traditional marketing like print advertisements and promotional direct mail have been **refined over the years**, marketers are now better informed and their enhanced strategic and creative approach to campaigns will usually garner decent results.

However, no matter how well it's executed, **traditional marketing is a one-way communication channel**, you're broadcasting your products and services alongside a static marketing message and ultimately, you're left uncertain about your customer's satisfaction and engagement levels.

9/10

Marketers agree that brand experiences deliver **more compelling engagement.**

84%

Marketers say events and experiences are a **key part of integrated brand marketing campaigns.**

77%

Marketers use experiential marketing as a **vital part of a brand's advertising strategies.**

According to a study by [ATNEvent](#)

Not only has this experience-first trend grown in popularity with brands and consumers, but it will most likely continue to evolve and develop in efficiency and effectiveness for years to come. The resounding success of experiential marketing has transformed the marketing landscape for the better, but now it is time for brands to jump into a whole new level.



As we progress further into an unprecedented technological age, we must embrace the exciting possibilities of digital transformation and how it will streamline and elevate experiential marketing strategies going forward.

We have predicted that experiential marketing campaigns that integrate digital mixed media i.e. artificial intelligence, virtual reality, augmented reality and mobile technology will dominate the marketing landscape in the coming decade. **2020 is the best year for brands to implement a successful digital experiential marketing campaign, so it's time to get on board now or get left behind!**

3 Reasons

Why Digital Experiences Will Revolutionise Experiential Marketing in 2020 and Beyond

1. Personalised Customer Experience is Key
2. Technology is Making Fantasy a Reality
3. More Time, Resources and Money spent on Experiential Marketing

Personalised Customer Experience is Key

1

Customer experience will still be at the centre of everything in 2020 and with personalised technology very much on the rise, consumer behaviour will continue to evolve as a result of society, technology or the environment. However, we can expect that **marketing tactics and strategies will evolve** alongside it.

Armed with advanced algorithms and today's knowledge of consumer behaviours and decisions, digital experiences will allow brands to engage and excite customers on a personalised level throughout all stages of their journey, from awareness, to consideration, to purchase, to advocacy.



80% of [Millennials see value](#) in brands engaging them with **personalised advertising and offers**.



By 2020, the customer experience will overtake price and product as the [key brand differentiator](#).



[Nike+ Run Club](#) is the perfect example of **mobile app personalisation for health and sports in the digital space**, it's your own running partner in your pocket. It allows users to choose their workout and lifestyle plan, the app then learns and adapts according to the progress and choices of the users.

The information collected from the tracked progress is streamlined into personalised workout routines in order to achieve the best results.

Technology is Making Fantasy a Reality

2

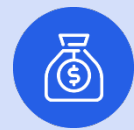
The best and most successful experiential marketing campaigns are fuelled by technology, **more advanced technology will be more easily accessible** therefore presenting **new opportunities** for both **brands and consumers to communicate and interact.**

The digital space and its tools are enabling people to explore concepts that are otherwise too costly or practically unrealistic, however with the rise of progressive, immersive technology - the only limitation will be your imagination.

Experiential marketing campaigns will only continue to improve in the future, as events, brand activations and overall marketing initiatives will be more innovative, customisable and intuitive with the evolution of technology.



By 2020, over a billion people worldwide will regularly **access AR and VR content.**



Revenue for virtual and augmented reality technology forecast to reach **15 billion by 2020.**



What are your favourite Oreo cookie flavours? Now imagine being able to **instantly print your very own dream Oreo**, well Mondelez made this tasty dream come true. The Oreo brand partnered with Twitter and utilised cutting-edge technology to create a **3D printer that prints hyper-personalised, customisable Oreo Cookies**, a perfect example of blending emerging technology with a well-known brand to create a unique and unforgettable brand activation.

More Time, Resources and Money Spent on Experiential Marketing

Stakeholders recognise the potential of experiential marketing as every year the number of organisations that invest in brand activation events continues to [grow exponentially](#).

Businesses are investing more of their money and efforts in launching digital experience-centric strategies, as it is now imperative for brands to engage with their customers not only face-to-face but on all digital channels i.e. mobile, web, advertising, social and digital marketing.



Advertising technology revenue is set to [grow 300% by 2020](#).



Digital advertising spend across mobile, wearable and online devices will exceed **\$285 billion by 2020**.

Planning a new product launch event? Booked an exhibition booth at a major convention?
Ready to dive into a new digital channel?

It's time to amplify your marketing campaign and revolutionise your brand's customer experience with a digital experiential marketing strategy!

We know what you're thinking, if everyone is investing in experiential marketing, how can your brand stand out from the crowd?

How can your brand engage and excite your customers in an age of personalisation, advanced technology and cut-throat marketing tactics?

Games are the #1 solution for inspiring and engaging your audience and we are advocates for the unstoppable engagement engine that is gamification.

Games are the perfect medium for creating branded and personalised user experiences for your digital marketing campaign. Gamified marketing and branded games drive repeat engagement, enable personalised experiences, maintain positive brand interactions, are highly shareable and most of all, **they're entertaining.**



Games can be built to achieve a variety of marketing goals whether that's to increase product sales, boost brand awareness, build brand loyalty, or collect detailed data about existing and potential customers and clients; no matter the objective, games can offer an all-encompassing solution.

Gamification is perfect for:

- Incentivising and rewarding behaviour
- Changing age-old perceptions
- Improving and refining skills

Games have an inextricable influence on our mindset and behaviour.

Juliette Denny in the [Engagement Engine](#) created the following equation:

Gamification + Social features + Personalisation = Unstoppable Engagement

5 Reasons

Why Games can Amplify and Transform your Experiential Marketing Campaign

1. Games are Engagement Engines
2. Games are Highly Immersive, Interactive and Fun
3. Games are Multiplatform
4. Games are Social
5. Gamification is Growing

Games are Engagement Engines

Today a consumer's attention and engagement are worth so much. At its core, branded games allow brands to engage with their customers in a meaningful way, most of the time resulting in a positive and valuable interaction for all parties.

Gamification is the solution for combating disengagement and when implemented properly, it encourages active participation through rewards and can capture attention and incentivise actions.

Games also have the potential to resonate with players on several levels, including emotionally, intellectually, and physically. Traditional marketing campaigns aim to raise awareness and spread the word, however gamified marketing relies on prolonged engagement, repeat plays, and sharing of user generated content.

Ultimately, games are the most compelling way to win the consumers' attention and retain their engagement.



Games are Highly Immersive, Interactive and Fun

2

Games offer players a unique immersion and, in a world where customer experience is king, games can empower players through personalised and immersive experiences.

According to [Funday Factory](#):

“An engaging and entertaining game blurs the line between marketing and entertainment creating a more absorbing brand space”

So, a branded game will not only engage and entertain your users but will subtly and successfully deliver your marketing message and brand story.

If you take what people love about games and apply it to other things, they become more enjoyable and fun and when blended with technology, Gamified marketing tactics are not only used to generate fun and engagement; they're built to educate, motivate, reward and immerse the user.



Games are Multiplatform

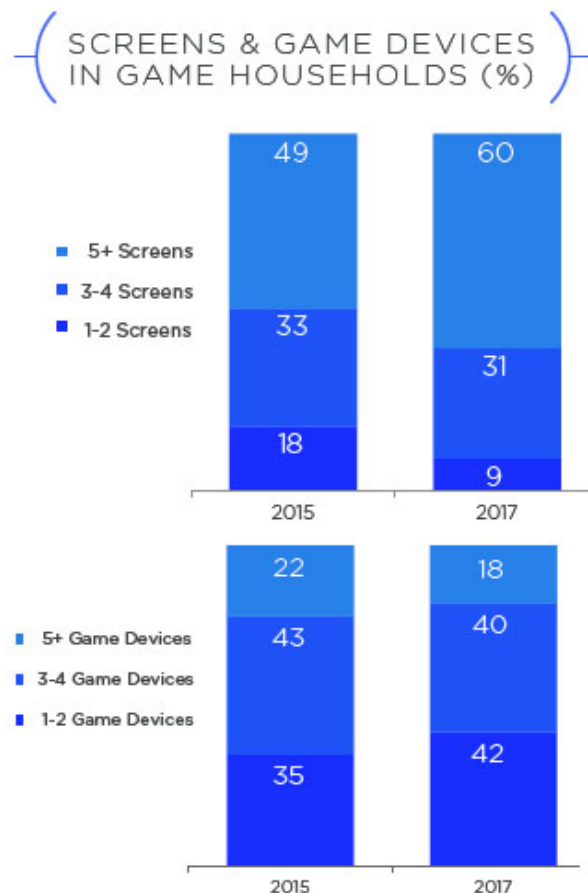
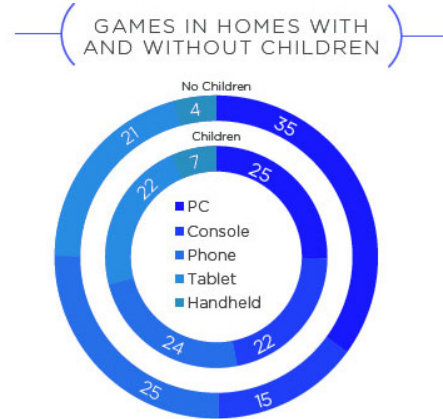
Thanks to technology and the online space, your branded game can reach and engage your audience from anywhere and throughout every platform through cross-platform play i.e. mobile, web, console, tablet.

Games offer a dynamic experience for your users on any chosen channel, there is a higher possibility that you'll not only retain your existing customers but also reach new audiences on more digital platforms.

80% of Australian households have more than one game device

Games are all-encompassing and wide-reaching, they are compatible with more and more online channels, and through the consumer's ability to report bugs and provide feedback games are constantly improved through updates and patches.

They are also built to be scalable should you require your game to be expanded or scaled back, as their infrastructure allows for this flexibility.



IGEA Australian Digital Report 2018

Games are Social

4

Gamification incorporates fun and an element of competition to the marketing strategy, they're easily integrated with social media channels that often encourages social sharing.

Incorporating games with social channels builds an engaged community surrounding the game, the level of connection the users feel with your brand and other players results in their motivation to compete with other users, share their experiences and dedicate playtime in order to be rewarded.

53% of the most frequent game players say video games help them connect with friends, and 42% feel video games help them spend time with family.

Brands use social media to establish a connection with their audiences and with branded games you can amplify the engagement and interaction between you and your audience.

Due to the dynamic nature of games, they are highly shareable in the social media space and often gain unprecedented levels of engagement through downloads, repeat plays, social shares and competitive leader boards throughout multiple social platforms.



Gamification has extended beyond marketing; it's now ingrained in all aspects of business across different industries.

Most businesses recognise the potential and success of gamification, widespread use is growing, and it has gone on to become the fastest and best ROI for marketing campaigns. According to [AP News](#), the global gamification market was valued at USD 5.5 billion in 2018, and it is estimated to witness a CAGR of 30.31% over the forecast period of (2019- 2024), as you can see the necessity for further investment into gamification applications, research and resources, as demand will only increase going forward.

Games are hacking their way into how our brain works to make every task more enjoyable, they have an intrinsic and inextricable connection to our day-to-day mindset and behaviour. This means there are now endless opportunities for marketers to utilise games to influence our buying decisions and perceptions, social interactions and overall brand experiences.

Your 2020 digital experiential marketing campaign will be incomplete without an immersive, branded game, whether it's VR, AR or Mobile experience, there's no doubt that games will excite your consumers, drive high levels of engagement and quickly push you ahead of the pack.



Plan your Next Experiential Marketing Campaign

How to Gamify your Campaign's Experience

2

Do you have a rocking idea for an experiential marketing campaign?

Want to create social media pandemonium as customers flock to download and compete on your mobile game for the chance to win rewards?

Looking to transport eager museumgoers to the Moon in a VR spaceship for Space Week?

Experiential marketing is so much more than just an event or show, it has the power to captivate and engage audiences of all ages and interests, however **without a proper plan in place you risk wasting money and resources** or worse, **losing the attention of your customers** and therefore discouraging them to engage with your brand.

Whether you're planning a traditional, digital or experiential marketing campaign, it all starts with a comprehensive and logical strategy.

Planning a campaign involves clarity in your goals, insight into your audience's behaviour and a fundamental understanding of your brand's identity and vision, just to name a few.

60-70%

of the most common event features are **engagement and interactivity focused**.

20+

Between 2017 and 2018, **17% more** companies organized **20+ events per year**.

50%

Over 50% of marketing respondents are **either satisfied or very satisfied** with their event strategy and results.

Experiential Marketing 2019 study conducted by [G2](#)



The memorable and meaningful interaction between the brand and customer in a campaign is what we call the experience.

The core of any experiential marketing campaign is the experience, however before we can design the immersion, certain steps need to be completed to ensure your marketing campaign is purposeful, relevant and on brand.

Here are the 6 steps you need to plan a successful experiential marketing campaign:

Set your objectives



Before you can launch any marketing campaign, you must set marketing objectives that align with your business goals and objectives too. These objectives can be anything from boosting in product sales, to increasing lead generation, to raising brand awareness; whatever the goal is, they must be clear, realistic and measurable.

Outline the objectives and KPIs most important to your experiential marketing campaign as these will measure the success of your efforts, and at the end of your campaign you can identify what works and what needs improvement.

What are your **objectives** for your experiential marketing campaign?

What are you looking to **achieve** from your campaign?



Know your audience



Consider and define your target audience, their age, gender, relationship status and profession but most importantly, ensure you understand their behaviours, motivations and decisions.

Create a persona of your ideal customer and remember, your campaign's takeaway/s and experience will revolve around this persona, before moving onto the next steps you must gain detailed insight into their behaviours in order to design a campaign that will effectively educate, motivate and excite your target market.

Who are you creating this campaign for?

What are the **needs**, **wants** and **challenges** of your target audience?



Research your competition



It's good practise to keep an eye on your competitors' marketing activity, especially if they're investing their time, staff and money on experiential marketing. Conduct some research into your competitors marketing initiatives and if they're launching experiential marketing campaigns, analyse their strengths and weaknesses.

Consider the results of the campaign, from your point of view were they successful in their endeavour (i.e. high number of participants, social shares, overall engagement)? Or did they fail to create a convincing and immersive experience? Listen to what their customers are saying about the brand, there is a lot you may be able to learn from your competitors' marketing strategies, campaign results and customer feedback.

Are your **competitors** launching **experiential marketing** campaigns?

What is their **brand story**? Is it **relatable**? How did the experience **make** their **customers feel**?

What **incentives** are they offering to their customers? Is it **valuable to their target audience**?



Define the takeaway



You may have a thrilling and unique concept for your experiential marketing campaign, however there is no point in and planning and implementing it if your customers derive no value from the experience.

The takeaway/s can be a multitude of different brand offerings i.e. valuable learnings and knowledge, exclusive promotional content, in-store and online rewards.

Will your customers be more motivated to purchase your products? Or are they a more informed and confident customer going forward because of your experience? Regardless of the takeaway, customers should not only walk away satisfied and rewarded for the experience but have gained newfound trust in the brand.

What **value** will your **consumers derive** from your experiential marketing campaign?

What **action** are you encouraging your participants to take?



Plan the campaign



Timing

Timing is key when it comes to planning a campaign, the best time to launch your event, exhibition booth, or game when it'll be most impactful and relevant. Consider the **'when'** i.e. time, day, month, year, season, significant industry dates, you must know exactly when you'll reach and engage the most participants.



Location

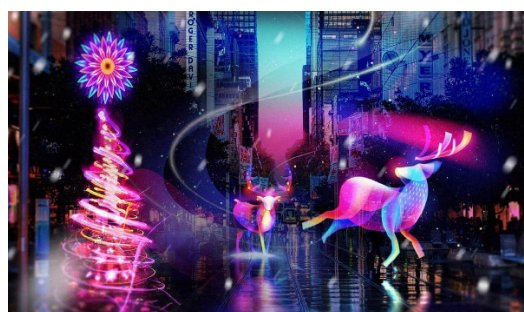
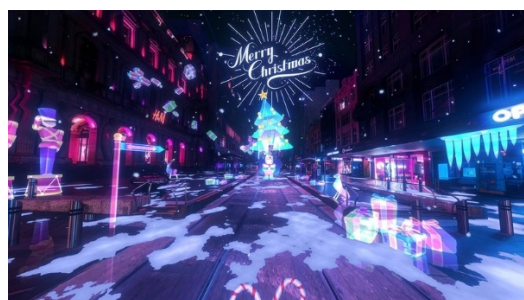
Setting your location is just as important as timing, whether it's a physical event or an online brand activation, you need to approach your audience in their preferred platform. Establishing the **'where'** i.e. physical site or digital/online platform, to ensure you captivate your users where they will be most receptive to hearing your message.



Resources

Determine the budget with your executive team, confirm what resources you currently have at your disposal and estimate what you'll need to properly implement your campaign. There can be a myriad of **resources** you may consider budget, staff, technological tools, marketing collateral, contractors, whatever assets you need, detail the costs, availability and restrictions.

Winter Wayfinder is the perfect example of a seasonal experiential marketing campaign, Chaos Theory and Traffik brought to life a magical and memorable Christmas installation to get Melbourne-siders into the holiday spirit. This Christmas-themed VR experience transformed iconic Melbourne locations into visually captivating winter wonderland artworks where participants interacted with a virtual reindeer, snowmen and dancing Christmas trees. Read the Winter Wayfinder [case study](#) to learn more about the 2018 VR installation.



Design the experience



Here comes the best part of planning an experiential marketing campaign: designing **the experience**. A successful experience should combine creative tactics with marketing ingenuity and be powered by state-of-the-art technology; the chosen experiential platform is the brand's opportunity to captivate their audience and influence their actions and decisions.

Ultimately, a successful and engaging experience will lead to lasting, positive brand interactions.

What is the chosen **experiential platform** that will captivate your audience?

What do you want your customers **to do, feel and think** when they participate in your experience?



Now that you know what it takes, are you ready to launch your very own experiential marketing campaign?



Set
Objectives



Establish
Audience



Research
Competitors



Define
Takeaways



Plan
Campaign



Design
Experience

Now let's elaborate on the campaigns' experience, it is the moment your brand and customer collide, it defines whether your event, exhibition or launch is a success or a failure.

Conceptualising your campaign's experience may be exciting, however there are an endless number of experiential platforms your brand can explore, this process can be overwhelming to say the least. Every platform has its advantages, and each has great potential to attract high levels of attention, engagement and conversion, however there is **one experiential platform that outperforms all others**.



Gamification amplifies your customer engagement to unprecedented levels. We are firm believers of the extraordinary impact of gamified marketing.

Gamification is now widely used throughout all industries, within businesses big and small and it's the **number one tactic for combating disengagement**. The most engaging and successful experiential marketing campaigns weave together gamification elements and clever marketing tactics to amplify the customers engagement and influence their behaviour and decisions within the experience.

Why gamify the experience?

Gamification is an unstoppable engagement engine; gamified marketing is immersive, interactive and immensely entertaining.

Games offer more than just engagement:

They are the ideal platform for complex storytelling, tracking valuable data and incentivising customer behaviour.



6 Steps

How to Gamify your Experiential Marketing Campaign

1. Offer Value and Incentives
2. Motivate Players to Keep Coming Back
3. Tell Your Brand Story
4. Create a Balanced Platform
5. Track your Data and Measure your Success
6. There is No Such Thing as Game Over



Offer Value and Incentives and Promote Exclusivity

1

Attracting customer attention can be hard work but gaining and retaining their interest is even more difficult as the market is saturated with repetitive content and brands competing for attention. How do you stay ahead of the curve?

Gamified marketing relies on prolonged engagement, repeat plays, downloads and most importantly a continuously rewarding system where customers will find an endless source of value.

The exclusivity of games provides customers with a sense of fulfillment, their experience is made worthwhile through gameplay that incentivises their engagement which leads to satisfaction and overall brand loyalty. It's imperative to continually encourage the user to participate, be clear on how this gamified interaction will benefit and embolden them going forward, whether that's through awarding points, discovery of helpful information or tangible rewards up for grabs.

It's also important to integrate your game with social features to promote competition, entice the player to not just compete with others, also participate in social sharing to encourage others to join in on the exclusive offers.



Motivate Players to Keep Coming Back

2

Games are typically entertaining and often addictive; so, wanting to create a branded game that is fun, and engaging is a no brainer. However, games have so much more potential than just providing entertainment. Intuitive game design hacks into the intrinsic workings of our brain and can influence our decisions.

Most brands believe that games with complex levels, that offer badges and shower the player with achievements will be an instant success, however this is a common misconception. Just because your experience feels and looks like game, doesn't mean it will be engaging and a resounding success. Complex and clever game design can be an exceptionally powerful tool when implemented properly.

Introduce Content through Levels

Be clever when designing your gamified experience, including elaborate levels in your game may serve to confuse and overwhelm your player rather than entertain them. Instead, levels should be used to introduce content at a steady pace, challenge the player through easy to understand and engaging level design and once they've progressed, the level's difficulty, complexity and amount of new content should increase as well. This game design will encourage players to learn new skills and develop new thinking to adapt to the changes in the game.



Incentivise Behaviour with Badges & Achievements

Once your players are engaged with and learning from the content, reward their progress and engagement with badges and achievements. Encourage repeat plays by constantly rewarding the player with new and valuable skills, guide them to this goal by motivating their actions and further incentivise their change in behaviour with physical or online rewards.

Chipotle: The Scarecrow

Moonbot Studios and **Chipotle Mexican Grill** released [The Scarecrow](#) in 2013, an immensely successful and surprisingly wholesome marketing campaign that promoted Chipotle's initiative - Food with Integrity. Launching a short animated film and mobile game, within five days of its release on [iOS it reached 300,000 downloads](#).

The Scarecrow was an **arcade-style mobile game** that explored four unique worlds and 20 dynamic levels that increased in difficulty as the player progressed, each level and every world that was jam-packed with varied content and subtle marketing. The star-trophy advancement system incentivised players with food rewards, once they completed all worlds with at least three-out-of-five stars they could then redeem these rewards at any Chipotle around the world, encouraging repeat play and prolonged engagement.



Tell Your Brand Story, Be Memorable

The best brand activations seamlessly weave their brand story and marketing message into the experience in a way that is relatable and often thought-provoking.

Every brand is unique and has a different story to tell and games are perfect platforms for facilitating creative storytelling.

Be compelling and relatable enough for your audience to want to start a mission of discovery about your brand, use games to guide them through, and emphasise why and how the interaction matters.

Be memorable, call upon your target markets' needs and desires; speak to them directly and endeavour to help solve their issues or address their uncertainties.

Games allow you to reinforce your message in a way that is subtle and relevant, this ultimately leads to positive and memorable brand interactions

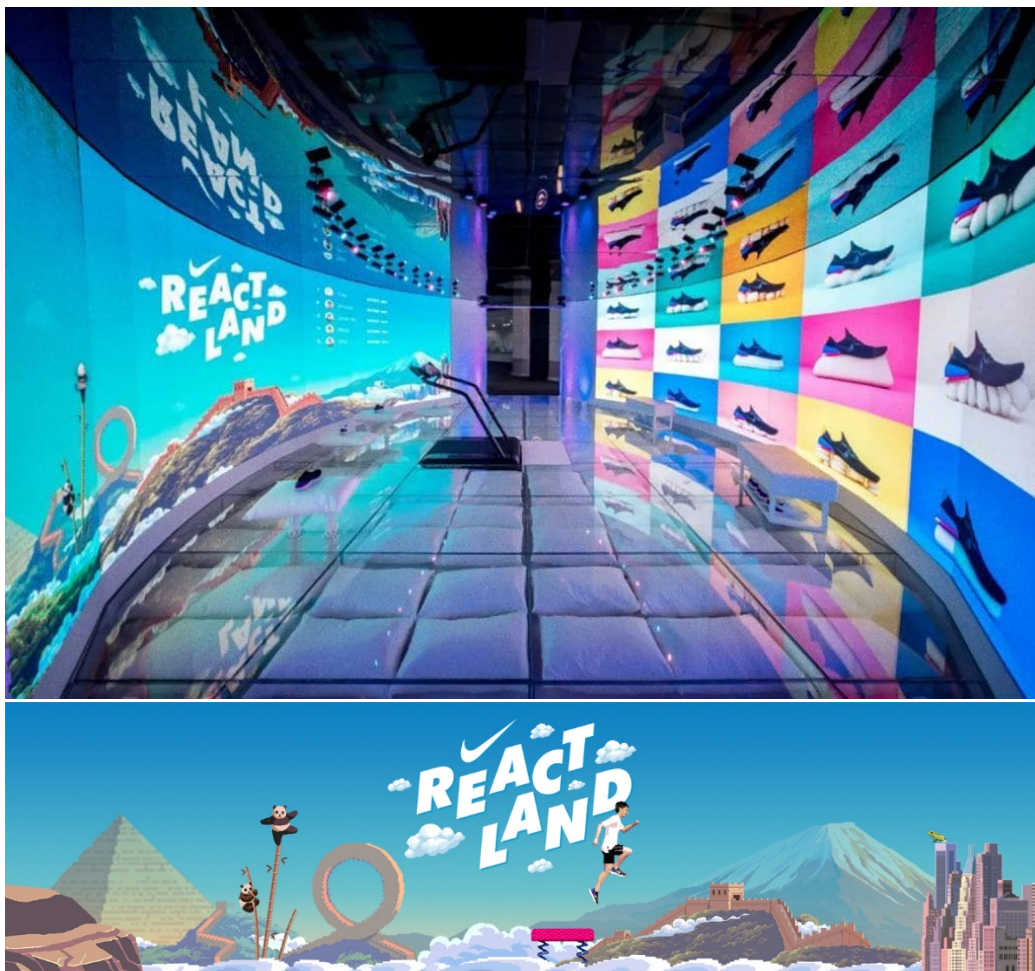


Nike React Land

For the release of their recently reinvented cushioning technology for the shoe named **‘Epic React’**, Nike created the game **‘React Land’** to promote their new line of sneakers. The game combines traditional in-store shoe trials with motion gaming, Nike created a game world that is soft, light and bouncy to align with the design and aesthetic of their new shoe.

Every participant is provided with a pair of the Epic React and a personalised pixel avatar, then their custom character is uploaded into a **virtual world** and the **real-world player must run on a treadmill, controlling and guiding their virtual selves to the finish line.**

All participants were left with a custom shareable video, and the experience was so incredibly memorable and successful that 48% of players bought the shoes which was more than double Nike’s conversion rate!



Create a Balanced Platform powered by Technology, Creativity, and Marketing

4

Experiential marketing is all about bringing creativity and clever marketing to life through exciting technology. Whether the platform is VR, AR or mobile the foundation of a gamified marketing experience is a balance of three parts: creativity, technology and marketing.

Creativity

Without creative thinking and artistic elements, your experience would be a dull and forgettable display. Aesthetics draws the passers-by in, originality will captivate their senses, pull on their heartstrings or evoke deep emotions. The gamified experience is coloured by the art, audio, UI, UX design, in a manner that resonates with the participants.



Technology

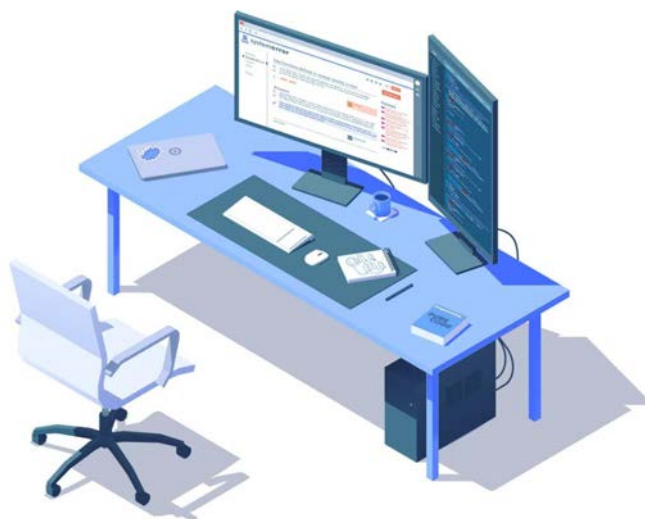
Technology brings the creativity to life; it has advanced to a point of easy accessibility and it has the power to enable experiences that were before considered impossible.

86% of event marketers believe that technology has a major positive impact on event marketing success.

With the possibilities of technology brands have access to more advanced technical tools that can be easily integrated within any application of gamification, this progressive technology creates gamified experiences that prolongs and enriches the customers attention and engagement

Marketing

You've heard the quote, "[marketing is an art and science](#)". Marketing is dance of engaging communications, data analysis and clever advertising. You may have a visually captivating and interactive installation using state-of-the-art technology, but without marketing there would be no customers to enjoy or share the experience.



The gamified experience should be a harmonious balance between creative elements, technological tools and marketing tactics, all these aspects work in unison to showcase your unique selling point to the right audience.

eBay VR

eBay and leading Australian retailer Myer launched the world's **first virtual reality department store**, [eBay VR](#) is an innovative new ecommerce channel that has revolutionised the future of the Australian shopping experience. This virtual experience was brought to life through the dynamic user interface design and visual effects that integrated seamlessly with **cutting-edge technology and together with a brilliant marketing strategy**, it gained 787+ million social media impressions and \$45+ million in earned media.



Track your Data and Measure your Success with Monitoring Tools

Games are the **best platform for tracking data and measuring ROI for your campaign**. Not only can you easily access your objectives and KPIs, but you can monitor its progress and track the data and analytics collected along the way.

Data Tracking

Data is the new gold and games are the holistic collection machine, they can collect specific and rich data at all stages in real-time. Don't invest precious time and effort in tracking just for the sake of collecting data.

Think about the behaviours and results that you want to test, then extrapolate what data to track from there, tracking every datapoint will result in information overload and saturation, you will potentially lose sight of the metrics that truly matter.



Another possibility is using the collected data to create and drive separate follow up marketing campaigns, like generating retargeting ads, advertising and content marketing.

Test a hypothesis

Need to test a hypothesis for your market research? Games offer an all-encompassing yet subtle testing method that ensures you collect valuable and rich data for your research.

Social Media Insights

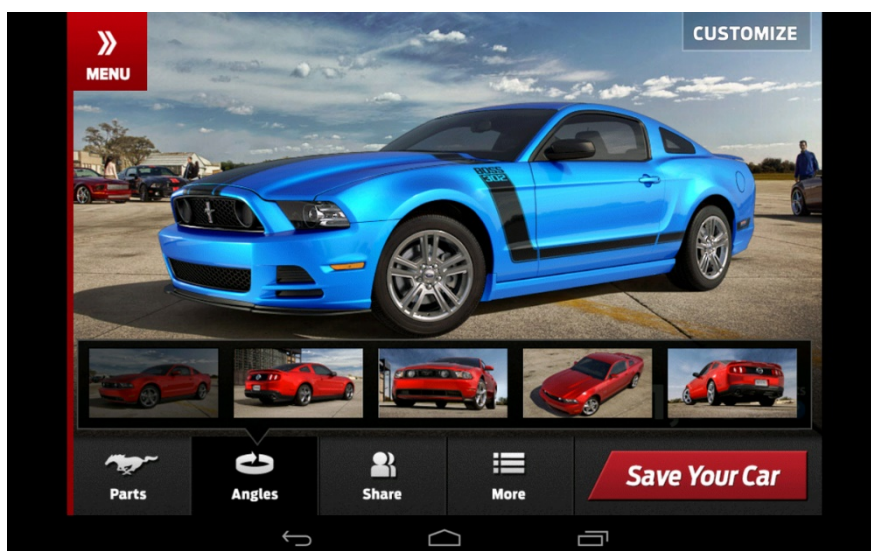
Experiential marketing and social media go hand-in-hand, this is not only to encourage social sharing and competition but to monitor and track online brand interaction and engagement.

Social media insight tools like Facebook Insights, Pixel and Twitter Analytics have advanced over the years, they're easy to use features that are often already aggregated and optimised for a range of analysis purposes.

Ford Mustang Customizer

The [Ford Mustang Customizer](#) app allowed drivers to rev up their imagination and customise their own dream car using real time 3D rendering. With the hundreds of customisable classic designs, background options and detailed accessories, the possibilities for excited enthusiasts were limitless.

This [immersive, customizer app](#) also **collected invaluable data that would provide Ford with powerful and relevant conceptual ideas**. This campaign highlighted new, alternative metrics like the target market's favourite car colours, accessories, models and so much more, information that is invaluable for Ford when **creating conversations with their audience, for sales and marketing strategies and especially when designing a new concept for a vehicle**. Since 2009, Mustang fans have built more than 5.4 million custom Mustangs online, and the mobile app has been downloaded more than 1.6 million times.



Additional Tracking Tools for You

Need tools to help you monitor the progress and track the success of your experiential marketing campaigns?

Check out these 3 tools for monitoring and measuring the success of your experiential marketing campaigns:

According to the [G2](#) 2019 study:

Only **23% of respondents** said they know how to track ROI of event investment

40% of event technology adopters say the number one benefit is an improved ability to track and measure events

Limelight

Limelight Platform offer end-to-end experiential marketing solutions. They have a powerful analytics engine that tracks, records and organises data and interactions from your digital campaign.

MainEvent

MainEvent is a cloud-based app that helps manage experiential marketing campaigns. The customisable dashboards, logic-based recaps and reports aggregate and streamline customer data and engagement levels.

Mention

Mention is a brand monitoring platform, a useful tool great for listening to your target market. You can measure the full reach of your marketing campaigns, track competition and analyse your results.



There is no Such Thing as Game Over

6

Releasing your game on budget and on time for a campaign is an exciting achievement; however, **what if your game goes beyond a single event?** Branded games are a constant work in progress and to ensure repeat plays and prolonged engagement they must be **reiterated, optimised and improved**, continuously and consistently.

Mobile games allow for customer ratings and feedback, with this real-time data, games are then updated with fixes and additions weekly or sometimes even daily. Games can leverage the rich data collected and use it to refine the campaign on the fly, leading to a better result.



Dumb Way to Die

When we think of viral campaigns the one that comes to everyone's mind is definitely [Dumb Ways to Die](#). This campaign is an Australian public service announcement campaign by Metro Trains that started as a viral campaign video promoting the safety message, “don't do dumb stuff around trains”. The resounding success and feedback from the campaign lead The Metro later releasing a Dumb Ways to Die mobile game that motivates players to avoid dangerous yet ridiculous situations whilst listening to their not-so-subtle but powerful safety message.

This is the perfect example of a marketing initiative that transcended its release, the game was also a massive global sensation, had become the first app to climb to number one in 22 countries with 7 billion unique plays from all around the world. The game was created to amplify the campaigns marketing message, it was reiterated, optimised, redesigned and improved for engaging gameplay and spawned a sequel Dumb Ways to Die 2, a continuation the compelling, award-winning campaign.



11 Experiential Marketing Brand Success Stories

Who are Creating the Best Gamified Experiences?

3

How many events, exhibitions and launches have you attended? How many can you say were truly unforgettable and engaging experiences?

In this age of information-saturation, marketers no longer achieve the same cut-through with traditional and static marketing. Your **consumers** are now a **hungry and constantly evolving community** looking for two-way conversation; they're ready to engage with your brand on an emotional level, this is where experiential marketing can help.

Ultimately, your consumers are looking to connect with your brand in a **positive and memorable** way.

Need ideas for your experiential marketing campaign? We've done the research for you!

91%

of consumers say they have **more positive feelings about brands** after attending events and experiences.

85%

of consumers are **more likely to purchase a product or service** after attending a live marketing event.

98%

of consumers **create digital or social content** at events and experience (and 100% share the content).

2018 study by [EventTrack](#)



Seiko x Australian Open: Tennis VR Challenge

2019 | Initiative, Funkified Entertainment, Rentertainment

To ignite engagement and unmatched brand exposure for the upcoming 2019 Australian Open, leading-edge watch manufacturer Seiko activated their exciting project in Federation Square, Melbourne drawing in curious passers-by.

Alongside Initiative, Funkified Entertainment and Rentertainment, Seiko built a branded virtual reality tennis court that allowed participants a chance to return serve from the World's #1 singles champion, Novak Djokovic, also a global brand ambassador for Seiko. The competition winner would go home with \$1000 in cash prize money and a limited-edition Seiko watch, this encouraged eager passers-by to not only participate and have fun but also look forward to the upcoming Australian Open.



Results



400+ participants.



Major media coverage
Channels Nine & Ten and
Page 3 of The Age.



**Heightened event and
brand engagement and
excitement.**

Renault x Australian Grand Prix: Make the Move Campaign

2019 | Neonormal

In celebration of Australian racer Daniel Ricciardo's move to the Renault Sport F1 Team, Renault partnered with [Neonormal](#) to design the 'Make a Move' campaign for the Australian Grand Prix.

Over the 4-day festival, Renault's F1 Central stand included open-plan layouts, a cooperative VR experience, vehicle display and ambassadors. Audiences queued up for the VR Pitstop Challenge, this immersive experience gave insight into the mind of professional F1 drivers and pit crew when under pressure during a race.



Results



93,000 impressions.



12,000 unique visitors
to the stand



800 VR engagements.



4.5x delivery on lead target.

Sydney World Square: Lunar New Year AR Experience

2018 | Virtual Immersive

Every year for Lunar New Year, Sydney explodes with unique cultural events, the streets are buzzing with people and the atmosphere is electric.

Vandal partnered with [Virtual Immersive](#) to bring an all-encompassing and unforgettable Augmented Reality activation in the heart of the CBD.

Using their mobile devices audiences can bring the iconic World Square Dragon to life and participate in Treasure Hunts for vouchers from participating retailers, all with advanced AR technology.

Excited audiences were also eager to step in front of the live camera where they can view themselves and interact with the Dragon on the big screen.



Results



7.8% increase in Sales in World Square retailers.



15.3% increase in Traffic.

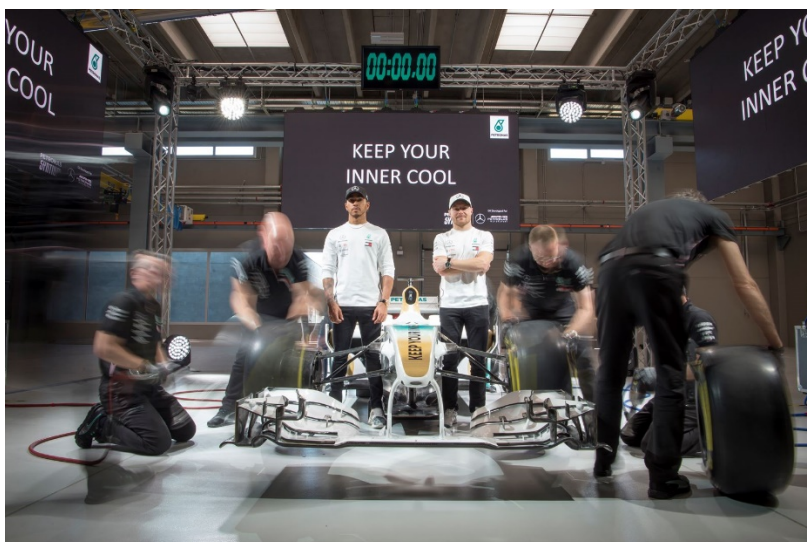
PETRONAS Syntium Australian Launch

2018 | Alive Events Agency

For the Australian launch of their flagship car engine oil **Syntium with °CoolTech™** in 2018, PETRONAS partnered with [Alive](#) to create a fun and unforgettable F1 event. PETRONAS showcased the new [HADO VR experience](#) where attendees had an engaging experience through new interactive, competitive games.

Just days before the F1 race, this unique activation aligned perfectly with the F1 theme and set the stage for a national media conference with special guest, five-time F1 World Champion Lewis Hamilton.

The event attracted new and existing F1 fans, the immersive and memorable experience ignited excitement for the product launch and upcoming F1 race.



Results



Over **120** on-the-day registrations for activation.



Strong **media attendance** and **national media coverage**.



Creative **execution aligned** with brands' **global expectations**.



Positive feedback from all attendees.

HCF Health Hub: Health Comes First Campaign

2018 | We are Urban

What better time to captivate and engage new audiences than through major sporting & charity events?

In close collaboration with [We are Urban](#), HCF designed the HCF Health Hub a multi-touchpoint, immersive experience that educated audiences on better healthier life choices at a myriad of sponsored events.

HCF branded Mr. Veggie Van distributed 'Fresh Fries' samples, handed out member giveaways, offered full body biometric scans, how to check for breast cancer scans and eye health check-ups.

We are Urban also designed an HCF Digital Skill Tester game that promoted healthy choices and lifestyles, educating and engaging their audiences through branded gamification.



Results



Exposure to over **200,000** fans and participants.



16 activations at key AFL, Netball & Mother's Day Classic Events.



577 HCF member giveaways.



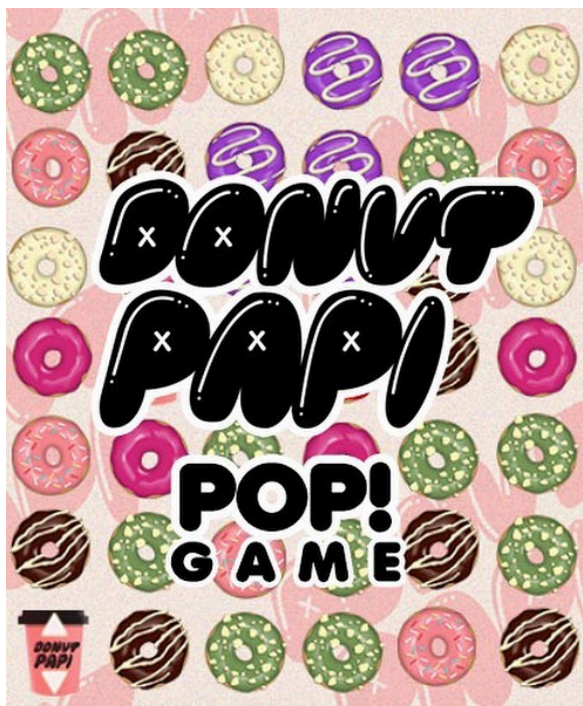
1000+ game plays of the HCF Challenge.

Donut Papi: Pop! Mobile Game

2017 | Gamify

Sydney-siders have fallen deeply-fried in love with [Donut Papi](#)'s handmade, gourmet donuts. Donut Papi collaborated with [Gamify](#) to launch an addictive mobile game in order to increase website traffic and increase customer engagement with their brand.

Donut Papi Pop! is a competitive puzzle game where customers can win a free box of donuts weekly in accordance with the highest submitted score. This sweet and simple game encouraged players to enter their details for a chance to win, the brands' customer database doubled in the first 2 weeks of the 6-week campaign.



Results



3,666 unique players.



89.4% completion rate.



41,659 total plays.



312 organic social shares.

Transport for NSW: ‘Don’t Trust Your Tired Self’ Campaign

2017 | WeWonder

Using VR technology [WeWonder](#) and [Transport for NSW](#) created a ‘microsleep’ experience at a major AFL event.

Participants were asked to handball a footy into a target in VR simulation, whilst promotional staff would trigger a ‘microsleep’, blinding the user with a black screen and the words ‘Don’t Trust Your Tired Self’, encouraging them to hit the target blind.

This powerful message resonated with passers-by, providing an all too real experience on the consequences of driving whilst tired, a campaign that is generating awareness for motorists on the vast number of deaths and injuries on NSW’s roads.

Results



4,000+ AFL fans engaged.



1,200+ branded traveller mugs distributed.



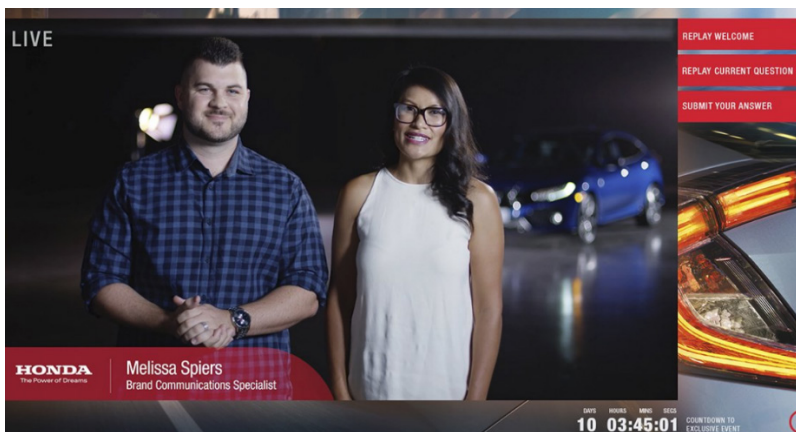
Honda: Digital Gamification Launch

2017 | Aesthetic Group

The upcoming launch of the new Civic Hatch was [Honda's](#) opportunity to achieve dealership buy-in, they wanted a digital solution that would educate staff on product features and connect and engage all members from across the network.

Together with [Aesthetic Group](#), Honda launched an integrated digital campaign utilising gamification and video content, through this activation this was the first time all members from the Honda dealership network were included in a launch.

This platform guided and engaged participants across multiple digital and live brand touch points; staff participated in exclusive competitions, virtual treasure hunts and training prior to, during and post-launch.



Results



8,000 sessions activated.



Average 5 minutes per session.



5,305 video plays.



102% attendance across multiple touch points throughout launch.

Boost Juice: Free the Fruit Game

2016 | Millipede

[Boost Juice](#) is known for its award-winning customer experience and service offered in-store, however the brand wanted to engage its audience on a new digital platform.

With the help of [Millipede](#), Boost Juice's *Free the Fruit* branded game was a marketing initiative that combined addictive gameplay with a time sensitive voucher reward system that aimed to encourage downloads, repeat plays, and drive users into stores using vouchers to make purchases.

This fun and easy to play game allowed Boost Juice to dive into a new online channel resulting in outstanding brand awareness and engagement.



Results



#1 Australian iPhone Game
within the first week of
release.



300,000+ Australian
downloads.



#2 Australian iPhone App in
all categories on the first
weekend after launch.



15:05 minutes average
session time.

KFC: Snack! in the Face Game

2013 | DT & Oglivy Australia

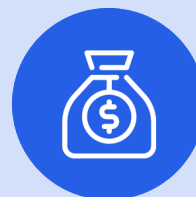
Ground-breaking on every level, KFC's Snack! In the Face Game was Australia's first ever branded app, first mobile or digital game and the first use of a mobile coupon in-store. Together with DT (Now [AKQA](#)), KFC Australia created this interactive campaign that focused on encouraging people to play the game in order to win rewards that could be redeemed for snacks.

To incentivise downloads and plays the game offered an adventurous and rewarding experience for their target audience consisting of young male teens and adults (16-24-year old's), appealing to their three main interests: mobile, gaming and love of KFC chicken.

This hugely successful mobile campaign was the first of its kind to engage its customers on an exciting and new digital space, which saw unprecedented levels of social awareness, brand engagement and loyalty.



Results



21% increase in Snack sales.



#1 Australian iPhone App
within 4 days of release.



325,000 downloads.



9.7 million minutes of play.

eBay x Myer: VR Department Store

2016 | Traffik, Red Cartel and Chaos Theory

eBay partnered with leading Australian retailer Myer to launch the world's first virtual reality department store, a new and innovative shopping experience for Australian consumers.

With [eBay VR](#), eBay sought to reposition themselves as a retail innovator and also give Myer a new and unique eCommerce channel, with over 12,000 products. In collaboration with Chaos Theory Games, Red Cartel have created a seamlessly immersive browsing and shopping experience, giving a glimpse into the future of shopping.



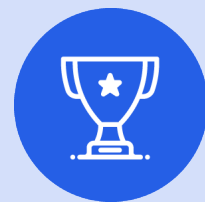
Results



787+ million Social Media Impressions.



\$45+ million in Earned Media.



Bronze AEA award in the Virtual Reality category.

Conclusion

Gamification amplifies experiential marketing campaigns to unparalleled levels of engagement.

The benefits and possibilities of gamification in experiential marketing are endless. There are now hundreds of positive ways to connect with and engage your eager consumers with gamified marketing.

Thanks to today's innovative technologies, you can build community, reinforce brand loyalty and gain genuine engagement through immersive and unforgettable digital experiences.

Nothing captivates, motivates and influences customers in this technological age quite like games.

This journey has taught you that gamified, digital experiences are powerful platforms that elevate brands to the top of their industries. Games are so influential, they ignite excitement from all kinds of consumers, and they facilitate wholesome brand, lasting relationships.

So, what are you waiting for? Create your own immersive, digital experience with gamification today!
Check out the next page to start your next adventure!

88%

of event creators plan to **use virtual reality.**

87%

of event creators plan to **use augmented reality.**

83%

of event creators **use an event app.**

2018 study by [Eventbrite](#)

Insight into the technological preferences for brand activation events



Meet the Author

Nico King

Chaos Theory is a digital studio based in Sydney Australia.

We build VR, AR and Mobile games that get results.

Nico is the creative mind and Executive Director at Chaos Theory. He is the driving force behind every exciting gamification idea and marketing strategy.



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Free Brainstorming Session with Nico

Need help creating your digital and immersive experience for your brand activation?
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