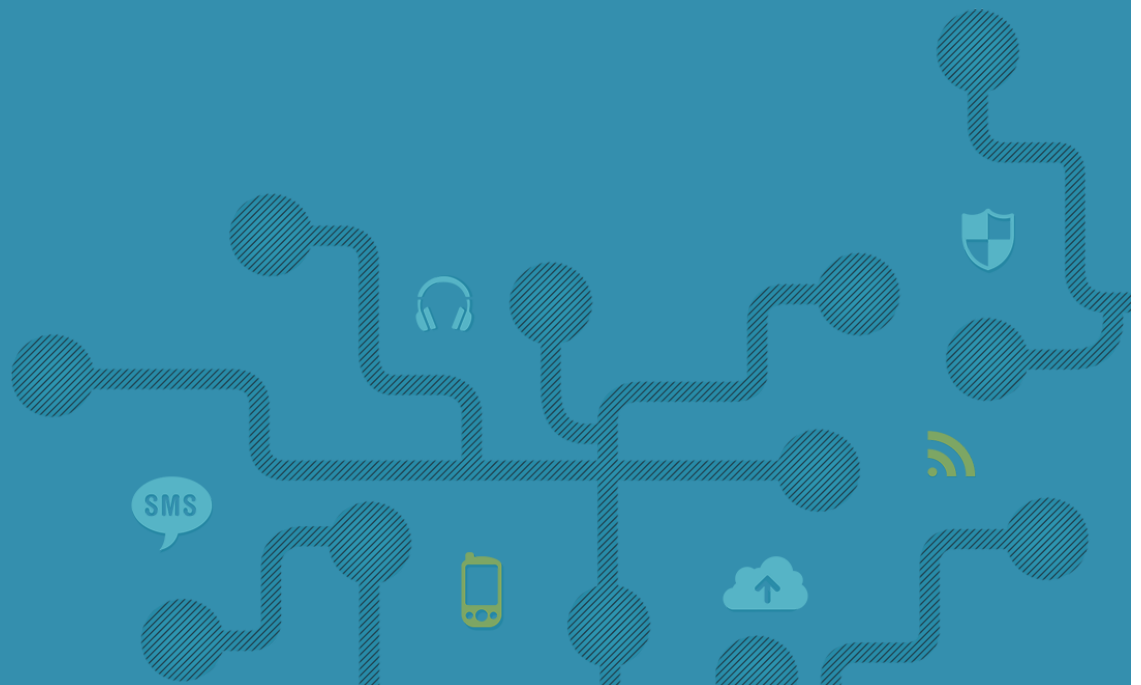


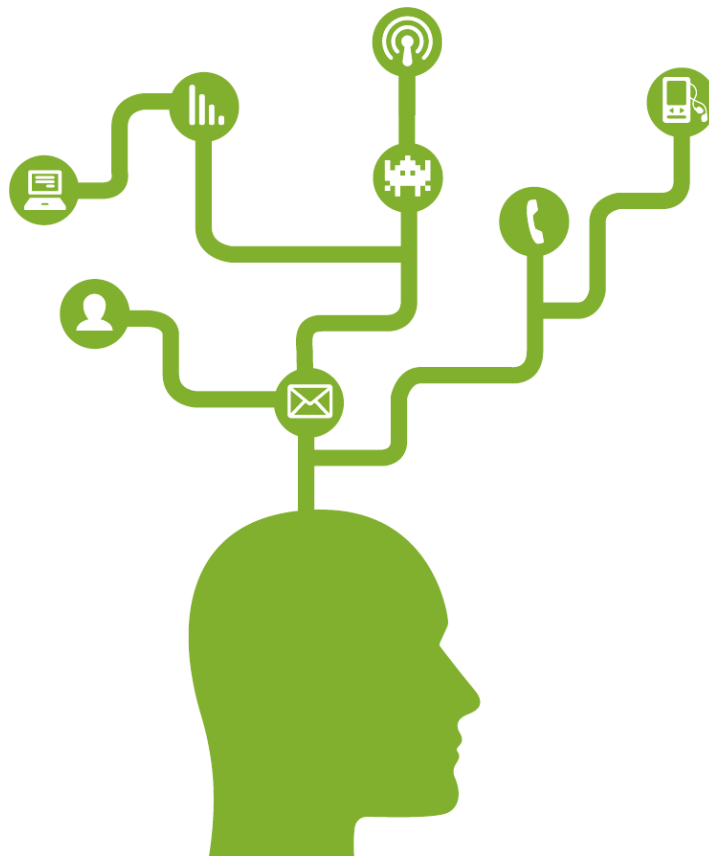


Gamification in B2B Marketing is About Addiction, *NOT* Games.

7 Great Examples of Gamification



When you hear the term gamification you probably think of Xbox or Angry Birds or Grand Theft Auto. You should really think of "addiction" - or the impulse to keep doing something because you subconsciously like it. Research has shown that we are all born with a desire to play games. It's wired into us. Brands can take advantage of that desire, not by creating games, but by using game mechanics to drive certain desired behaviors. Gamification makes that happen by tapping into human psychological motivators that are practically irresistible. Apply addictive qualities to marketing and you've got an incredibly powerful way to connect with prospects and customers.

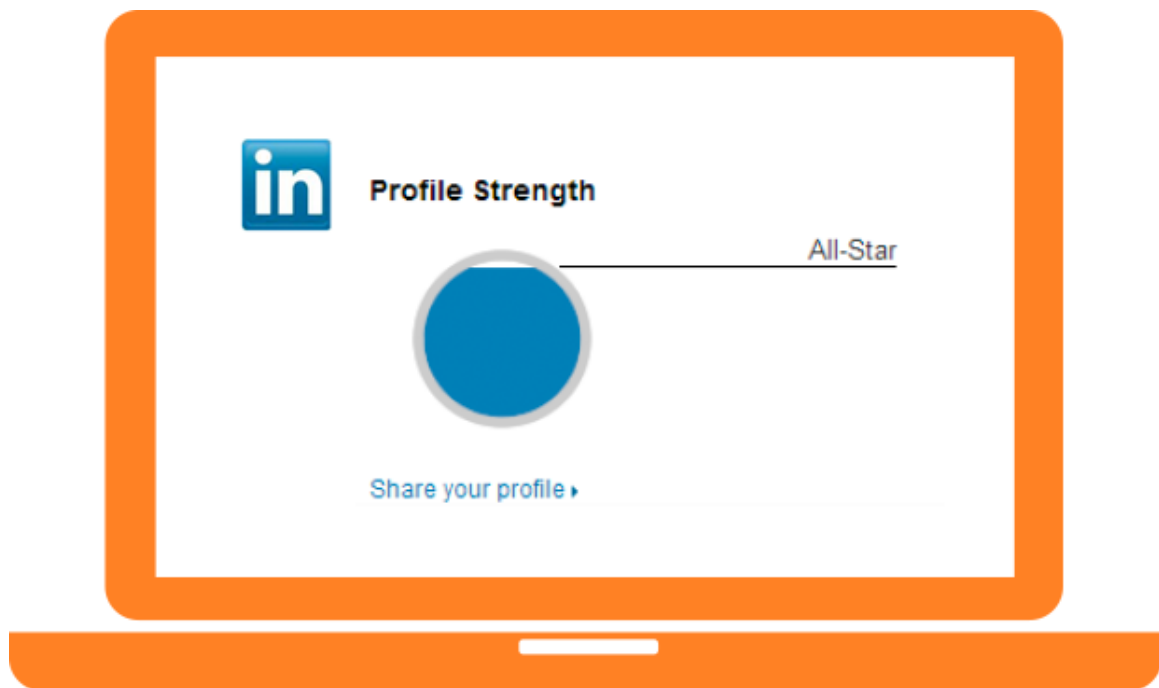


Here are 7 great examples of gamification:

1. LINKEDIN

LinkedIn has this down to a science. Your profile page has a little visual indicator called "Profile Strength" that ranks how good your profile is. No matter how high you get, you can't get to the top. By tapping into our innate desire for status and our drive for closure we can't help but want to click the "Improve your profile button." And don't forget the "endorsements" game - click to endorse people for skills - its kind of fun while making you feel important and helpful at the same time. New ones keep popping up like a whack-a-mole game.

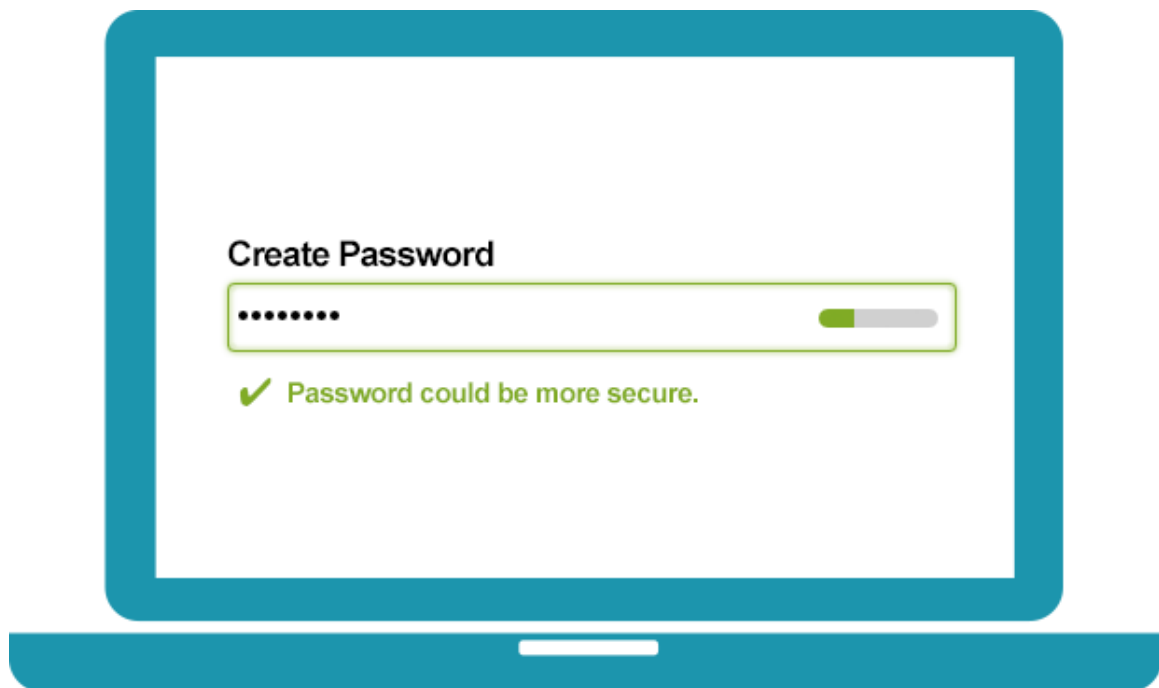
The LinkedIn "Profile Strength" Meter



2. PASSWORD STRENGTH INDICATOR

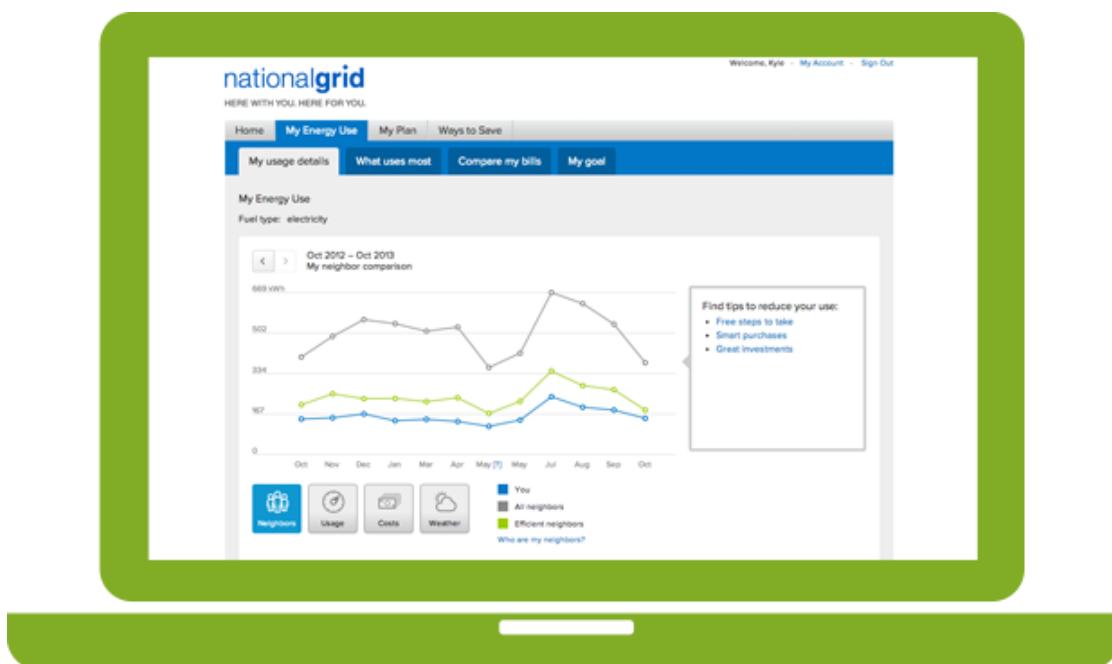
This one is all about instant feedback and clarity - a key principle in Gamification. You've seen this many times: as you type your new password a bar indicates its strength in real time. The result is that not only do you end up with a better password but you have learned how to make it stronger along the way.

Studies have shown that gamified experiences educate faster than passive reading.



3. NATIONAL GRID HOME ENERGY REPORT - Last Month Neighbor Comparison

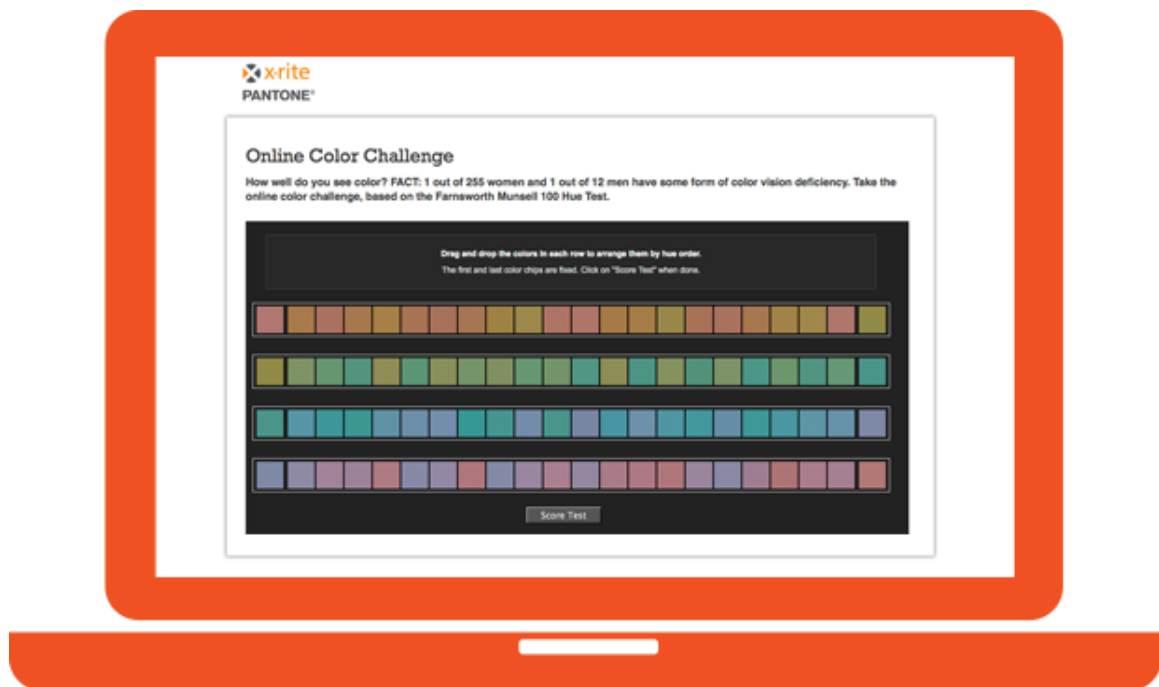
Ok, so it's not exactly B2B but this is a technique that works by leveraging our "keeping up with the Joneses" competitive instincts. You may have received this in the mail or seen it online from your energy provider. It takes advantage of the competitor in all of us by making a simple comparison of the energy use between you and your neighbors. We all want to win - or more to the point - just hate losing. This program has resulted in overall decreases in energy usage in the regions it's been implemented. The takeaway in all of these examples is that Gamification isn't about creating games - it's for any brand - B2C or B2B - who wants to create meaningful, memorable and measurable connections to their audience.



4. THE PANTONE COLOR CHALLENGE

In this case, the Gamification is, quite literally, a game! Targeting the most color-obsessed people on earth - graphic designers. Eighty-eight color chips are laid out on the screen. Your job is to move them and arrange them in perfect order. The game provides a score for you once you deem it to be complete. Trust us - this game is addictive. It's hard to stop rearranging the chips because a) you want it to be perfect, and b) you want to do better than your friends. The result was a very successful effort by X-Rite to drive awareness of their color management tools for designers and other professional creative types. Give it a try - but it ain't easy:

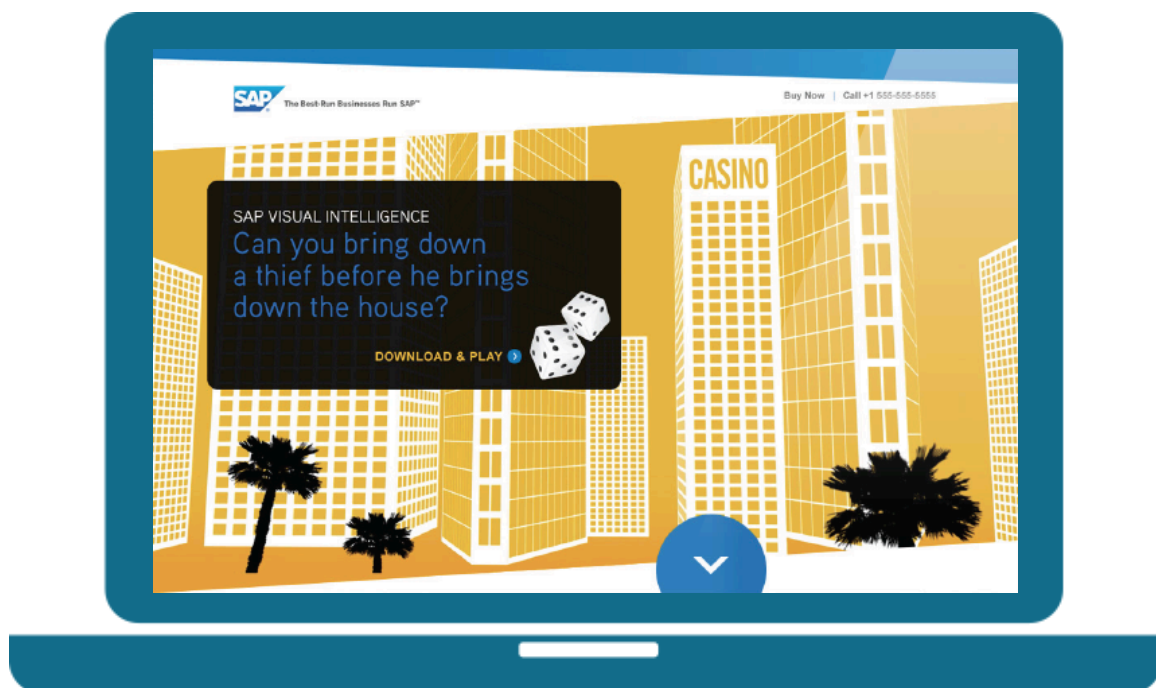
<http://www.xrite.com/online-color-test-challenge>



5. SAP'S CASINO DATA CHALLENGE

Created by White Rhino for SAP, this concept was based on insights gained from research on the audience. It showed that data analysts – the target of this program – think of themselves less like numbers nerds and more like hero-detectives, uncovering the mysteries hidden in data that only they can see. So they crave challenges and in fact, can't resist them. What could feel more challenging than a data mystery at a fictitious casino where the user has to solve the crime? SAP launched this clever campaign and engaged its audience in record numbers. But here's the best part: to play users had to use an actual demo version of the software. The results: Over 6x more free trial downloads than any other comparable program.

<http://www.sapdatachallenge.com/>



6. AVID MICROSITE

This MITX award winning site used game mechanics to simply make content more fun and entertaining. Avid got the attention of creative people in the film & TV industry by creating a microsite that pumps out engaging content of all kinds in an entertaining and amusing way. The microsite generated huge viral spread. The campaign - which was supposed to be short - extended to a full year and evolved into a platform for introducing new products, testimonials, and news. Judicious use of Easter Eggs and other techniques from typical games were effective in generating return “players.” In fact the developer has told us that one Easter egg has yet to be found.

<http://whiterhino.com/Avid/>



7. MASSACHUSETTS GENERAL HOSPITAL IN FOCUS

Massachusetts General Hospital could have decided to create another ubiquitous timeline with rollover facts. That approach is easily forgettable. Instead they went for a fun, gamified experience to keep users engaged. Making large data sets interactive and engaging is a basic premise of gamification. Interacting with the Mass General site is fun and makes you want hang out for a while and make discoveries about the storied history of the hospital. For this project, we built a universe of thousands of numbers floating around and as you select any one of them you learn its significance. The result is a more highly engaged, and knowledgeable, audience.

<http://www.massgeneral.org/about/infocus/>



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