

Read the texts about how businesses use games for various purposes. Choose the correct text (A-E) for each statement (1-6). You can use a text more than once. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.

How to use gamification in business

A

This is a gamification classic. In 2013, M&M's launched an incredibly successful game as a part of its M&M's pretzel marketing campaign. The game was based on the eye-spy logic; it was inexpensive and simple, and yet became an instant hit among the audience of M&M's.

Users were basically presented with a large graphic design of M&M's candy, with one small pretzel hidden among them. The task was to simply find the hidden pretzel.

What kind of benefits did the game bring to M&M's? It boosted user engagement with the brand, bringing over 25,000 new likes on the company's official Facebook page, as well as more than 6,000 shares and 10,000 comments.

The game was a miniscule part of a massive marketing campaign, but it offered a new fun way to engage with the company's new product and effectively helped to spread the word about it all over social media.

B

Nike has launched a campaign called NikeFuel, a part of its vast Nike+ community. In NikeFuel, users compete against each other in their daily amount of physical activity. An app on their smartphone notes all activities performed by users and transcribes them into points. After reaching a certain level, NikeFuel unlocks special trophies and rewards. All of this generates lots of motivation for Nike's customers – not only to keep doing sports, but also share their results in social media and increase the brand's visibility.

Nike made sure that its customers are engaged and motivated enough to repeat tasks with growing excitement. The campaign also encouraged specific behaviors, such as sharing app results on social media.

C

Keas is a smart employee-wellness platform used by many organizations to keep group health insurance costs low and maintain low expenses related to occurrences such as unnecessary sick days. In its operation, Keas employs gamification by allowing workers from client companies to log into their personal dashboards. Here they can view their statistics, earn awards for achievements like completing tasks, or support co-workers for getting closer towards their goals.

D

Even if it sounds childish, ChoreWars proved to be a great tool to boost motivation at the office, especially for completing mundane tasks that simply need to be done. ChoreWars can be configured to serve as a one-off contest – perfect if you'd like to get employees back in action.

You can also use it as an ongoing program that will issue a weekly leader board and award prizes to top players every week. ChoreWars is a solution businesses use for turning ordinary tasks into engaging competition where users create characters, chores, and embark on adventures.

E

4food website is basically like one exciting game. You can have a look at company values presented in badges, 'flip the bird' for discount offers or even build your own burger. This is a kind of customer experience that users won't easily forget.

The gamified experience here serves to engage customers, help them understand the core company values and appreciate the organization's dedication to bringing top quality in food, while supporting various charities at the same time.

In this example of gamification...

the advertising strategy used a search activity.	0
companies try to improve the physical well-being of the staff.	1
a lasting memory is created for the consumer.	2
potential customers should pass on information advertising the snack.	3
the enthusiasm of workers is improved.	4
the company tracks how much people exercise.	5
aid organizations are funded.	6

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0 A	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	

Von der Lehrperson auszufüllen

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