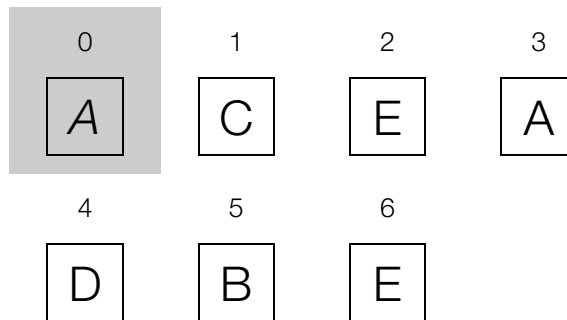


Korrekturhinweise

How to use gamification in business



Begründungen

0

Paragraph A contains the answer: "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." In this example of gamification the advertising strategy therefore used a search activity.

1

Paragraph C contains the answer: "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 this example of gamification companies therefore try to improve the physical well-being of the staff.

2

Paragraph E contains the answer: "This is a kind of customer experience that users won't easily forget." In this example of gamification a lasting memory is therefore created for the consumer.

3

Paragraph A contains the answer: "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." In this example of gamification potential customers should therefore pass on information advertising the snack.

4

Paragraph D contains the answer: "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." In this example of gamification the enthusiasm of workers is therefore improved.

5

Paragraph B contains the answer: "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." In this example of gamification the company therefore tracks how much people exercise.

6

Paragraph E contains the answer: "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 aid organizations are therefore funded.