

Written Assignment 1

2020年4月5日 10:11

"Gamification is the new normal for people born after 1971." --Bing Gordon.
People of the 18-35 age bracket are very familiar with gamification. Therefore, gamification can be used as part of the marketing strategy to increase the share of the breakfast food market and fragmented ready-to-eat segment.

First, gamification can be educational. We can use gamification to educate consumers about the benefits and necessities of breakfast, cultivating them to form the habit of eating breakfast.

Second, gamification can make products more competitive by adding more elements and fun. People will buy Cereals Inc. products instead of competitors'.

Third, gamification can form a social culture. By sharing experiences and opinion, there will be a bond between consumers that encourages them to remain loyal to the product.