

# What is Gamification?

Gamification with Dr Zachary Fitz Walter

[View Our Case Studies](#)

## Gamification is the addition of game elements to non-game activities

What's interesting is that gamification is not a new concept. While the term may have been coined in more recent times, the concept has existed in many areas of life for as long as civilisation has existed. If you remember watching Mary Poppins, she sums up gamification quite nicely with the quote "In every job that must be done, there is an element of fun. You find the fun and SNAP! the job's a game."

She was onto something here. Mary Poppins knew all the way back in the 1960s that anything could be turned into a fun activity by making it into a game. There were prominent examples of gamification existing even earlier than Mary Poppins however.

Back in the early 1900s, if you were a Boy Scout you could obtain real badges and ranks, a tradition that is still carried out today. However as video games started to take off, we saw educational video games then become popular in the 1970s and 80s. You may remember such games as 'Where in the World is Carmen San Diego', 'Reader Rabbit' and 'Math Blaster'. These games were forms of entertainment that were built for serious purposes, to educate players.

Foursquare is an example of social gamification. If you checked into a location, you would receive points. Check in to a new location, you hadn't visited before and you would receive even more points. You could then compare the number of points you had on a leaderboard with friends and you could also receive badges for doing special things like checking in on a boat or checking in with more than 50 people in one place.

If you checked into a place more than anyone else, you became the "Foursquare mayor" of that location. This user experience felt like a game, and it was a lot of fun to use. Foursquare became a popular example of an app increasing user engagement through loyalty program gamification.

What's interesting, though, was that the game elements they used started to appear in many different other applications and websites. This may have contributed to these game elements becoming a popular way to add gamification.

These days we're seeing more and more serious games in gamification, partly because video games have become mainstream and, as well, smartphones have made it incredibly easy to play games anywhere at any time.

### Product

[Game Library](#)  
[Help Centre](#)  
[Make a Game](#)

### Learn

[Video Resources](#)  
[What is Gamification](#)  
[Case Studies](#)  
[Blog](#)

### Support

[About us](#)  
[Contact us](#)  
[Help Centre](#)

### Top Articles

[Advergaming](#)  
[Gamification Marketing](#)  
[Game Marketing](#)  
[Gamification](#)  
[Successful Marketing Campaigns](#)



## Game Library

Video Games We Can Create For You  
Take Them For a Test Drive.



Do you have an upcoming campaign that could be enhanced through **Gamification**?

Read up on the history of our game templates by our awesome team and their proven target markets & demographics, along with playing any of the available games in the library, in order to help you gain an understanding of which game would work best for your next marketing push.



Ginger Ninja



4 Letters



Bowl-o-Rama



Desk Menace



Dunk Shot



Filled Glass



Flippit



Fruit Master



Fruit Chef



Solitaire



Glass Glow



Aerial Flight



Flipper



Hop Jump



Greedy Rabbit



Jumper Frog



Ten



Swipe Balls



Stick Soldier



Scratch n win



Pop Shots



Pumpkin Smasher



Football Free Kicks



Aliens Attack



Knife Ninja



Candy Monster



Astro Dog

### Product

[Game Library](#)  
[Help Center](#)  
[Make a Game](#)

### Learn

[Video Education](#)  
[What is Gamification?](#)  
[Case Studies](#)  
[Blog](#)

### Support

[About us](#)  
[Contact us](#)  
[Help Center](#)

### Top Skills

[Advertising](#)  
[Gamification Marketing](#)  
[Online Marketing](#)  
[Gamification](#)  
[Success of Marketing Campaigns](#)

## Build an Advergame Without Coding

Get 30% off Gizmo for the next 6 months




### Pricing & Plans

Pay monthly or pay annually and receive 15% off

**Starter**

**\$49** per month

- 1 User Campaign
- Unlimited Drafts
- Real-Time Customization
- Social Sharing
- Campaign Scheduling
- Automatic SMS Notifications
- Campaign Analytics

**Pro**

**\$79** per month

- Everything in Starter Plan plus
- 5 User Campaigns
- Real-time Analytics
- Top Level Dashboard
- Marketing Integration
- Marketing Automation
- Company Profile
- Team Management

**Enterprise**

**\$99** per month

- Everything in Pro Plan plus
- 10 User Campaigns
- Advanced Analytics
- Priority Support



### Positive Brand Association

Traditional digital marketing often fails to reach your audience with a positive brand association. Create interactive, selective and rewarding game campaigns that encourage an association with your client's brand. In addition, you'll be able to test & refine your campaign in real-time. No more burning cash!

[Read More About Us](#)



### Boost Engagement

Boost your customer engagement with a gamified marketing campaign. On average our clients see 50% engagement rate throughout their campaign across their major social channels.

### Click-through Rate

The average click-through rate on a Google Search Ad is 1.25%. Through our game, your customer click-through rate will see a dramatic increase through the use of our interactive mobile and game touchboards. Our past clients saw an average of 50% click-through rate during their campaigns.



### Automate with Webhooks

Connect Gizmo to hundreds of apps. Automate where your player data goes and what you do with it with the use of Webhooks, directly integrated in Gizmo.

[Read More About Us](#)



### Marketing Integration

We're made connecting with your lead-gen email with a native marketing integration. As your leads roll in, automatically generate your Marketing Automation for customer journey automation. No more backlogs.

[Read More About Us](#)

### Gizmo For Teams

Bring your team with you. Gizmo's company dashboard gives you total control over your team members.



[Read More About Us](#)

**Product**  
Game Library  
Help Center  
Make a Game

**Learn**  
Video Resources  
What is Gamification  
Case Studies  
Blog

**Support**  
Need us?  
Contact us  
Help Center

**Top Online**  
Advertising  
Optimization Marketing  
Game Marketing  
Analytics  
Successful Marketing Campaigns

## Case Studies

Below are just a handful of successful campaigns with earlier clients. Read on for further information or play any of the games mentioned in each case. Enjoy!



Gamify has partnered with some of the largest marketing companies in the World to produce games for brands such as BananaBoat, KFC, RedBalloon & Nissan amongst over 9,700 other businesses ranging from corporations to local businesses.

Showing that Gamify not only delivers but that no job is too big or too small.

### Companies we've partnered with



#### Banana Boat

A story of powerful collaboration and exciting player reward. The perfect gamification campaign in collaboration with TLC.

[More Info](#)



#### KFC

KFC Japan used Gamify to get over 850,000 plays and over 600 hours playtime to promote a new product faster than ever before.

[More Info](#)



#### ResMed

See how ResMed's campaign with Gamify helped them bring more people to their website to take their sleep apnea test, build brand awareness and educate their extended audience on sleep apnea.

[More Info](#)



#### Wendy's

Wendy's has used Gamify on multiple marketing campaigns to change buyer behaviour and educate customers on new products.

[More Info](#)



#### Nissan

How a popular car brand used gamification at a sporting event to build awareness around their Intelligent Mobility technology.

[More Info](#)



#### Red Balloon

See how a popular online brand gained a better understanding of their Database through "Engage and Reward" Gamification and some friendly competition.

[More Info](#)



#### Pita Pit

Pita pit was looking to engage new customers and promote its sponsorship and partnership with "The Block NZ".

[More Info](#)



#### V Energy

See how the popular energy drink brand "V" was looking to engage customers and promote their latest energy drink product, along with their other objective to capture user data for future marketing campaigns.

[More Info](#)



#### Donut Papi

How a small Donut shop in Sydney, Australia used gamification to increase organic social shares and their email database by 581%.

[More Info](#)

#### Product

[Game Library](#)  
[Help Centre](#)  
[Make a Game](#)

#### Learn

[Video Resources](#)  
[What is Gamification](#)  
[Case Studies](#)  
[Blog](#)

#### Support

[About us](#)  
[Contact us](#)  
[Help Centre](#)

#### Top Articles

[Advergaming](#)  
[Gamification Marketing](#)  
[Game Marketing](#)  
[Gamification](#)  
[Successful Marketing Campaigns](#)





## How to Increase Your Employee Engagement through Gamification

Sep 27, 2023

Matt Sarrett

Explore our blogs...



### How Smartphones Changed Gamified Marketing Forever

Apr 2, 2023

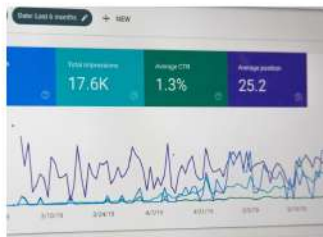
Paul Burmeister



### 6 Savvy Ways to Spend Leftover Gamification Marketing Budget

Mar 16, 2023

Matt Sarrett



### 5 signs that gamification is for you

Mar 6, 2023

Matt Sarrett



### Where Will Gamification Be 1 Year From Now?

Feb 12, 2023

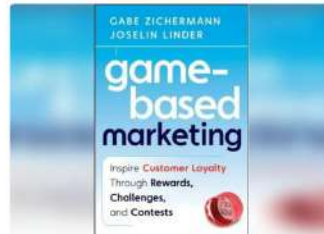
Mitchell Denton



### 5 Gamified Apps That Will Make You Rethink UX

Nov 27, 2022

Mitchell Denton



### Game-Based Marketing: A Book Review

Nov 18, 2022

Mitchell Denton

## About us

Welcome to Interactive Language Learning, where we believe that learning a new language should be fun, engaging, and interactive! Our mission is to provide innovative language learning solutions that make mastering a new language an enjoyable experience for learners of all ages and skill levels.

## Stay up to date

Subscribe

# Login

# *Register*

Please fill in this form to create an account.

---

## **Username**

## **Email**

## **Password**

## **Confirm Password**

---

**Register**

Already have an account? [Sign in.](#)