

You are an employee of Cereals Incorporated, a large manufacturer of breakfast food products. Your supervisor, Madison County, approaches you because she knows you recently took a course on gamification, which she has heard will revolutionize marketing.

She tells you that Cereals Inc. is about to release a new line of ready-to-eat breakfast pastries, and she wants to know whether to use gamification as part of the marketing strategy. The breakfast pastries will be aimed at the 18-35 age bracket. Surveys show members of this demographic often skip breakfast because they don't want to eat the typical cereals of their youth, and they are too active to cook their own breakfasts. Market research indicates that the pastries are likely to appeal more to women than men by a 65%-35% ratio. Cereals Inc. has a 35% share of the overall breakfast food market, but only a 10% share of the fragmented ready-to-eat segment.

Provide as many reasons as you can why gamification could be a useful technique to apply to the situation your manager has presented to you. Explain why these reasons address the specific scenario provided. At this stage, focus on the problem rather than the solution.

Reaching today's 18-35 demographic is more than placing ads. We need to add a new BreakfastTart to the Cereal's Inc. product line ... a BreakfastTart designed by our BreakfastTart community.

The BreakfastTart community site allows community members to post suggestions for new recipes - maybe FriedChicken & Waffle BreakfastTart ... or DeepFried PeanutButter & Banana BreakfastTart ... or a Kale & WheatGrass HealthyTart. BreakfastTart community members can suggest a new flavor, and vote once per day for their favorite flavor. Limiting per-day voting encourages community members to get in the habit of coming back day after day to vote for their favorite new BreakfastTart ... and helps us build our BreakfastTart community.

Community members who vote often will be rewarded with badges (displaying the number of votes cast) on their avatar. The leaderboard will display the BreakfastTart recipes with the most votes, along with the avatars of the most active voters. Knowing that every time they visit, they are closer to attaining a high-value high-status badge brings community members back to the site to vote every day, even when their favorite flavor isn't on top of the leaderboard.

Users can log in with their Facebook, Google+, or Twitter id, with buttons available to allow users to Tweet or Facebook blast their latest creations, or their leaderboard status ... or to invite their friends to become part of our BreakfastTart community.

BreakfastTart boxes on the shelves will have a QR code linking them to the community website and a code they can enter to receive bonus votes. Community members who are passionate about their new flavor will go out and buy boxes of BreakfastTarts just so they can get the extra votes -- and the increased sales revenue will offset the cost of development of our new BreakfastTart.