

gamification: the new loyalty

gabe zichermann
@gzicherm

CHECK IN HERE

foursquare or



dopamine

INSIDE
To all Customers



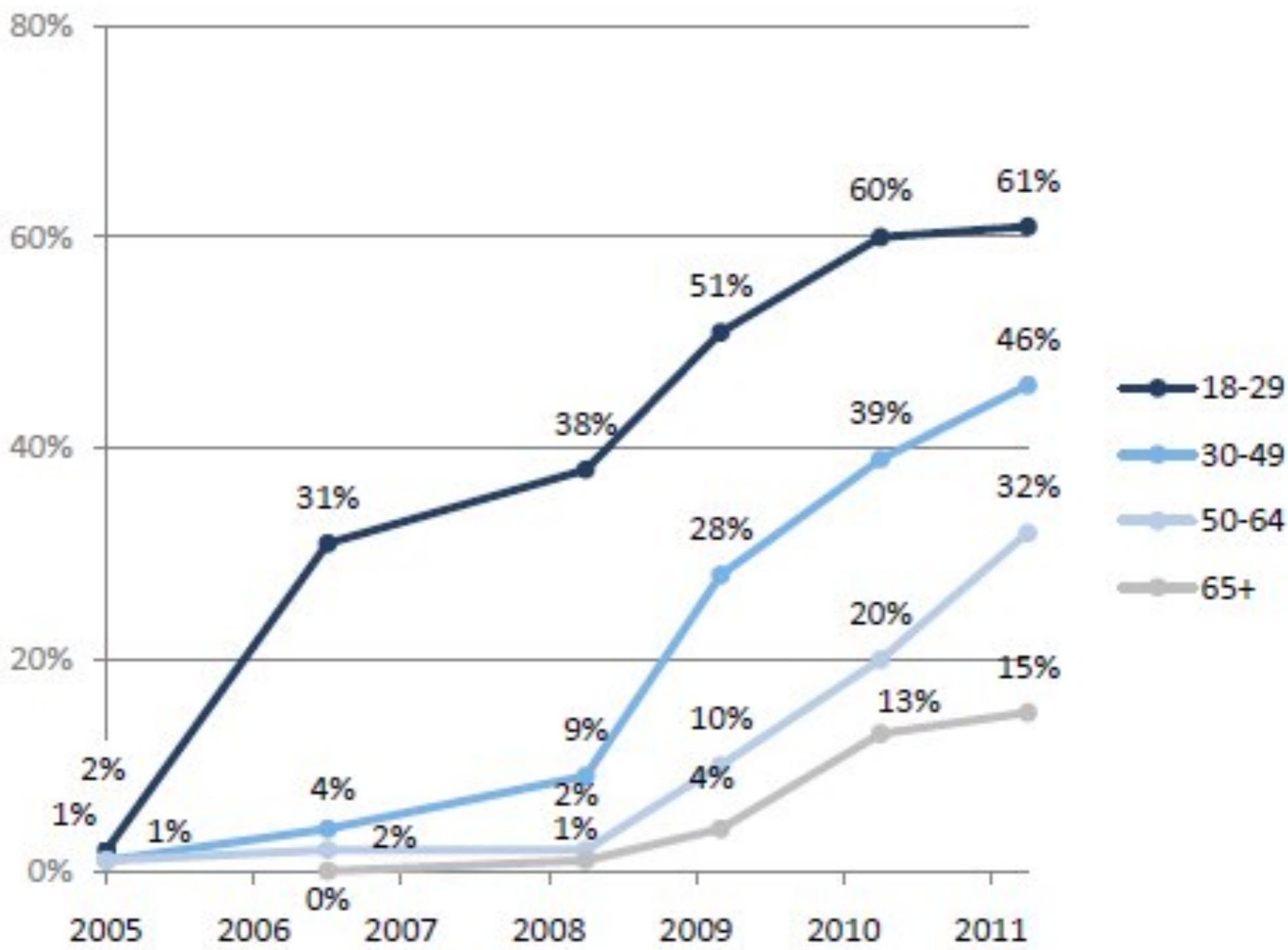
Check in to Unlock Special Deals

change is hard



SNS use on a typical day by age group, 2005-2011

The percentage of adult internet users in each age group who used social networking sites "yesterday"





COLLECTIVE CHANGE IS EXPONENTIAL

INDIVIDUAL CHANGE IS LINEAR

A photograph of a man and a woman playing a video game. The man, on the left, is wearing an orange polo shirt and holding a white video game controller. He is smiling and looking towards the right. The woman, on the right, is wearing a green top and has her mouth open as if singing or shouting. She is also holding a white video game controller. They appear to be in a room with a white ceiling and crown molding.

feedback
friends
fun

[Play](#)[My Neighbors](#)[Invite Friends](#)[Add Coins & Cash](#)[Earn City Cash](#)[GameCards](#)[Help](#)

Z



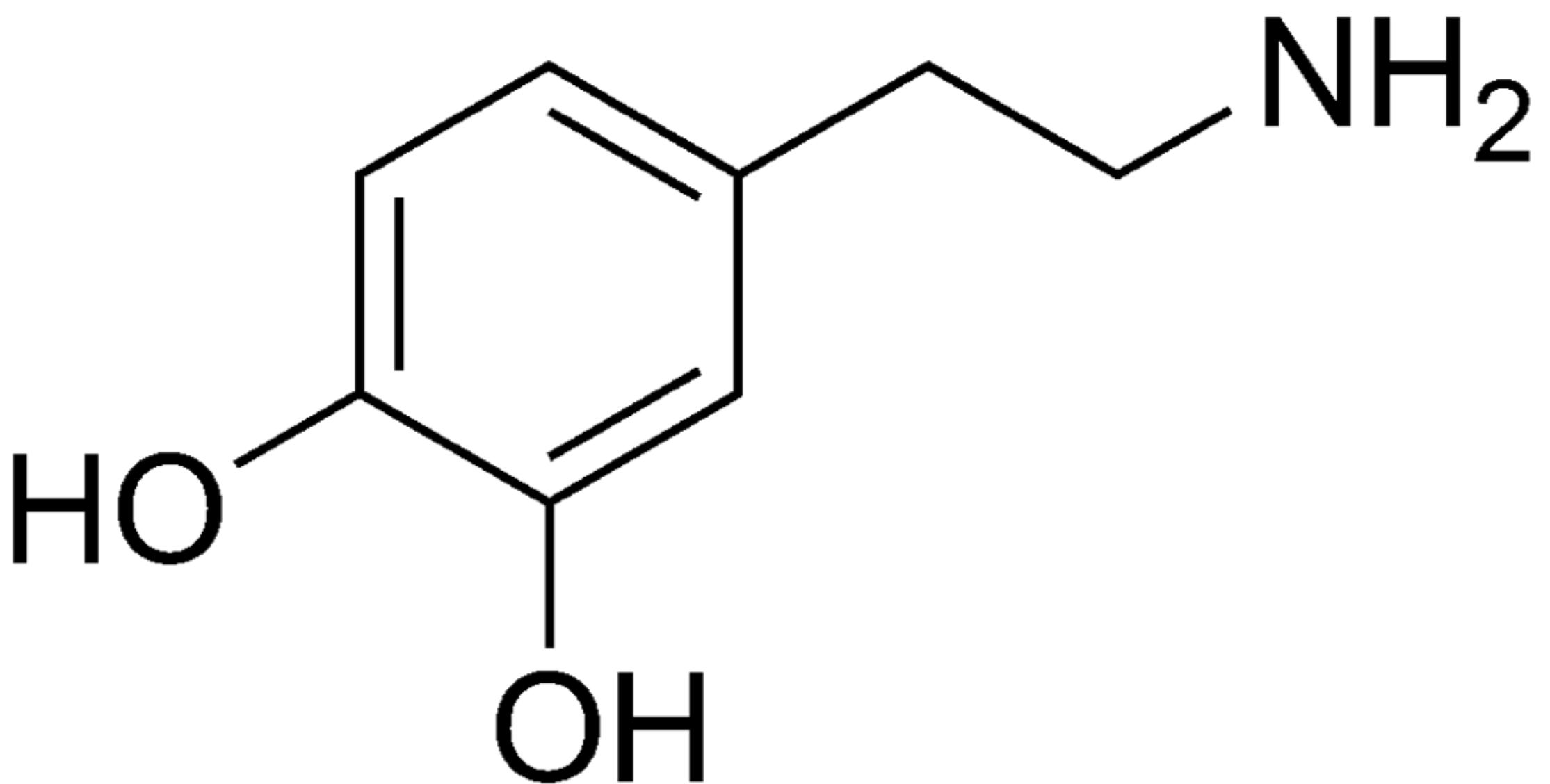
gamification



A close-up photograph of a young boy with short brown hair, smiling broadly with his mouth open. He is wearing a dark green long-sleeved shirt with a yellow cartoon character on it. He is holding a black video game controller with both hands, looking down at it with a focused expression. The background is slightly blurred, showing what appears to be a bed with blue and white checkered bedding.

wired for
pleasure

DOPAMINE: THE WONDER DRUG





grey matter
and games

CC FLICKR.COM/EL_MOMENTO_I_SITIO_APROPIADOS

A young boy with short brown hair and a slight smile is wearing large black over-ear headphones. He is seated at a desk, facing a computer monitor. The monitor displays a bright, colorful video game scene with large yellow letters. In front of the monitor is a black keyboard with blue backlit keys. The boy is looking directly at the camera with a neutral to slightly smiling expression.

multitasking
masters

too slow



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and more!

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\$4.99

**Cash Pack of 50
+ 5 Bonus Cash**

economics?

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Cash Pack of 250



Free Cash

gamification is: the process
of using **game thinking &**
mechanics to engage users

gamification is not just





ENGAGEMENT

Recency

Frequency

Duration

Virality

Ratings



SCORE

GABE ZICHERMANN

CHAIR, GAMIFICATION SUMMIT:
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AUTHOR “GAME BASED MARKETING”
“GAMIFICATION BY DESIGN”
EDITOR GAMIFICATION.CO

ADVISOR & MENTOR
SPEAKER, 25+ EVENTS/YEAR



PARTIAL CLIENT LIST



pixable

J W T

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SAATCHI & SAATCHI

RPA

epsilon



CrossLoop®
Everyone Helps™

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The New York Times



The
Washington
Post

GAP

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Time Inc.

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LAUDER
COMPANIES

TRAIN SIGNAL
THE GLOBAL LEADER IN PROFESSIONAL COMPUTER TRAINING

zamzee
go more, get more





San Francisco, June 19-21

<http://gsummit.com>

HASTIGHETS
LOTTERIET

DU KÖR



KR/H

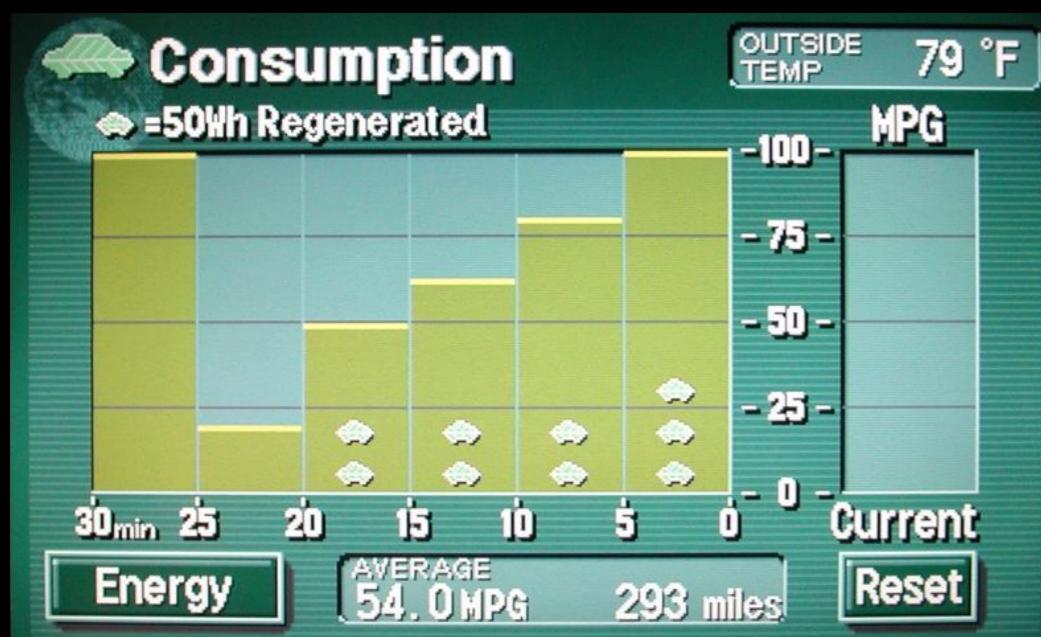
AUTOMOTIVE GAMIFICATION



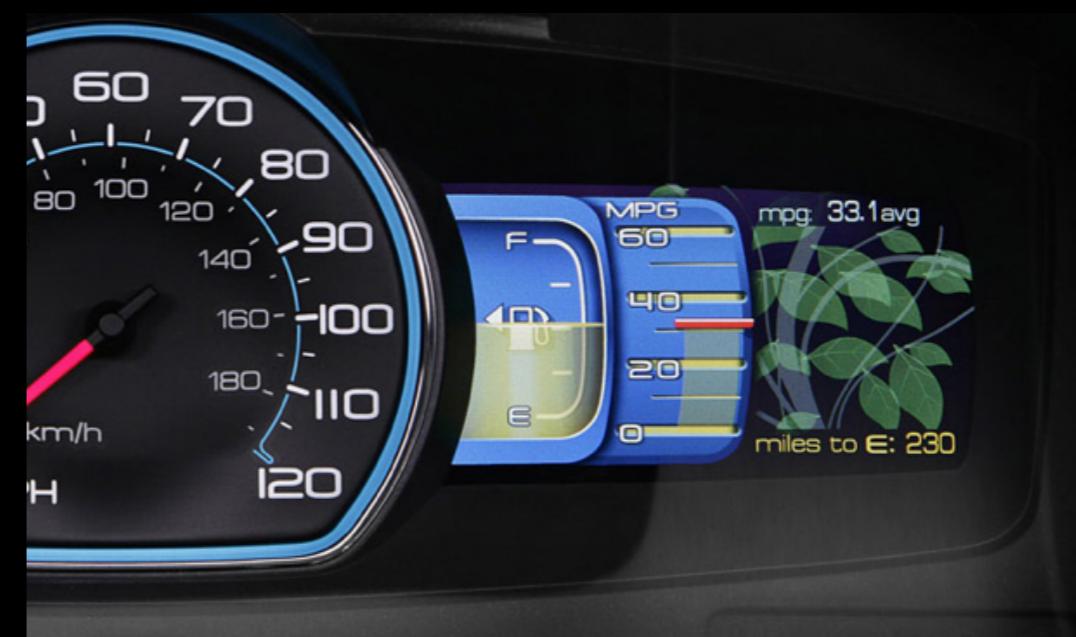
HONDA INSIGHT



NISSAN LEAF



TOYOTA PRIUS



FORD FUSION



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zamzee.com



Obie Fernandez
★ Level 2 56 points

Team Rankings

Rank	Name	Points
1	Staff	331
2	Executive	56

Leaderboard

Rank	Name	Points
1	Trace Wax	108
2	Jordan Goldstein	56
3	Obie Fernandez	56
4	Alex Cheung	35
5	Justin Winslow	35
6	Boris Grinkot	22
7	Cody Sanfilippo	19
8	Jason Edwards	16
9	josh cook	10
10	Dan McCarron	10

At Sion's BDay +4

Thank You! +4

+4

+6

Give Props

Today List Month +

Fri 2009 12 25

6:00 PM Family dinner 😊 8 ★ 9 >

Mon 2010 01 18 (Today)

10:00 AM Townhall me... 😊 5 ★ 7 >

11:00 AM Lunch with cl... 😊 5 ★ 6 >

Mon 2010 02 01

12:00 AM dinner 😊 5 ★ 5 >

Tue 2010 02 02

12:00 PM lunch 😊 8 ★ 9 >

Wed 2010 02 03

7:00 AM Breakfast me... 😊 9 ★ 6 >

Feedback **Mojo** **Settings**

RYPPLE, DUEPROPS

FEEDBACK, GOALS & 360 EMPLOYEE ENGAGEMENT



98

298

PAGES RELEASED

PAGES LOCATED

290

PAGES DECODED

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222
E
223

PAGE
212
&
213

© DECODED
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BY: NADIA J.

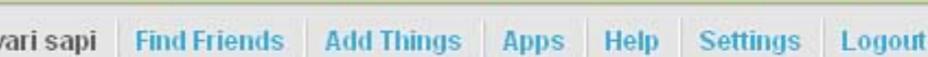
DECODE JAY-Z ... bing

DECODE THIS PAGE OF JAY-Z'S BOOK DECODED.
GO TO BING.COM/JAYZBOOK.





vari sapi

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Find places, people, tags

SEARCH

ME

HISTORY

STATS

FRIENDS

Currently in [London, UK](#)

World Cup 2010

Gooooooooooooooaaaaalllll!
Zzzzzzzzzzzzzzzzzzzzzzzzzz! We hope
you're enjoying World Cup 2010 as
much as we are!



Unlocked by [vari sapi l.](#) on Tue Jun
29, 2010 at 10:58 PM @ [Buena Vista
Dog Park](#) in Edmonton.

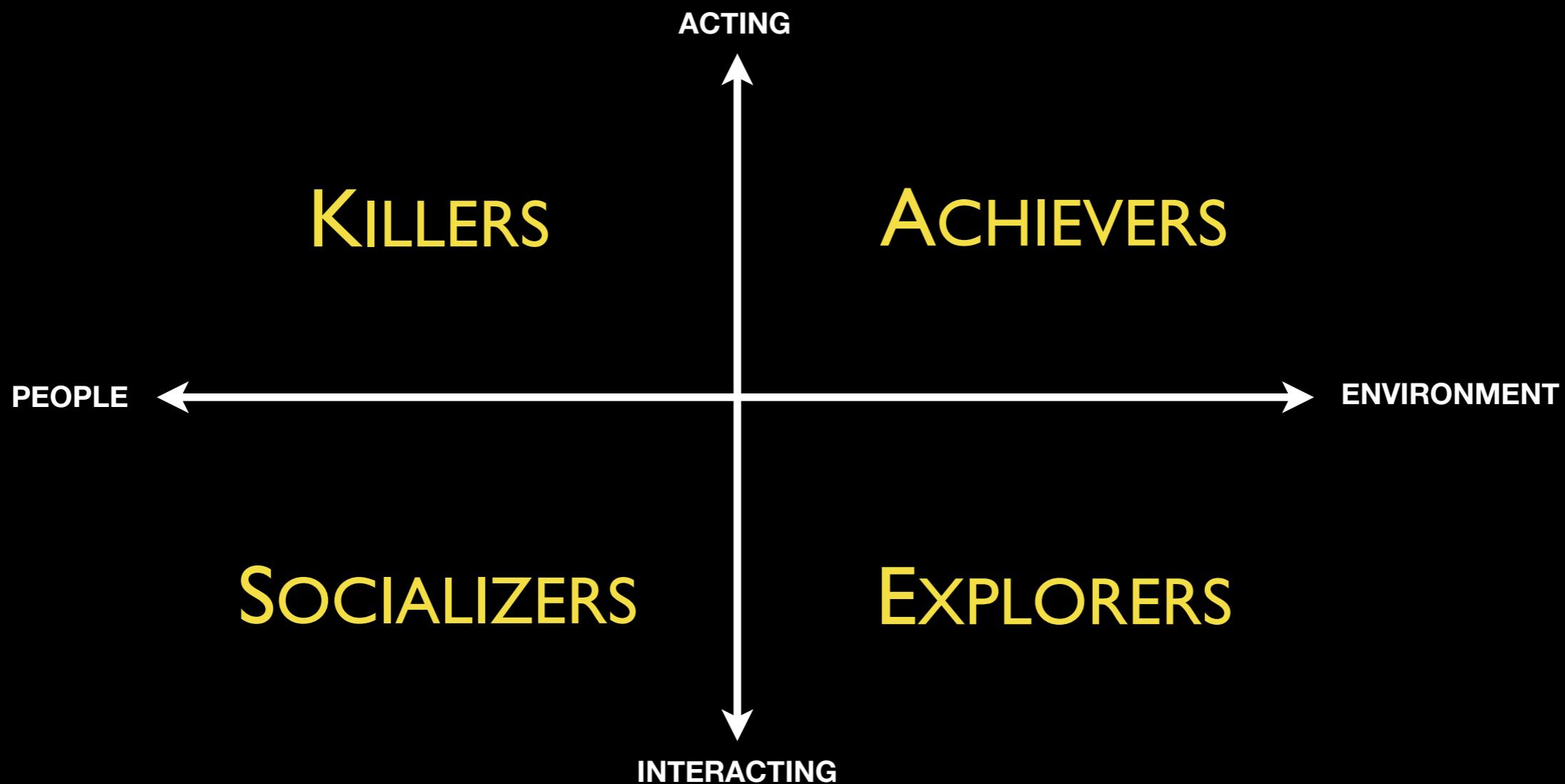


A person with long hair tied back, wearing an orange jacket and brown pants, stands on a rocky mountain peak with their arms raised in triumph. They are wearing a dark cap. The background features a majestic range of mountains with snow-capped peaks under a clear blue sky with some wispy clouds.

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BARTLE'S PLAYER TYPES



GAMIFICATION MECHANICS



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ACCESS
POWER
STUFF**



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