



Mobile Marketing Association South Africa Sunlight Case Study

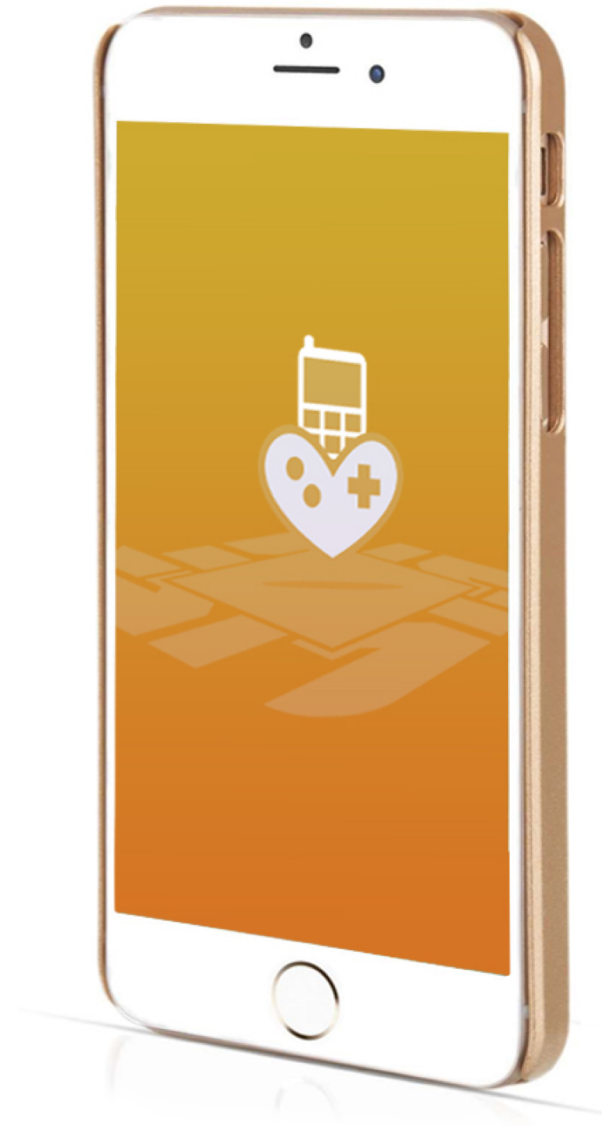
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WE ARE DIGITATA INSIGHTS

Digitata Insights
leverages
Gamification to
drive consumer
engagement
through mobile.





Gamification Elements

MEANING

THIS IS THE DRIVE WHERE PEOPLE ARE MOTIVATED BECAUSE THEY BELIEVE THEY ARE ENGAGED IN SOMETHING THAT IS BIGGER THAN THEMSELVES.

ACCOMPLISHMENT

WHERE PEOPLE ARE DRIVEN BY A SENSE OF GROWTH TOWARDS A GOAL AND ACCOMPLISHING IT.

EMPOWERMENT

EMPHASISES PLAY - PEOPLE ARE BY NATURE CREATIVE BEINGS, AND WE YEARN TO LEARN, IMAGINE, INVENT, AND PARTAKE IN CREATIVE PROCESSES WHERE THE JOURNEY IN OF ITSELF BRINGS HAPPINESS.

SOCIAL INFLUENCE

RELATED TO ACTIVITIES INSPIRED BY WHAT OTHER PEOPLE THINK, DO, OR SAY. THIS CORE DRIVE IS THE ENGINE BEHIND THEMES LIKE MENTORSHIP, COMPETITION, ENVY, GROUP QUESTS, SOCIAL TREASURES AND COMPANIONSHIP.





Gamification Elements

OWNERSHIP

BASED ON THE PRINCIPLE THAT BECAUSE YOU OWN SOMETHING, YOU WANT TO IMPROVE IT, PROTECT IT, AND GET MORE OF IT.

SCARCITY

MOTIVATES US SIMPLY BECAUSE WE ARE EITHER UNABLE TO OBTAIN SOMETHING IMMEDIATELY, OR BECAUSE THERE IS GREAT DIFFICULTY IN OBTAINING IT.

AVOIDANCE

IT MOTIVATES THROUGH THE FEAR OF LOSING SOMETHING OR HAVING UNDESIRABLE EVENTS TRANSPIRE

UNPREDICTABILITY

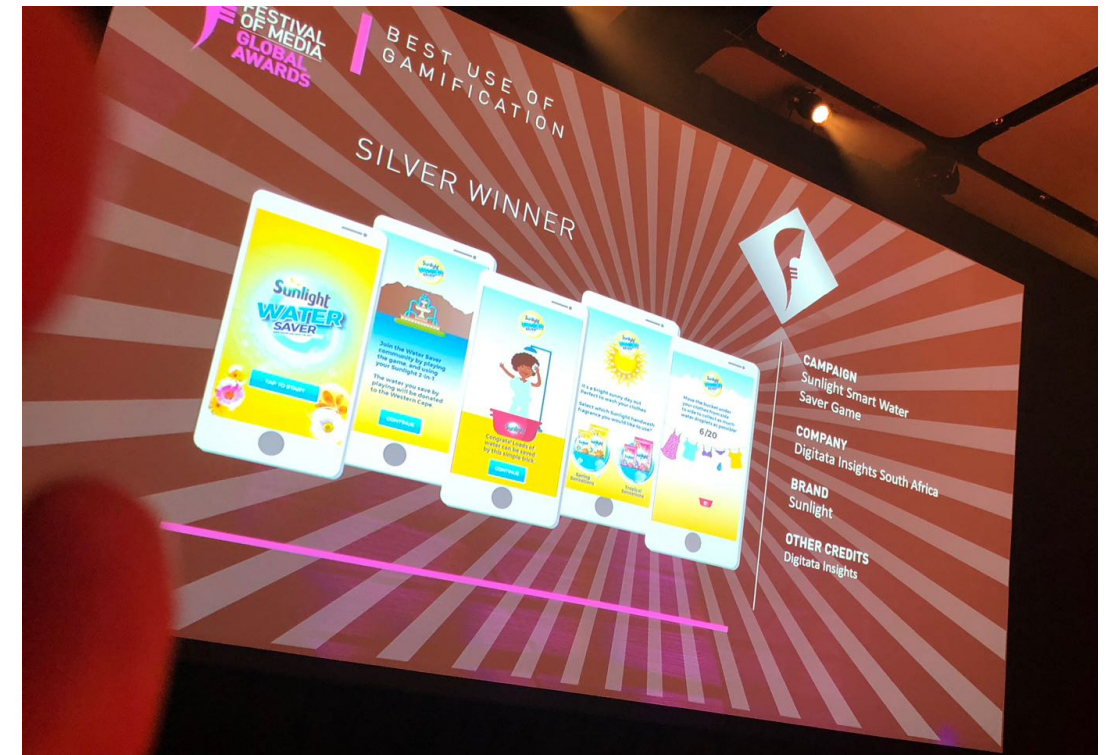
THE MAIN FORCE BEHIND OUR INFATUATION WITH EXPERIENCES THAT ARE UNCERTAIN AND INVOLVE CHANCE





Festival of Media - Best Use of Gamification - Silver

“THE ONLY EVENT DEDICATED TO THE WORLD'S BIGGEST SPENDING BRANDS, AGENCIES, MEDIA OWNERS AND TECH COMPANIES”





1.Objectives

1. Drive awareness of the Sunlight Smartfoam product and benefits.
2. Educate the player on the Sunlight Smartfoam product and on water saving tips: Saving time, Saving water





2.The Game - Overview

Available on USSD and Mobile Web, each level was staged around a typical consumers everyday life. Fun and engaging mini games were included in each level in order to increase understanding of how each water saving tip could be implemented in their life.

The game included Sunlight product content educating players about the amazing Smartfoam product.

By completing the game each player collected 35 virtual buckets and contributed to 9L of water for the drought stricken Western Cape.





2. The Game - Gamification Applied

MEANING

Aim of the game was to collect virtual buckets of water which was converted into real water which represented Epic Meaning!

ACCOMPLISHMENT

Through the game the player collected points and water resulting in Accomplishment!

UNPREDICTABILITY

Each stage of the game left the player wondering what was next resulting in Unpredictability!







Results of the Campaign

425 551

Users to start the game

10 min

Average Player Session
Duration

71 864

Accessed the weather info

67% : 33%

Female vs Male

66%

Under 35

70%

From Gauteng

80%

Mobile

82%

Android

65% : 35%

Shower vs Bath





THANK YOU

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