

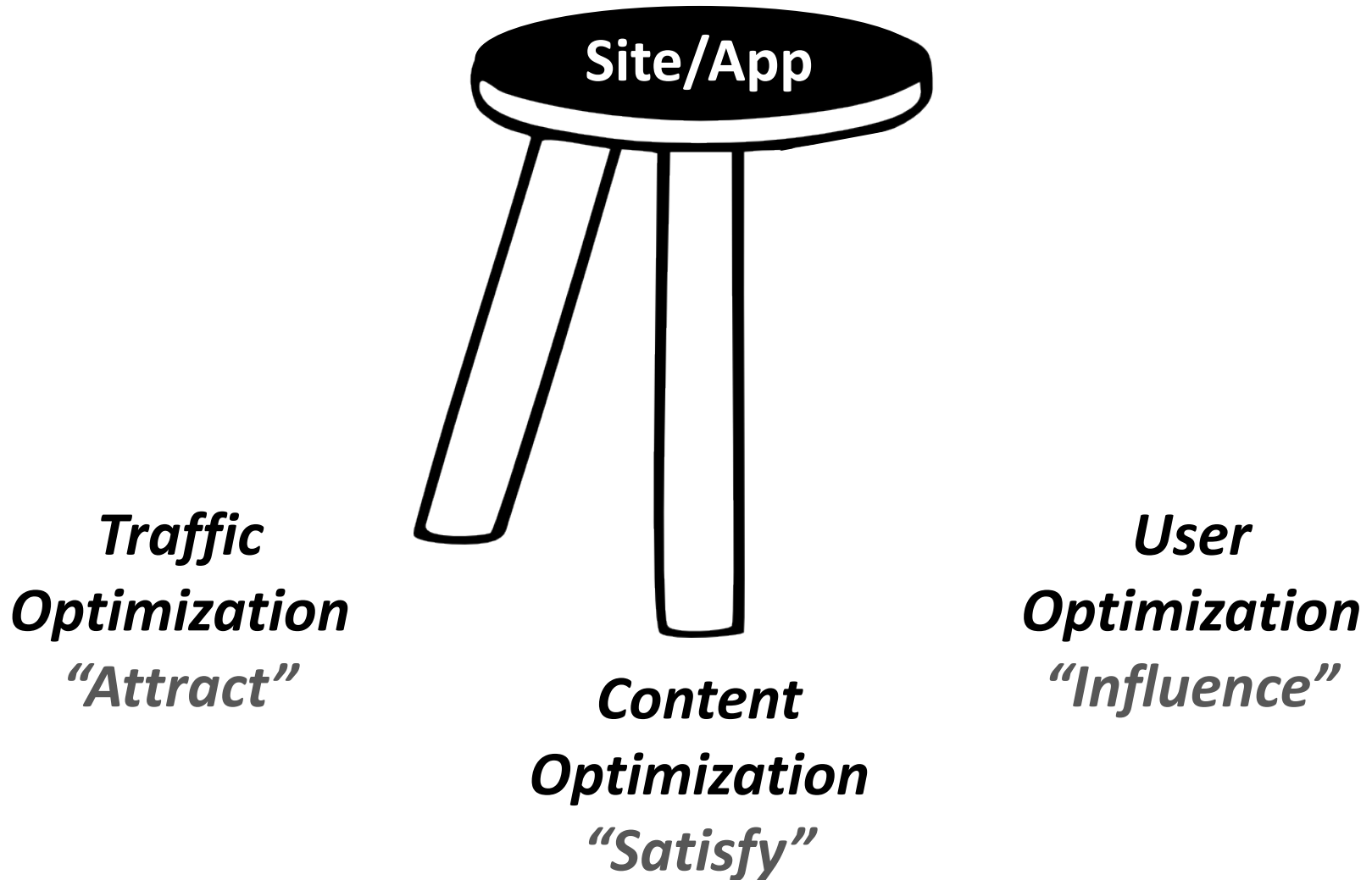
Gamification

Why it's important and what it means for your product



BUNCHBALL

The Problem



120 Million

people around the world are accruing points, leveling up, and earning rewards.



(And they'll go out of their way to stick with the vendor where they have the most points and status.)



The world's biggest coffee chain

is rewarding users with virtual points and virtual badges for visiting their retail stores.



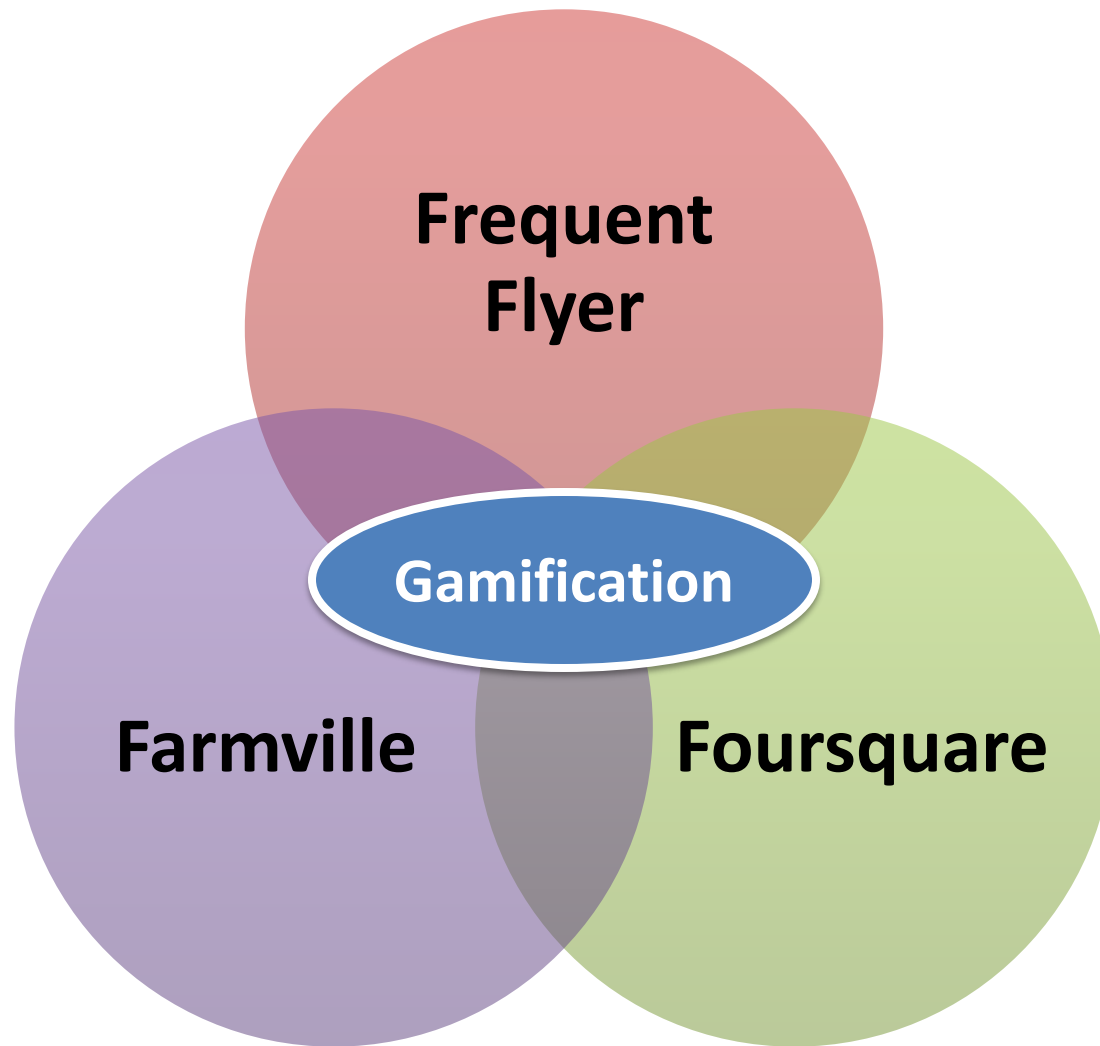
85 Million

People were earning virtual points, leveling up, decorating virtual spaces, and earning achievements every month. On virtual farms.

(That's the entire population of New York City. Times 10.)



What's Their Secret?



ga·mi·fi·ca·tion [gay-muh-fi-kay-shuhn]

integrating game dynamics into your site,
service, community, content or campaign,
in order to drive participation.

Any Kind of Participation

Watching a
video

Subscribing

Listening

Reading

Taking a quiz

Searching

Sharing

Rating

Writing a
comment

Visiting
affiliated sites

Participating in
discussions

Posting to
forums

Viewing a
photo

Taking a poll

Visiting site
more often

Other Actions

Participation

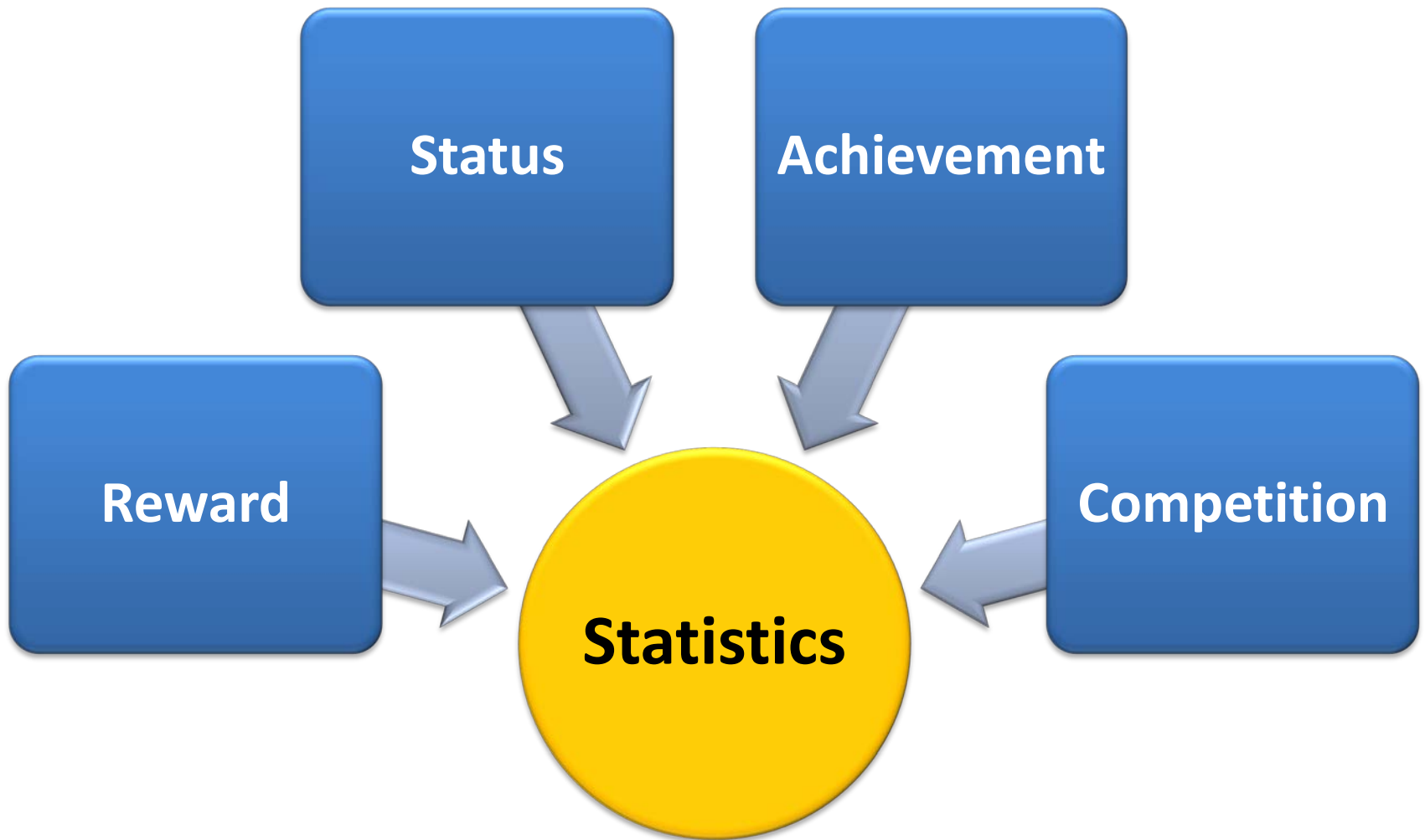
**Builds lasting relationships &
Impacts fundamental business objectives**



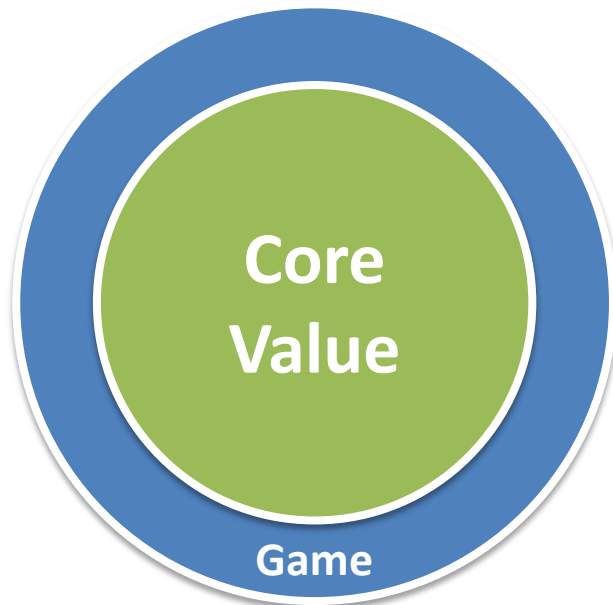
**Gamification drives
participation.**

**Participation drives
business value.**

Gamification Works



2 Kinds of “Gamification”



GAME DYNAMICS EXAMPLE

FARMVILLE



Virtual Points

Level Up

Virtual Farm

Avatar
































Challenges

The screenshot shows the FarmVille game interface. At the top, the player's name is 'Alastair Goldfisher's Farm'. The top bar displays 46,656 coins, 14 FV (FarmVille) points, and 2240 experience points. A 'Ribbon' icon is also visible. The 'Ribbons' menu is open, showing five challenges:

Challenge Name	Icon	Progress	Description	Ribbon Type
Local Celebrity	Three people in blue uniforms	14 / 25	Befriend 25 neighbors to earn the red ribbon. 11 to go.	Red
Good Samaritan	Two people in blue uniforms	85 / 150	Help 150 friends to earn the white ribbon. 65 to go.	White
High Roller	Stack of gold coins	67,596 / 500,000	Earn 500,000 coins to earn the red ribbon. 432,404 to go.	Red
A Pretty Penny	Stack of gold coins	20,940 / 50,000	Spend 50,000 coins at the market for the white ribbon. 29,060 to go.	White
Cream of the Crop	Pumpkin and corn	209 / 1,000	Harvest 1,000 crops to earn the white ribbon. 791 to go.	White

At the bottom of the screen, there is a row of player avatars with their IDs: Kevin (4069), 18068, 20955, 24996, 38358, 62213, 64520, 80207. A 'Home' button is visible on the right side of the screen.

Gamification Satisfies Human Desires

	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points						
Levels						
Challenges						
Virtual Goods						
Leaderboards						
Gifting & Charity						

And Drives Business Value



- *Acquisition*
- *Activation*
- *Retention*
- *Referral*
- *Revenue*

Who's Using Gamification?



55%

Increase in *Participation*
on a social network.

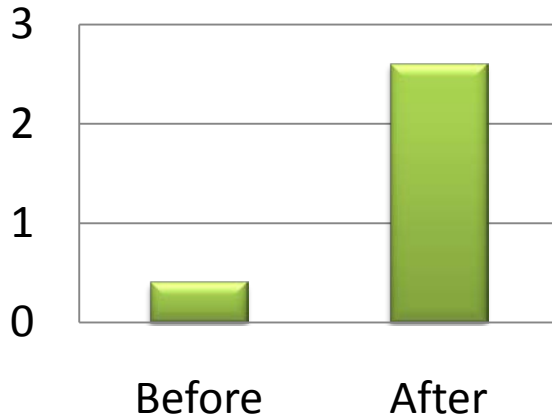
20%

Increase in *Time on Site*
on a community site.

400%

Increase in *Page Views* on
a portal site.

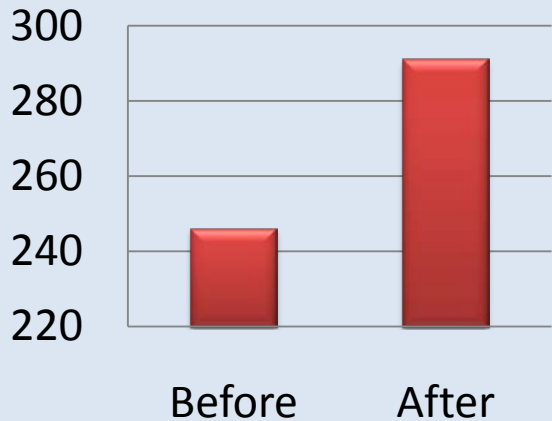
Heavy Users (%)



5x

Increase in the number of *heavy users* on a portal site

Community Members
(thousands)



19%

Increase in the *members* of a brand community site in 6 weeks.

NBC

DUNDER MIFFLIN INFINITY

Home Page

[Home](#) | [Employee Profile](#) | [My Branch](#) | [Tasks](#) | [Company Directory](#) | [Employee Manual](#) | [Corporate](#) | [Search](#)

H



UNITED WAY CHARITY FUNDRAISER TASK

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[Click here to start.](#)



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8. **moosedrool** (10,900)
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10. **GandalfDwight** (10,775)

Top 10 Branches

BUNCHBALL

SchruteBucks = Points

SCHRUTEBUCKS

What are SchruteBucks?

SchruteBucks are the official currency of DMI.

Employees will be paid SchruteBucks by doing simple tasks like uploading a photo or video, changing your favorites, rating an item, posting on a discussion board or adding a comment. They may also be deducted SchruteBucks for getting flagged or getting fired. **These small SchruteBuck amounts are capped at Sb \$100 per week.**

The real SchruteBuck gains will come in the weekly tasks, however. By participating in weekly tasks, and winning the votes of your peers and Corporate, you will accrue substantial SchruteBucks, which will allow you to climb the corporate ladder.

What can I do with SchruteBucks?

You can buy items for your Desk, or buy items to send to your co-workers as gifts.

As your SchruteBucks balance increases, so do your opportunities for promotion.

How many SchruteBucks should I have?

New employees (they are all "Tems") start off with a Sb \$1000 signing bonus.

EMPLOYEE PROFILE

What's in my Employee Profile?

NEW IN DMI 2.0

Your Employee Profile shows who you are, what rank of employee you are, what branch you're in, when you last logged in, your SchruteBucks total, how many Sb you've earned/spent, your Office Faves, your Favorite Co-Workers (whether they're in your branch or not), your Videos, Photos and Comments. and your Desk.

User-Generated Content Tasks



Task 2.03 - Business Ethics Video

In order to revamp the corporate mandated ethics seminar, we're asking you to script and film an ethical situation. PRIZE UPDATE: The Grand Prize for this task is a signed script of "Business Ethics," signed by the cast of "The Office."

[Top 25](#) | [Branch Winners](#) | [Branch Submissions](#) | [View Task](#)
(Employees Only - Login Required)



Task 2.02b - Mission Statement

A company needs a mission statement in order to inform its employees and customers as to its purpose of existence. Without a mission statement, a company is a rudderless ship on the high seas of enterprise. Employees are tasked with writing a Mission Statement for their branch.

[Finalists](#) | [Branch Submissions](#) | [View Task](#) (Employees Only - Login Required)



Task 2.02a - Logo Design

In this optional task, we're asking all employees to help redesign their branch logo for the coming year.

[NEW! Final Branch Vote](#) | [Finalists' Logos](#) | [Branch Submissions](#) | [View Task](#) (Employees Only - Login Required)




Task 2.01 - ASCII Art

Corporate is asking that you use ASCII (emoticon) art to create an image of one of the following: a landmark in your branch's city, a portrait of one of the Scranton branch's employees (other than Dwight Schrute), or your branch's logo.

[Final Voting](#) | [Branch Submissions](#) | [View Task](#) (Employees Only - Login Required)

Profile Page: Levels, Points




[Home](#) | [Employee Profile](#) | [My Branch](#) | [Tasks](#) | [Company Directory](#) | [Employee Manual](#) | [Corporate](#) | [Search](#)

[Employee Profile](#) | [Private](#) | [Public](#) | [Inbox](#) | [My Office Faves](#) | [Comments](#) | [Photos](#) | [Video](#) | [Re-Apply](#)

You are logged in
rajatrocks
[LOG OUT](#)

kenoz



Title: Assistant Regional Manager

Branch: [Racine, WI](#)

Gender: Male

[Add this Employee](#)

[Flag this Employee](#)

[Block this Employee](#)

SchruteBucks

Lifetime Earned: **Sb \$12,310**
Affinity Sb Earned Past Week: **Sb \$0**
Task Sb Earned Past Week: **Sb \$0**
Current Available: **Sb \$1,075**

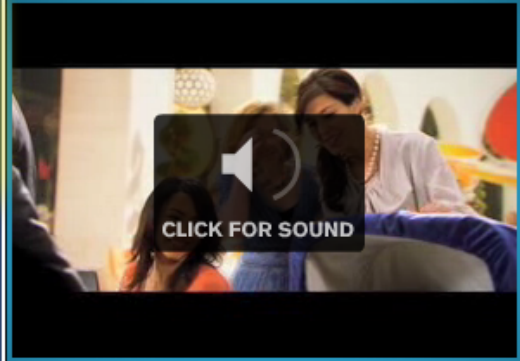
My Office Faves

Favorite Office Character: Dwight Schrute
Favorite Office Episode: The Injury
Favorite Office Quote: If the devil were to explode, and evil were gone forever, what sort of party would you have?

Comments

[dwightshrute123](#) 7/21/2008 8:26pm
if you dont mind me asking, what all was in your prize package?

[LeeEllis](#) 6/18/2008 7:55pm
i never really enjoyed the term "howdy",



[priceline.com](#) visit [priceline.com](#)


Video

[Office Theme Song](#)

Virtual Desk & Sponsored Goods


















Virtual Desk Store




Dunder Mifflin Store

- Toys & Gadgets
- Decorative Items
- Electronics
- Supplies
- Miscellaneous
- Wall Items**
- Manager Exclusives
- Limited Edition

<p>Yellow Flowers (small)</p>  <p>Sb \$50</p> <p>ADD TO CART</p>	<p>Small Plant in Brown Pot</p>  <p>Sb \$50</p> <p>ADD TO CART</p>	<p>Cat Container</p>  <p>Sb \$100</p> <p>ADD TO CART</p>	<p>Miniature Golf Trophy</p>  <p>Sb \$100</p> <p>ADD TO CART</p>	<p>Stuffed Orange Cat (small)</p>  <p>Sb \$100</p> <p>ADD TO CART</p>
<p>Lackawanna County Trolley</p>  <p>Sb \$125</p> <p>ADD TO CART</p>	<p>British Telephone Box</p>  <p>Sb \$130</p> <p>ADD TO CART</p>	<p>Golf Cart Clock</p>  <p>Sb \$150</p> <p>ADD TO CART</p>	<p>Buddha Candleholder</p>  <p>Sb \$180</p> <p>ADD TO CART</p>	<p>Porcelain Jackpot</p>  <p>Sb \$200</p> <p>ADD TO CART</p>
<p>Medium Plant in Beige Pot</p>  <p>Sb \$300</p>	<p>Constellation Globe</p>  <p>Sb \$300</p>	<p>Tiny Porcelain Orange Cat</p>  <p>Sb \$300</p>	<p>Brass Eagle</p>  <p>Sb \$400</p>	<p>Large Antique Globe</p>  <p>Sb \$700</p>

You have 130 SchruteBucks


MY SHOPPING CART



Sb \$ 70

QTY 1

REMOVE ITEM



Sb \$ 600

QTY 1

REMOVE ITEM

TOTAL Sb \$ 670

Save Now

Cancel and Return to Desk

BUNCHBALL

Leaderboards

[Home](#) | [Employee Profile](#) | [My Branch](#) | [Tasks](#) | [Company Directory](#) | [Employee Manual](#) | [Corporate](#) | [Search](#)



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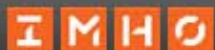
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8. **moosedrool** (10,900)
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10. **GandalfDwight** (10,775)

Top 10 Branches

BUNCHBALL

MEDIA PLAYER

IMHO



THE SOCIAL MEDIA PLAYER

New and Existing IMHO Users, connect with Facebook now!

SIGN IN

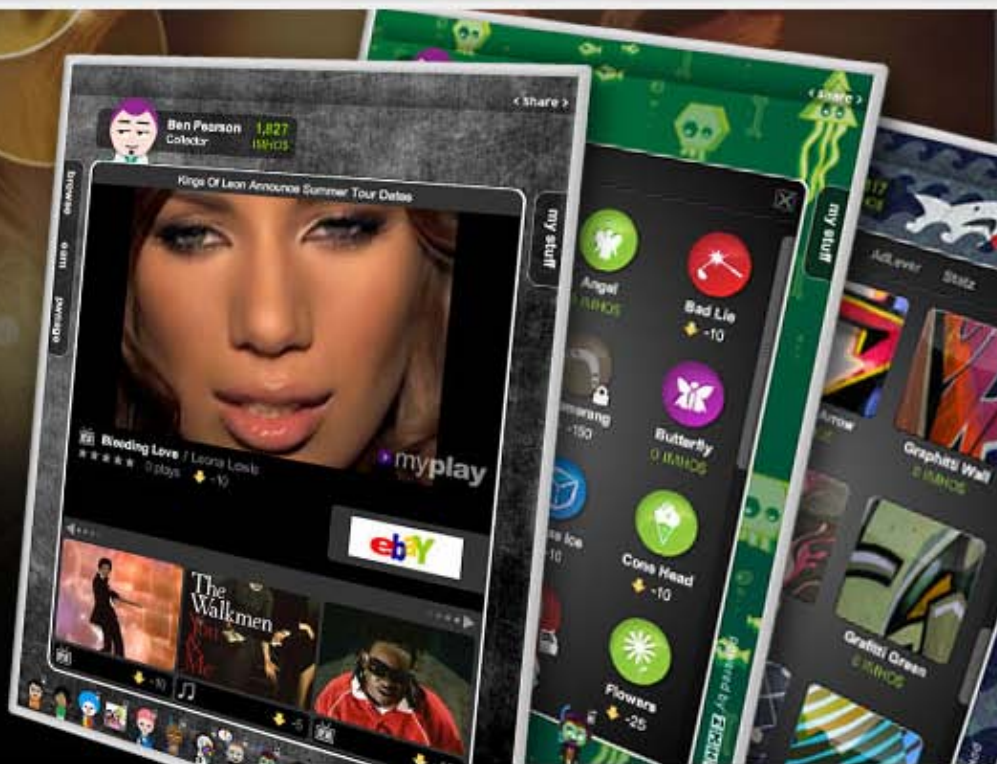
HOME TOUR HOW-TO'S BLOG ABOUT US

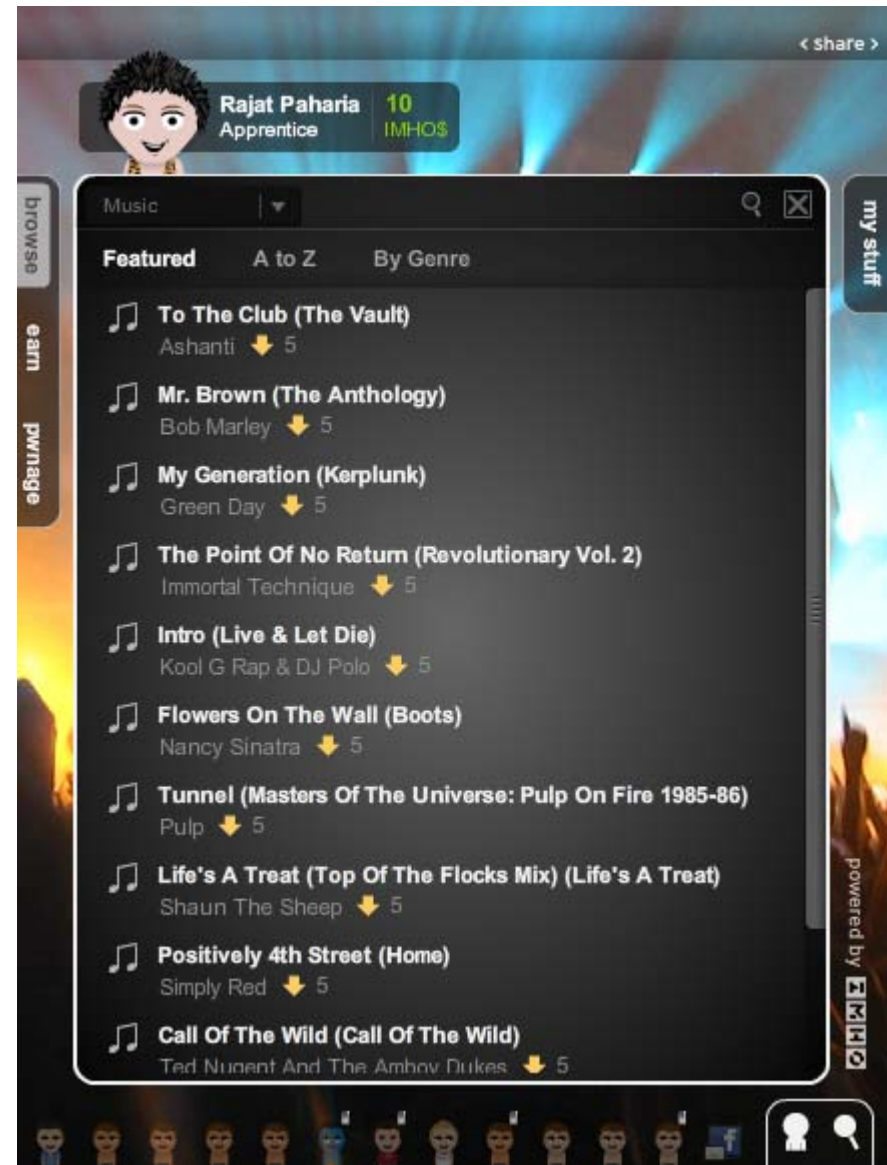
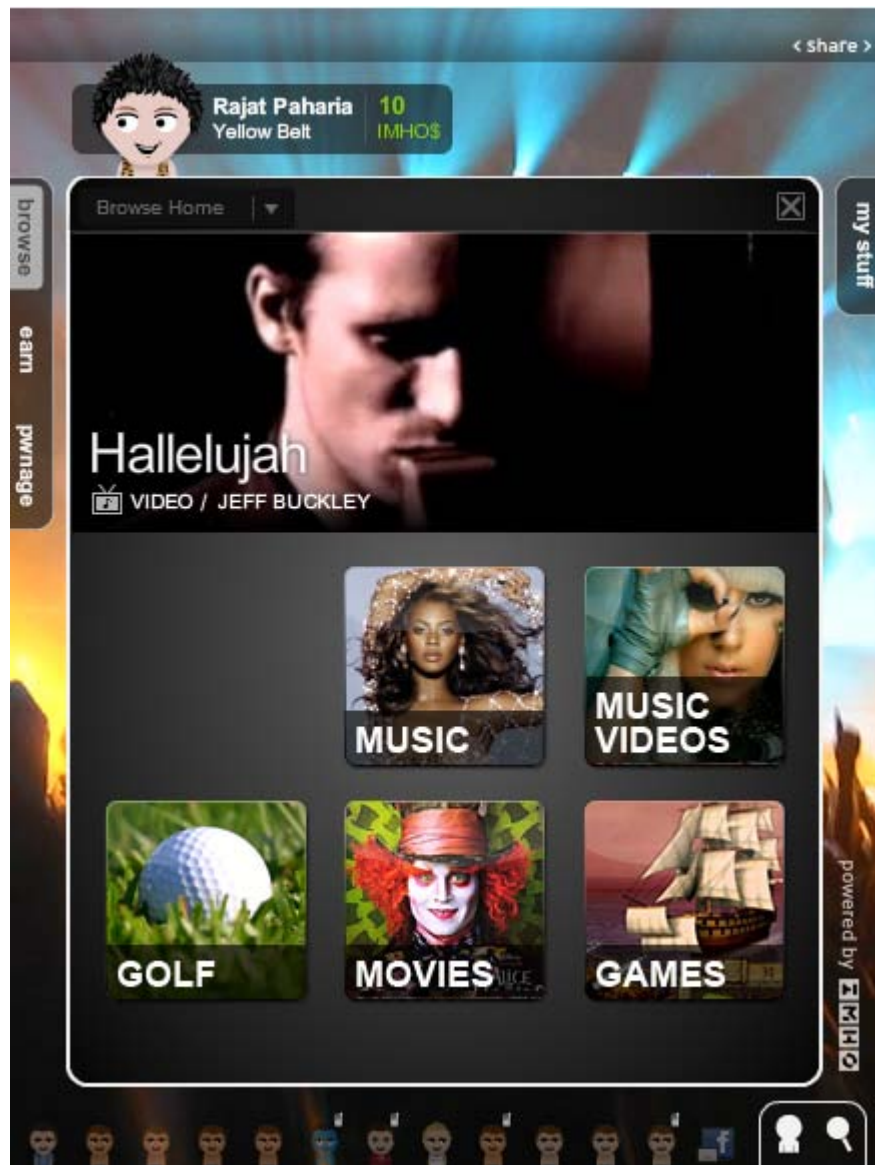
Play music, radio, videos & games
Share & chat with your friends
Earn IMHO\$ for watching ads

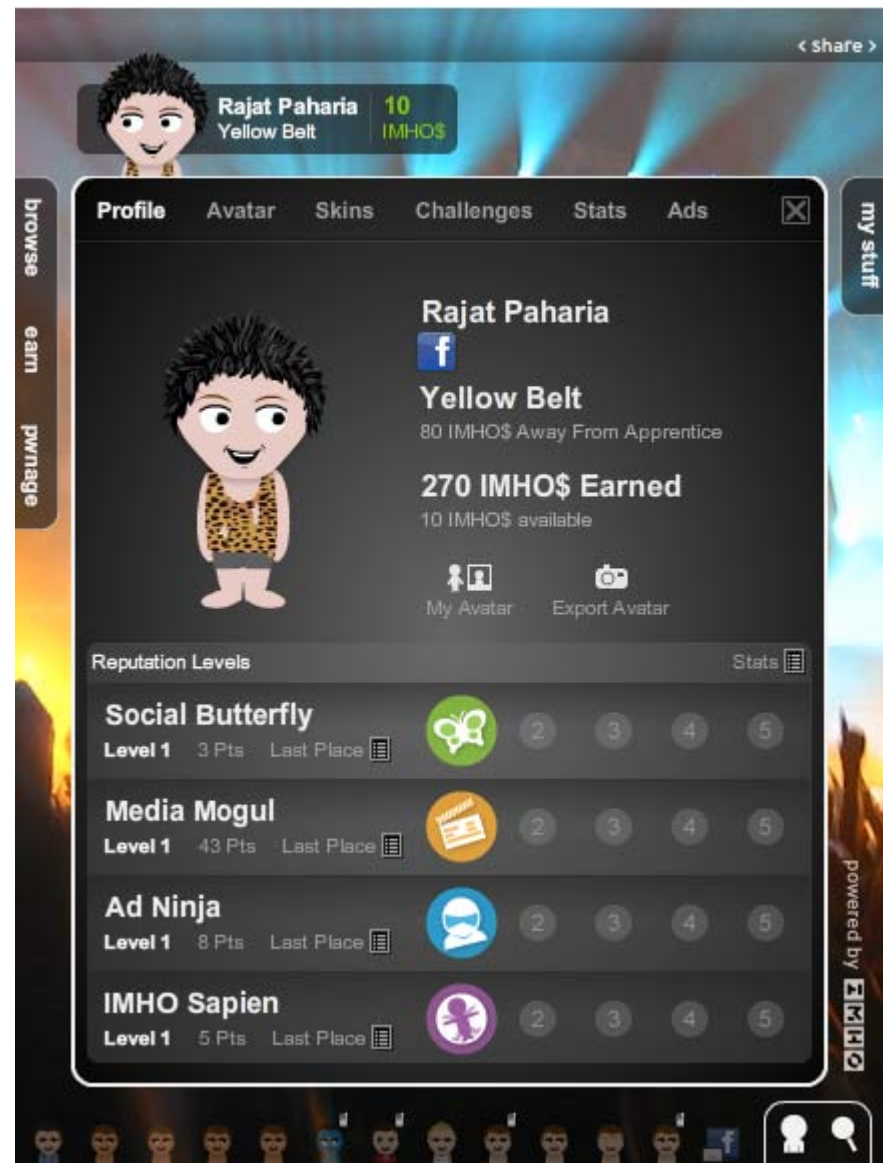
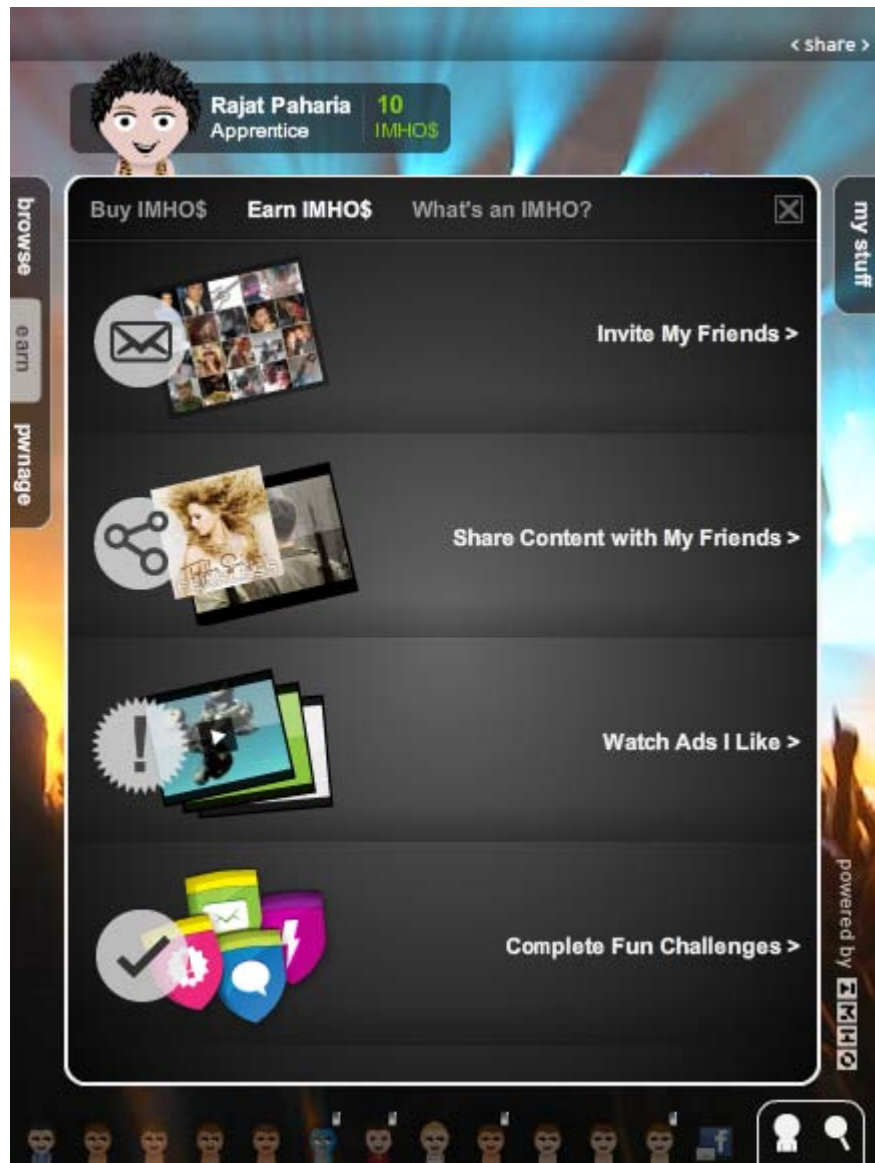
GET IT FREE

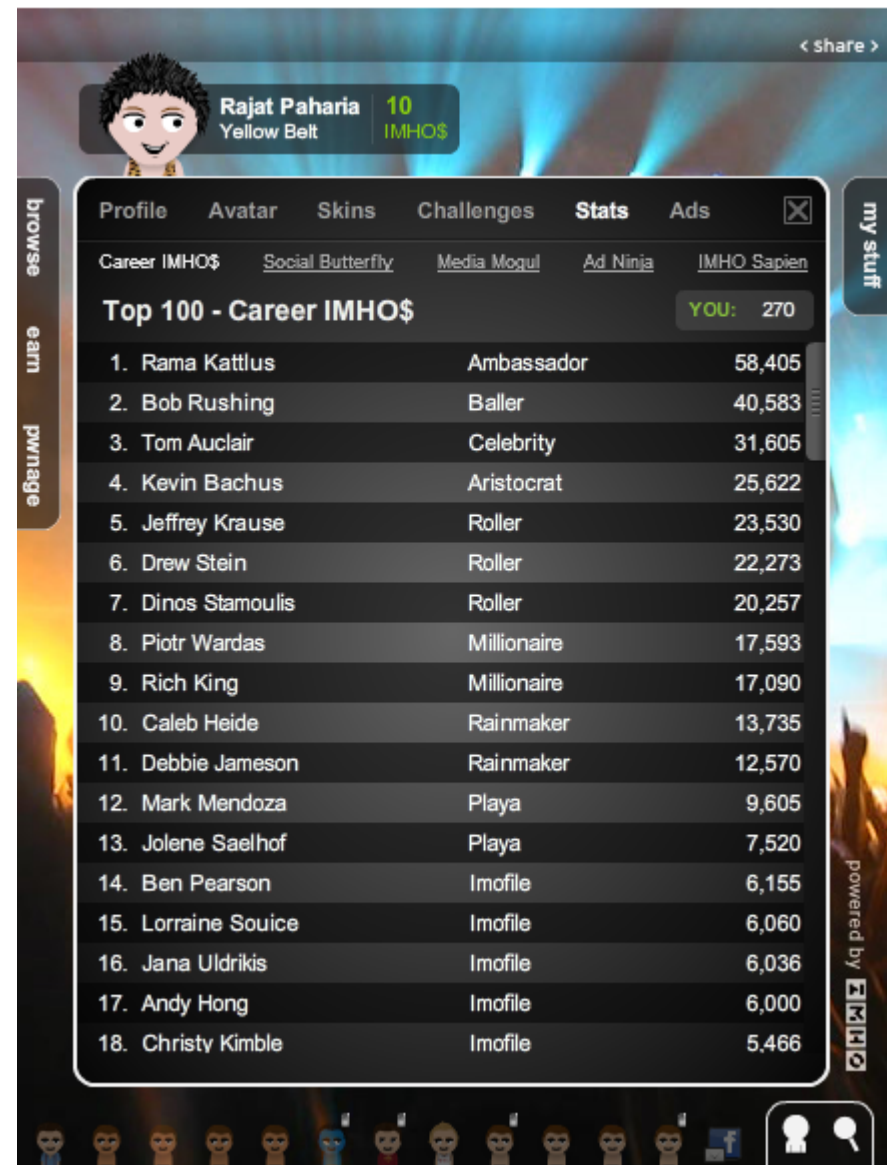
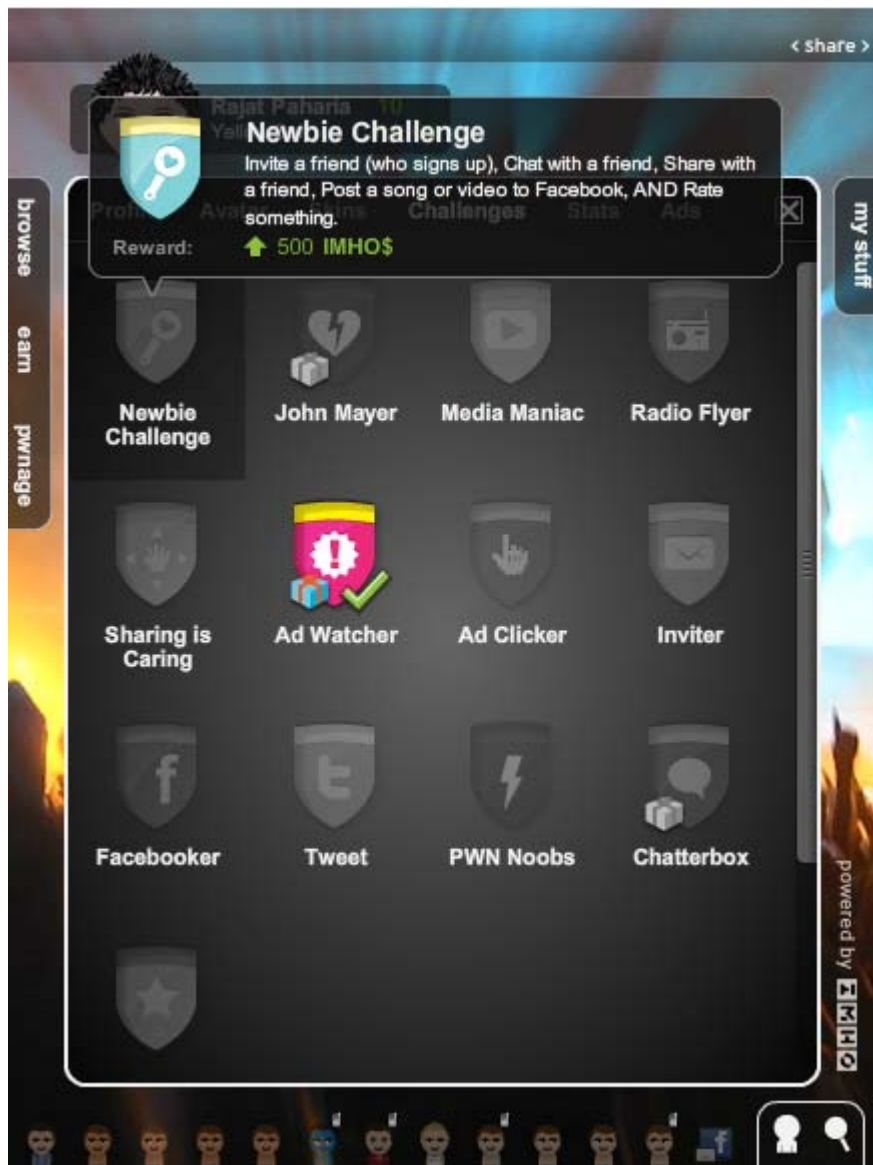


Our current Sneak Preview version uses Facebook Connect. You'll be asked to login with your Facebook account.









CAMPAIGN

MISS SOCIAL

PLAYBOY MISS SOCIAL

FEBRUARY
VOTE FOR YOUR FAVORITES

PLAYBOY MISS SOCIAL

Rajat Paharia

♥ 3,290 Votes to Cast



invite your friends,
get 100 free votes!

who's gonna be
MISS SOCIAL?
February?

Today's Leaders

Challenges

Get Votes

Semi-Finalists

Search for Contestants

Cassandra Walker
Miss Social December 2010

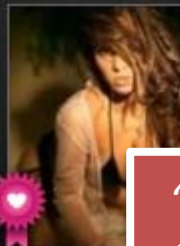


Contestants

More



Aly Lei
1st Place



Elise Dou
2nd Place



powered by

Sign Up Now!

Having some problems with Internet Explorer,
use a diff browser.

ENTER CONTEST
be the next miss social!



GET MORE VOTES
you pick the next miss social!



"We're seeing over 85% of the audience re-engage and 60% growth in revenue month over month."
– Greg Johnson, Playboy

LOYALTY

CLUB PSYCH



[LOGIN](#) [REGISTER](#) [CHALLENGES](#) [LEADERBOARDS](#) [ADD FRIENDS](#) [HELP](#)

CALLING ALL PSYCH-OS!

JOIN **CLUB PSYCH** TODAY & START EARNING POINTS AND REWARDS FOR INTERACTING ON THE PSYCH OFFICIAL WEBSITE. HERE'S THE SKINNY, SILLYPANTS JACKSON...

STEPS: 1 2 3 4 5

CAMPUS = WARS =

There can be only one! Fight it out in **Campus Wars** for the right to get your school mentioned in a future episode of **Psych**! [Click to get started...](#)

game challenges

earn real rewards...



current points leaders

badges to collect...



social challenges



213751

150 points

[Your Profile](#) | [Logout](#)

Windows Live Windows 7

To the cloud
with Windows Live.
To access your
home PC from
almost anywhere.



[Learn more](#) →

Microsoft

game challenges

500
POINTS

Unlock the Atomic Pineapple in the **Squirrel Assassins** game!

75
POINTS

Watch the new video interview with **Maggie Lawson**

50
POINTS

Watch the latest **Psych-Out** video, "Eating Caramel"

50
POINTS

See what websites Juliet is visiting in the **Interactive SBPD**

25
POINTS

Check out **Character Chatter**

50
POINTS

Read about Shawn's favorite movies in **Shawn's Guide to the 80s**

25
POINTS

Enter the **Spot the Pineapple Sweepstakes** for your chance to win an exclusive Psych longboard








200
POINTS

Watch a **Full Episode** of Psych

50
POINTS

Play an all-new **Find the Famous Pineapple!**

current points leaders

#1		r0bn0126	261620
#2		jezziebeth	208300
#3		loontune	200855
#4		krdenjo	197640
#5		Carapelli	194900
#6		Raybombay	192180
#7		anneheme	183435
#8		chericarroll	181230

social challenges

f Facebook

f Disconnect

Like the "Get James & Dule to Host SNL" page

Verify

Post this message as your status update...

Psych's tribute to "Twin Peaks" airs Wednesday December 1st at 10/9C! Watch full episodes online

Post

Page Views: 9M > 16M

Visits/Month: 2 > 4.5

Time on Site: 14m > 22m

40% increase in viewership for 18-34 demographic

Dual Screen



TEAMS

TOP CHEF

**Choose your favorite All-Star, join their team, and start earning rewards.
One fan will win \$5,000, and one All-Star will become Virtual Top Chef!**

1st Place



Team Fabio

296,190 Points



Join

Learn More



2nd Place



Team Richard

129,290 Points



Join

Learn More



3rd Place



Team Dale T.

114,660 Points



Join

Learn More



4th Place



Team Jennifer

88,360 Points



Join

Learn More



5th Place



Team Carla

77,760 Points



Join

Learn More



6th Place



Team Jamie

60,410 Points



Join

Learn More



7th Place



Team Antonia

8th Place



Team Angelo



Who's Earning Points?



AndrewM_1 Earned 20 Points
For Reading a Top Chef Blog!



Sunny513 Earned 20 Points For
Reading a Top Chef Blog!



Fuman123 earned 30 points by
looking at photos. See [MORE
PHOTOS](#)



Cf4 Earned 20 Points For
Reading a Top Chef Blog!



Kaush joined a team and
earned the Piece of Cake
trophy and 50 points!





Richard Blais

Hometown: Uniondale, NY

Resides: Atlanta, GA

Richard, a finalist on Top Chef: Chicago, is known for his innovative and personal take on classical cuisine and has studied under luminaries such as Thomas Keller, Daniel

Team Richard

[+ JOIN THIS TEAM!](#)

2nd Place 129,290 Points

166,950 Points Behind [Team Fabio](#)



Marbear91

Top all-time earner with
24,400 Points



Fleurdeliz

Today's top earner with
6,950 Points



Who's Earning Points?



[BLOGS](#)



[OTMami](#) won points playing Virtual Housewife Throwdown!



[Fleurdeliz](#) earned 50 points by tweeting. #topchef

[+ Earn Points For Team Richard!](#)

What to do...

You'll get...

[Post 1 Tweet](#)

50 All-Star Pts

[Update 1 Facebook Status](#)

50 All-Star Pts

[Watch 1 Full Episode](#)

100 All-Star Pts

[Read 1 Bio](#)

20 All-Star Pts

THE STYLISH NEW 2011

replay

TOYOTA HIGHLANDER.



TOYOTA
moving forward

Options shown.

[LEARN MORE >](#)



Team Richard's Trophies

BRAVO

THE REAL HOUSEWIVES OF ATLANTA



Bravo - The Real Housewives of Atlanta

Wealthy Women High Fashion Conflict

Bravo - The Real Housewives of Atlanta



Earn points for
your housewife

Have you checked out Top Chef Just Desserts? Win 750 Points and a special item for your Virtual Housewife. - Jus

What's Happening?



Debbie..P. earned 40 points by watching a video. Watch [MORE VIDEOS](#)



SexySassyCrazy won points playing Virtual Housewife Throwdown!



CandyCoot won points playing Virtual Housewife Throwdown!



Savor every creamy,
crumbly Boursin moment!

ROLLOVER

Virtual Housewife Throwdown

Vote for the housewife with the best style.

Latest Stats

YOUR VOTE



bistro10
59% Won
3194 Votes
5425 Battles



HarlemGurl
59% Won
248 Votes
112 Battles



*Do we have to go back
to work tomorrow?*

Happy Housewife.



Earn Points for Site & SMS Activity

Welcome Back! **rajatrocks**



20,041 Points [Earn More](#)



135 Bravo Bucks [Buy More](#)

54% 1,406 votes in 2,596 battles.

Wife Talk



Holla at me!

by rajatrocks, 07:05 PM, Oct 12



red boots rock

by Joi, 09:05 PM, Oct 7



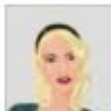
Say it loud!

by rajatrocks, 12:14 PM, Oct 5



love the boots.

by mlwolff, 10:23 AM, Oct 5



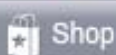
Nice gift wrap!

by MSsmall, 07:34 PM, Oct 4



NITRO & IGNITION, like Peas & Carrots!

Change
Quote
(20 Points)



Shop



My Closet



Cart



Buy Bravo Bucks

Halloween Costumes

NEW ITEMS

Halloween Costumes > [Alice](#)

Alice Dress



4,000 Pts

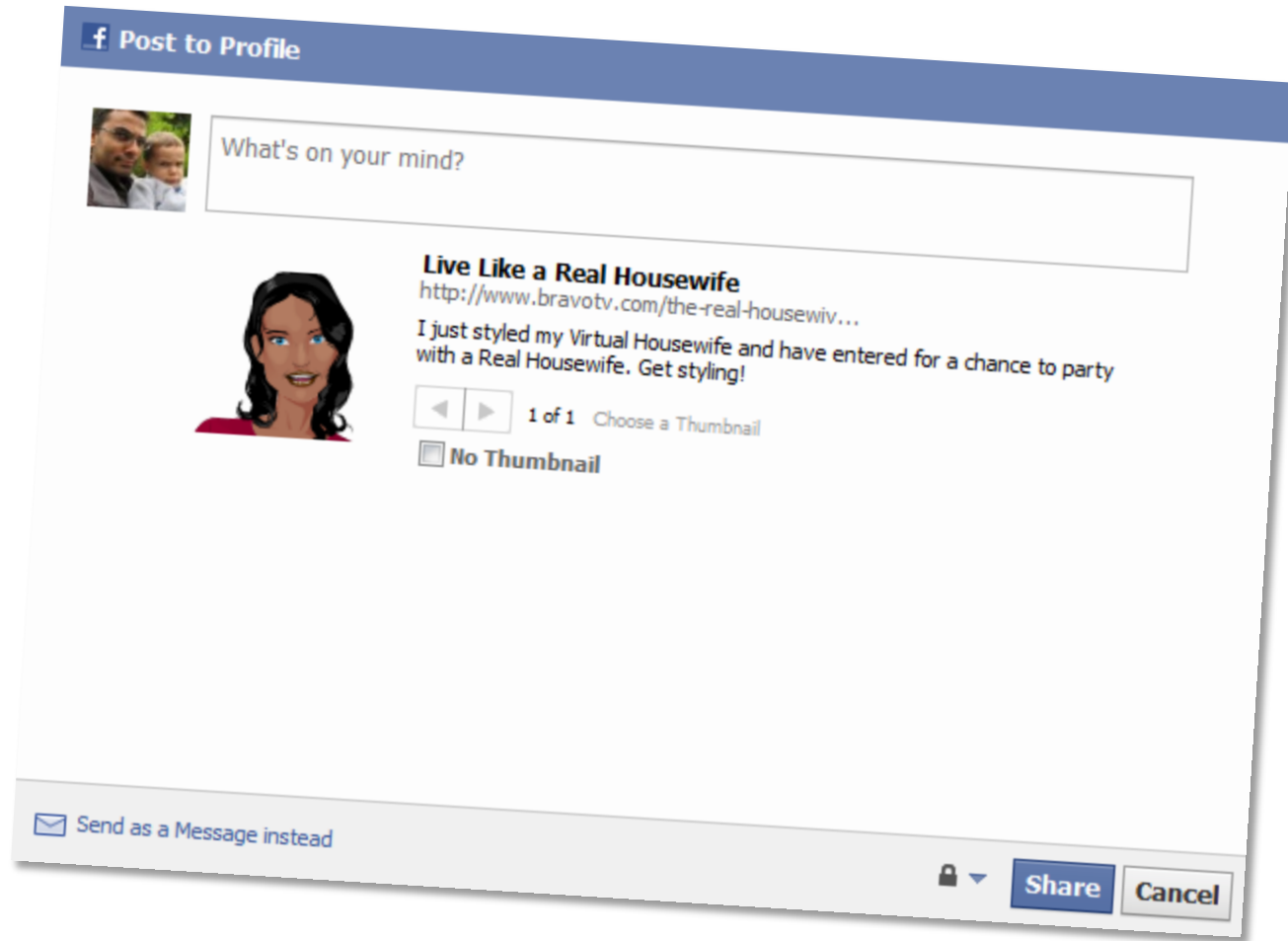
Striped Alice Thigh...



3,000 Pts



Use them to Customize Your Housewife



Reward Sharing to Facebook



Earn points for
your housewife

Have you checked out Top Chef Just Desserts? Win 750 Points and a special item for your Virtual Housewife. - Jus

What's Happening?



Debbie..P. earned 40 points by watching a video. Watch [MORE VIDEOS](#)



SexySassyCrazy won points playing Virtual Housewife Throwdown!



CandyCoot won points playing Virtual Housewife Throwdown!

Cocktail Tips

Dinner Ideas

For Starters

Savor every creamy, crumbly Boursin moment!

ROLLOVER

Virtual Housewife Throwdown

Vote for the housewife with the best style.

Latest Stats

YOUR VOTE



bistro10
59% Won
3194 Votes
5425 Battles



HarlemGurl
59% Won
248 Votes
112 Battles



Do we have to go back to work tomorrow?

Happy Housewife.



VS



Vote in the Housewife Throwdown

Sponsored by
Breyers® All Natural

CLICK FOR RECIPES



Join in the fun!



- ✓ Create your own Virtual Housewife!
- ✓ Buy the latest styles every week!
- ✓ Throwdown against other Housewives!

Get Started!



Lee-Nikki

27% Won

3 Votes

11 Battles



epenzer

Vote



Martinique757

Vote

Today's Throwdown Leaders

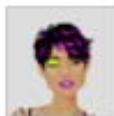
Votes



Shelia-Texas-Rose

Cowtown is my town!

326



CandyCoot

Thanks for the vote DIVA! Youre fabulous

315



Joi

All ladies entertain so well

214



MizCail2Foxxy

GOOGLE ME

178



lisa74670

Compete for Top Honors

OFFLINE - EXERCISE

ZAMZEE



zamzee

Igniting a lifetime of movement in every kid

My Profile



My Lifetime Zamz:

43,641

My Level: 20

CHANGE YOUR LOOK

My Goal: \$20 Amazon Gift Card

CHANGE

My Prizes: 79 New!

SELECT

My Zamz: 36,191

SPEND

My News



You changed your goal to a \$20 Amazon.com Gift Card!
about 3 hours ago



You got 308 zamz, including 173 Bonus zamz and 0 Double zamz!
about 3 hours ago



You changed your goal to a \$20 Old Navy Gift Card!
about 21 hours ago



You passed level 19 and earned a \$15 WALMART Gift Card.
about 23 hours ago



You got 218 zamz, including 39 Bonus zamz and 257 Double zamz!
a day ago



You got 834 zamz, including 385 Bonus zamz and 0 Double zamz!
2 days ago



You passed level 18 and earned a \$15 WALMART Gift Card.

My Activity

Level: 20



Goal: \$20



Activity Graph

BY DAY

BY MINUTE

MY STATS

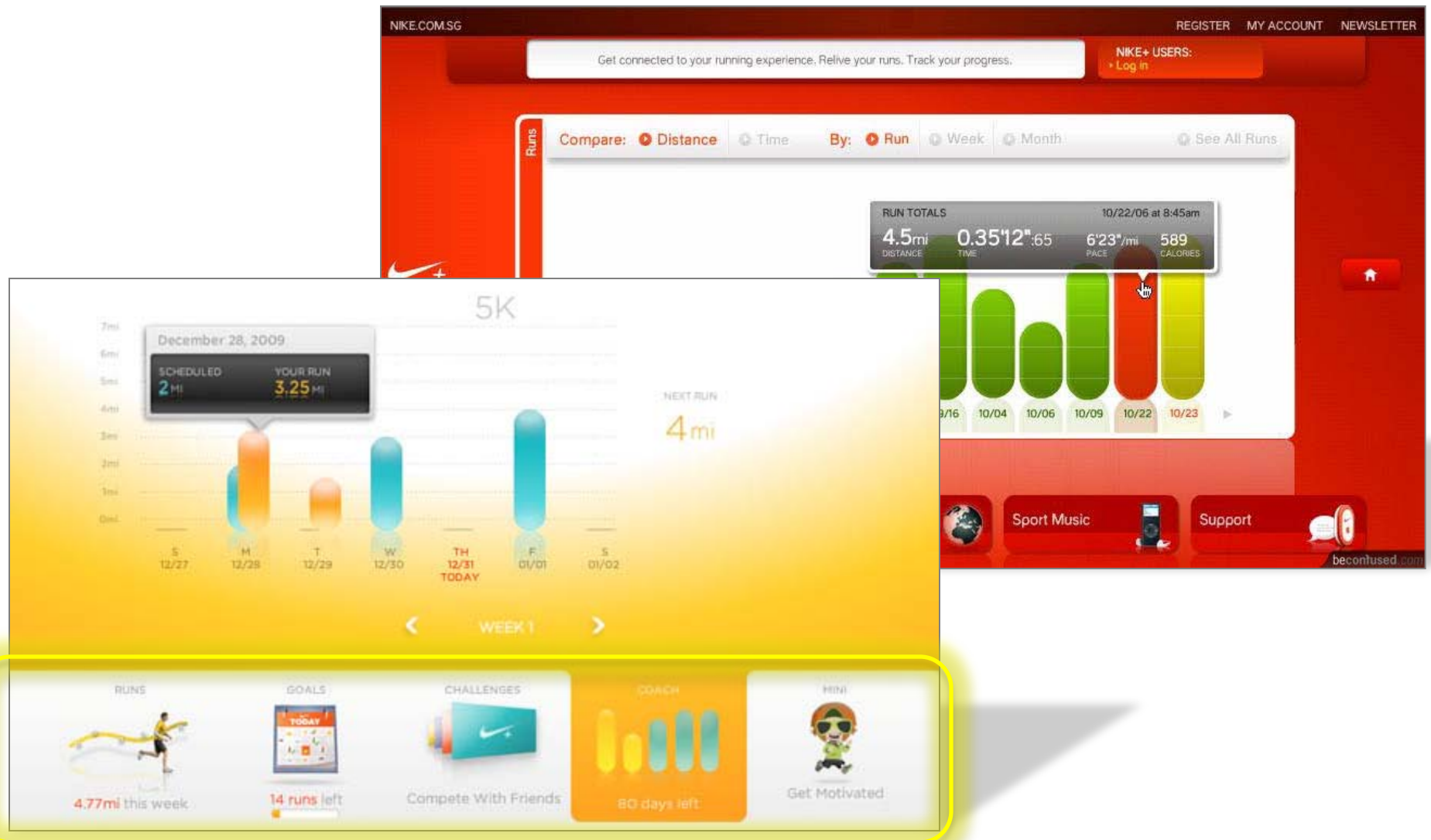


HOW DO I EARN MORE ZAMZ & STARS?

OFFLINE - EXERCISE

NIKE+

Nike+ - Personal Fitness



LOYALTY

WARNER BROS. INSIDER REWARDS



INSIDERREWARDS

WELCOME RAJAT PAHARIA | LOGOUT | HELP/FAQ

HOME

REWARDS

ACTIVITIES

INSIDER ACCESS

MEMBER BENEFITS

MY ACCOUNT

REWARDS

REWARDS

POINTS CATALOG

CREDITS CATALOG

MY DOWNLOADS

REDEEM CODES

REDEEM YOUR CODES

REDEEM NOW



Welcome back
Rajat Paharia!

POINTS TOTAL

(AS OF 03/05/2010 AT 3:31 PM PST)

36 REWARD
POINTS
AVAILABLE

[EXPLORE THE REWARDS CATALOG >](#)
[GET ADDITIONAL POINTS >](#)

CREDITS TOTAL

202 CREDITS
AVAILABLE

[REDEEM YOUR CREDITS >](#)
[EARN MORE CREDITS NOW >](#)

POINTS

- Earn points for select Warner Bros. Blu-ray™ and DVD purchases, shopping at WBshop.com, and other promotional opportunities
- Redeem your WB Insider Rewards Points for cool rewards like free DVDs, Blu-rays™ and Downloads
- Check back often and explore new point rewards added to our catalog

[Explore Point Rewards >](#)



Batman Begins
Redeem Points

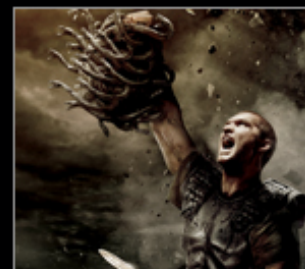


The Lake House
Redeem Points

CREDITS

- Earn credits for watching trailers, playing games, and completing other activities
- Redeem credits for exclusive content such as wallpapers, music, and more

[Explore Credit Rewards >](#)



Clash of the Titans
Redeem Credits



Million Dollar Baby
Redeem Credits

MOVIES

MINION MADNESS



MINION MADNESS

[LOG IN](#)[REGISTER](#)[STATUS](#)[Forgot Password?](#)[ABOUT YOUR MISSION](#)[HOW TO EARN MINIONS](#)[PRIZES](#)[DOWNLOAD ASSETS](#)

JOIN THE MADNESS FOR A CHANCE TO WIN FABULOUS PRIZES

1 Register

Sign up for Minion Madness today to earn a spot in our sweepstakes drawings!

2 Interact

Share Despicable Me themed goodies with the community, play games, and more!

3 Earn Minions

For everything you share you'll earn Minions which will provide you with more opportunities to win!

4 Win Prizes


In addition to a monthly grand prize, every week, users will have a chance to win gift cards that are based on the total number of Minions earned.

[REGISTER](#)[ENTER THE SITE](#)

THIS MONTH'S GRAND PRIZE:
An all expense trip to Los Angeles,
including passes to Universal Studios Hollywood



BUNCHBALL






MINION MADNESS

[LOG IN](#)
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[STATUS](#)
[Forgot Password?](#)

[ABOUT YOUR MISSION](#)
[HOW TO EARN MINIONS](#)
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[DOWNLOAD ASSETS](#)




EARN 40 MINIONS!
By Visiting Nanny McPhee Returns!
VISIT SITE
PLEASE ENSURE THAT YOU ARE LOGGED IN










Emma Thompson
Nanny McPhee Returns
"The perfect family movie!"
Shawn Edwards, FOX TV
12/14 ON BLU-RAY™ & DVD

SAVE \$5
When You Buy
Nanny McPhee Returns & **DESPICABLE ME**
(Offer expires 2/28/2011)



DESPICABLE ME
DECEMBER 14
ON BLU-RAY™, DVD
AND DIGITAL DOWNLOAD
[CLICK FOR SPECIAL OFFERS](#)

-  [HOLIDAY](#)
-  [ARTWORK](#)
-  [PHOTOS](#)
-  [WRITING](#)
-  [VIDEO & AUDIO](#)
-  [GAMES](#)
-  [MALL PHOTOS](#)
-  [SOCIAL](#)
-  [PROFILE](#)

 [PROMO CODES](#)





SOCIAL MEDIA


10 MINIONS



Share Minion Madness with your friends on Facebook, Twitter, or by e-mail and you'll gain more Minions for your army of Minions. You can also share content throughout the site directly from the viewing pages.

You must be over 13 years old and logged in to Share.

SHARE THIS WITH FRIENDS

[VISIT DESPICABLEME.COM](#)

BUNCHBALL



MINION MADNESS

LOG IN REGISTER
STATUS Forgot Password?

ABOUT YOUR MISSION

HOW TO EARN MINIONS

PRIZES

DOWNLOAD ASSETS



DESPICABLE ME

DECEMBER 14
ON BLU-RAY™, DVD
AND DIGITAL DOWNLOAD

CLICK FOR SPECIAL OFFERS



ARTWORK



PHOTOS



WRITING



VIDEO & AUDIO



GAMES



SOCIAL



PROFILE



PROMO CODES

(Take me to your)

LEADER BOARD

Prize Leaderboard

Most Minions Today

Top Masterminds



35,082

Minions earned so far.

650,000+
\$35 Gift Cards

1,000,000+
\$50 Gift Cards

1+
\$10 Gift Cards

325,000+
\$20 Gift Cards

Find out more about this month's prizes,
including this month's grand prize:

PRIZE DETAILS

GET STARTED
HERE



15



30



30

Highest Submissions

BUNCHBALL

CHIQUITA

WAY TO RIO



Rio

ONLY IN THEATERS

START HERE



LOGIN | SIGN UP

HOME

MAKE YOUR WAY TO **Rio**

VIDEOS

GAMES

COLOR PAGES

PRODUCTS


RECIPES

CHIQUITA'S MAKE YOUR WAY TO **Rio** SWEEPSTAKES

Just play around with Chiquita® fruit, *Rio* characters, games, and other stuff on this site, and you'll earn badges that will unlock great prizes, from exclusive ringtones to Chiquita® bananas for a year! And one lucky family will win a trip to Rio de Janeiro!

REGISTER NOW



Click on the s on the map or the stickers below to learn about the locations and the prizes located there!

 = banana growing regions



BADGES
EARNED

HOME

MAKE YOUR WAY TO 

VIDEOS

GAMES

COLOR PAGES

PRODUCTS

RECIPES

072,799

TOTAL
BADGES
EARNED

WELCOME BACK!

Check out your passport to see which badges you've earned and which badges you still need.

Remember, the more badges you earn, the closer we get to unlocking great prizes. So explore the site (download coloring pages, watch videos, play games, view recipes), share the site, and have fun!



USERNAME
RajatP

BADGE PASSPORT
SETTINGS
SIGN OUT

More Chiquita Fun, Facts & Recipes:
Chiquita.com
ChiquitaBananas.com
Buy Chiquita® Banana Mates™ online!

Related Links:
Official Rio Site
Rio Merchandise
THQ
American Vacations
American Airlines
Interscope Records



072,799 TOTAL BADGES EARNED

jessica l.
just completed the
Memory Master
Challenge
28 minutes ago



jessica l.
just completed the
Chiquita Pineapple
Challenge
28 minutes ago



jessica l.
just completed the
Legal Eagle Challenge
29 minutes ago



dante r.
just completed the
Explorer Challenge
30 minutes ago



jessica l.
just completed the
Chiquita Remix
Challenge
31 minutes ago



VIDEOS

Party with Blu, his friends, and their favorite — Chiquita® bananas!

Rio centers on Blu, a macaw who can't fly — and who's really more human than bird. When Blu, the last of his kind, discovers there's another bird like him — and that she's a she — he leaves his quiet life in Minnesota and embarks on an adventure to magical Rio de Janeiro. There, he meets Jewel and a menagerie of characters who help Blu complete his journey.



Chiquita Remix
[Watch Now >](#)



Trailer 1
[Watch Now >](#)



Trailer 2



RIO Video Game

DOTMENU

CAMPUSFOOD.COM

campusfood.com®

Click.Order.Eat.

Select your state and campus

State

Campus

FIND
RESTAURANTS

ORDER ONLINE FROM THE BEST LOCAL RESTAURANTS.

Campusfood is your resource for browsing restaurants, ordering food online, and getting exclusive discounts from your campus favorites.

NOT IN COLLEGE? Order from Allmenus.com now [GO!](#)

Who's Hungry? - Find out how Campusfood rewards you for every order. [?](#)



Nathan S.

@ Michigan State U. unwrapped the Back for Thirds badge



Elyse S.

@ George Washington U. unwrapped the Freezing Point badge



Jonathan T.

@ MIT unwrapped the Deja Vu badge



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Campusfood.com

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Angelina P.



19,660 FP

Nosher



340 Foodie points to belly up!

Recent Badges (11)



Head of the Table (1)

New Number One

[View Details](#)



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Tweets

[Tweets with links](#)[People](#)**SoottWeiss** Scott WeissScott W. just unwrapped the Double Down badge [#hungry #deal #food](#) <http://bit.ly/d52xYU>

36 minutes ago

**SoottWeiss** Scott WeissScott W. just unwrapped the Three-eat badge [#hungry #deal #food](#) <http://bit.ly/d52xYU>

36 minutes ago

**SoottWeiss** Scott WeissScott W. just unwrapped the Tso Tso Tasty badge [#hungry #deal #food](#) <http://bit.ly/d52xYU>

35 minutes ago

**simply_sme** Sabrina M. ErvinMy gift to you: Use my referral link to [@Campusfood](#) & get \$4 off your first order! PS- I get \$2 if you use it bit.ly/9PF1Tc

37 minutes ago

**Bloodandfrogs1** BloodandfrogsGabriella F. just unwrapped the Lucky 7 badge [#hungry #deal #food](#) <http://bit.ly/cNd259>

53 minutes ago

**atjt1980** April WentzI just ordered from Asahi Japanese Restaurant on **Campusfood** [campusfood.com](#) via [@campusfood](#)People results for **campusfood** · [view all](#)**Campusfood** · [Follow](#)

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Trends

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MICROSOFT

BETA1

The Beta1 Game

Test Windows Vista

Earn a *b* for installing beta,
e for voting on a version, *t*
for running it overnight, etc.

Your status visible to
everyone



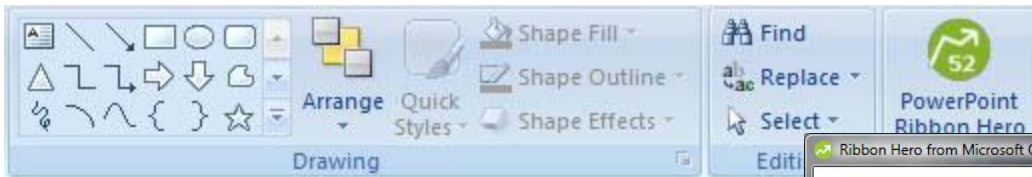
Quadrupled
participation

“People were talking smack in the halls and bragging about their status on the leaderboards. VPs would run into my office and yell, ‘Where’s my *e*? I earned it last night!’”

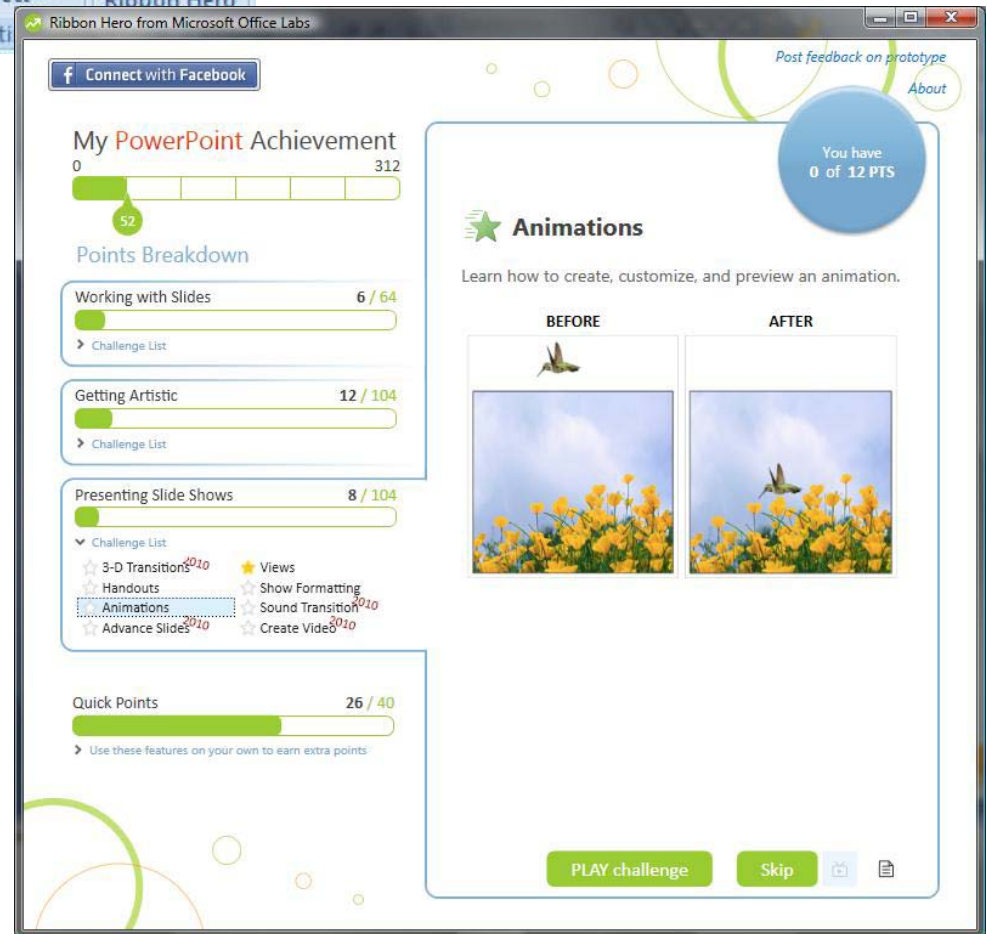
MICROSOFT OFFICE LABS

RIBBON HERO

Learning MS Office w/ Game Mechanics



"Games for learning is an increasingly popular field that's quickly gaining ground. When we started this project, we wondered if there was a place for games in Office. We set out to understand whether elements of game play (things like scoring points, competing with friends, and earning achievements) could motivate people to explore more of the app, learn new features, and ultimately become more productive"



Ribbon Hero 2



SOME OTHER IDEAS

ETC...

Who Buys Virtual Goods?



You do.

Social vs. Commercial

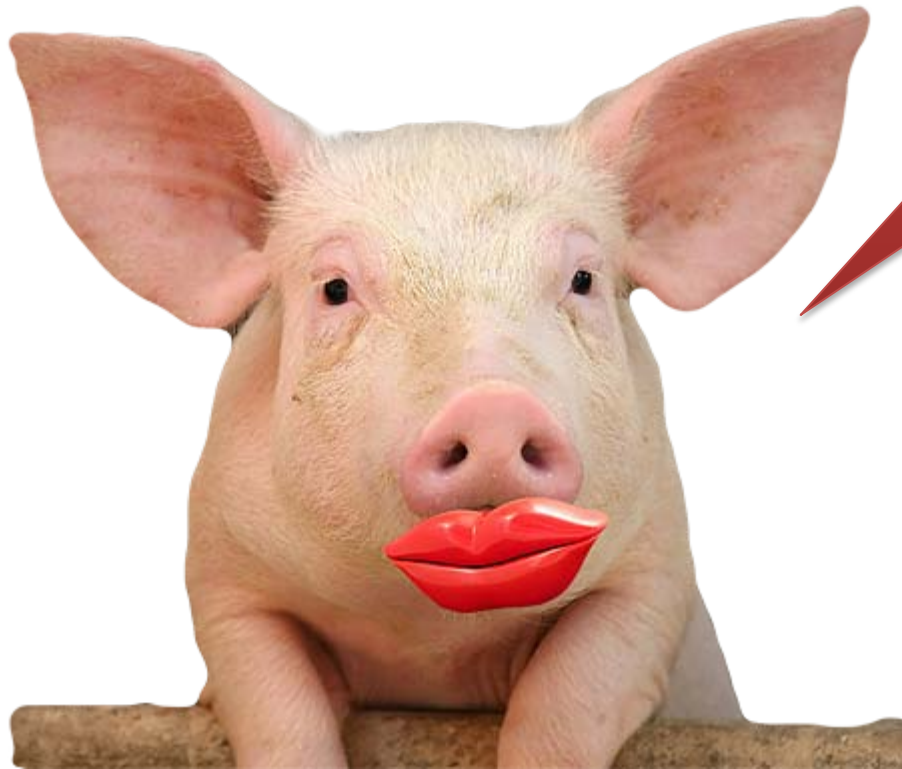
Thanksgiving
Dinner

Lawyers

GAMIFICATION

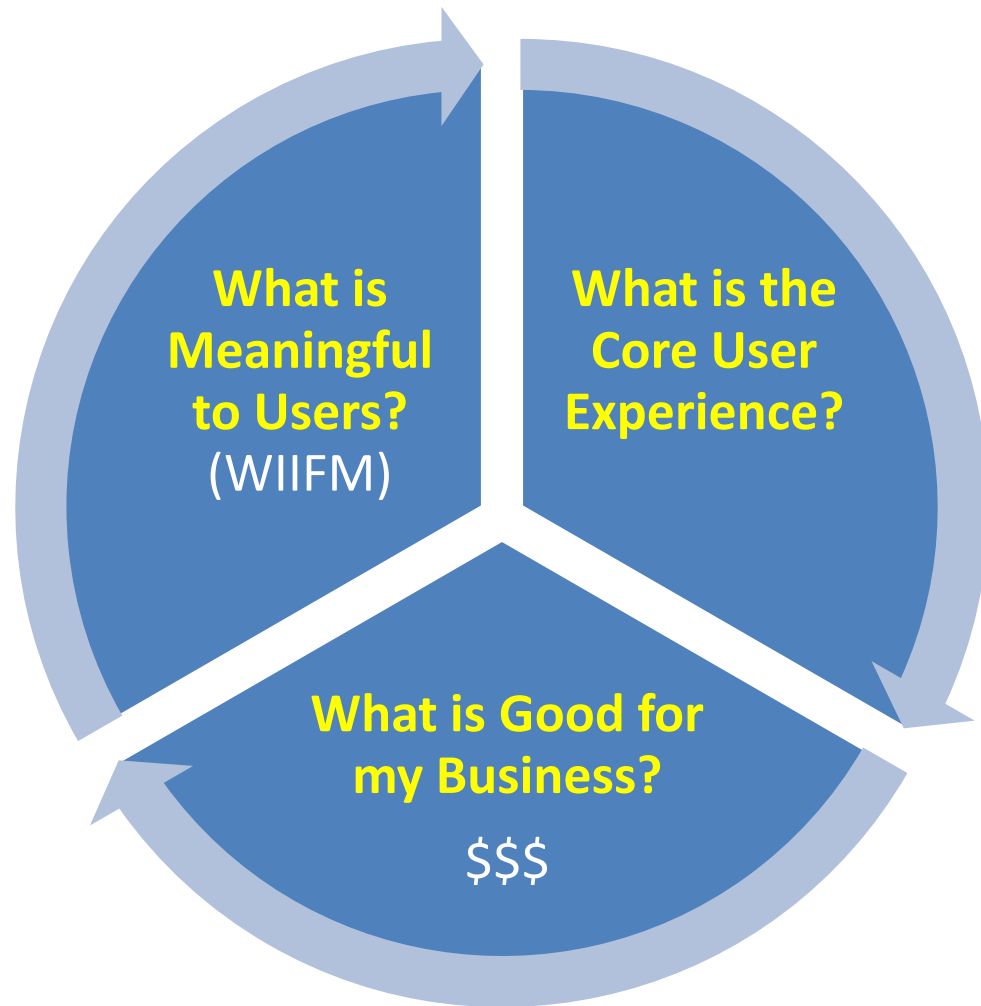
FINAL THOUGHTS

Can or Should you Gamify Anything?



I am not
a Pig.

3 Questions for Good Gamification



Kobo E-book Reader

- The **Core Experience** is reading an e-book.
- **More reading is good.** Presumably because you'll buy more e-books from them.
- The **Meaningful Value** that the program provides to the end user is...?

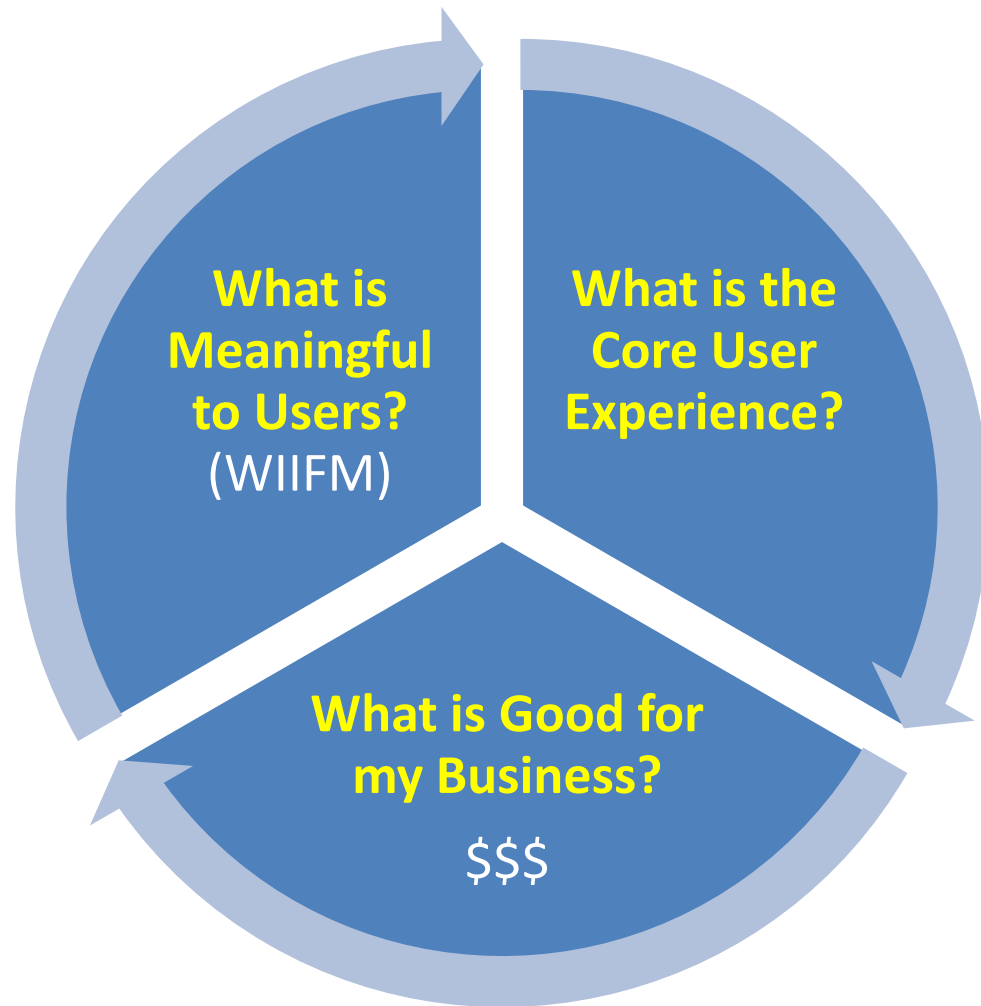


Foursquare

- The **Core Experience** is checking in.
- **More checking in is good.**
Because it generates data about interactions with the real world.
- The **Meaningful Value** that the program provides to the end user is...?
- There's a short term boost as the gamification gets people engaged. But the experience lacks longevity, because the value is transient.



3 Questions for Good Gamification





rajat paharia

rajat@bunchball.com

@bunchball

<http://www.bunchball.com>

<http://www.gamification.com>