GESELLSCHAFT FÜR ANGEWANDTES
MARKENWISSEN E.V.

Wie man spielend die Welt erobert

Prof. Tim Bruysten | richtwert GmbH | MD.H Mediadesign Hochschule

Vorspiel

Perspektiven

Die innerste Höhle

Das Elixier

Vorspiel

1

Über 50%: im Bett

Über 40%: im Bad

Über 30%: beim Essen

Foto: Mario Sixtus

FREE

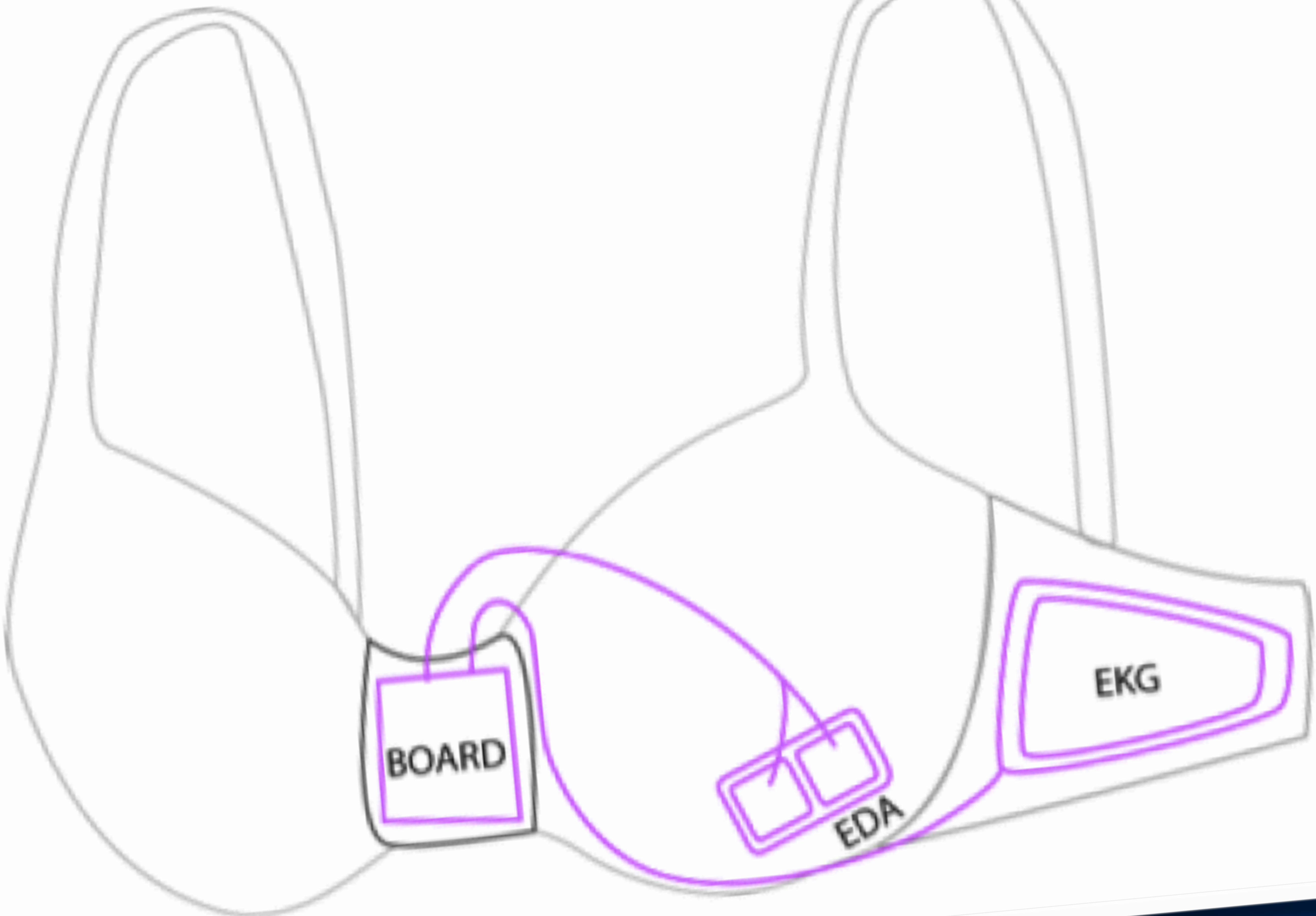
2

http://vimeo.com/23164779

Apps
Recommended
YEP
Ruby-Kids
PTL
Wopow Player
Wing Note
VTN Weather
Treeforma
Symchronika
SMART TV
My Apps
SSS
Sparkyoga
You Tube
Facebook
Pretty Pang
Skype
Play M&J
Plan B.
Ouezto
Opec
OER Creative
Noore News
Non Music
NoLOff
Nemo
Nem Petshop
MQ Box
Lipbincotot
Land Book Store
L8Traffic
Inbiso
I.TVN
Yoga M
Everest Store
ES Group
ESBM
Eria
Elpe Sports
D EM
Commsports
More Apps

https://www.youtube.com/watch?v=4yT2zrlUDjM

apple.com/watch/


BOARD
EDA
EKG

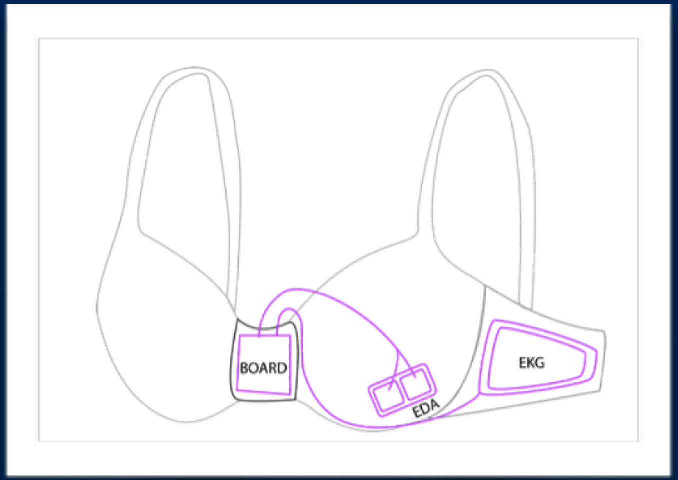
http://www.cs.rochester.edu/hci/pubs/pdfs/FoodMood.pdf

Trend of Convenience

Tablets

Smart TV

Smart Watches


BOARD
EDA
EKG

Smart Clothes

Szenario:
Everything Smart

There’s an App for that

Jedes „Ding“ wird zu einem „Device“. Inkl. App-Store.

Context Awareness

Jede Situation wird erkannt und antizipiert

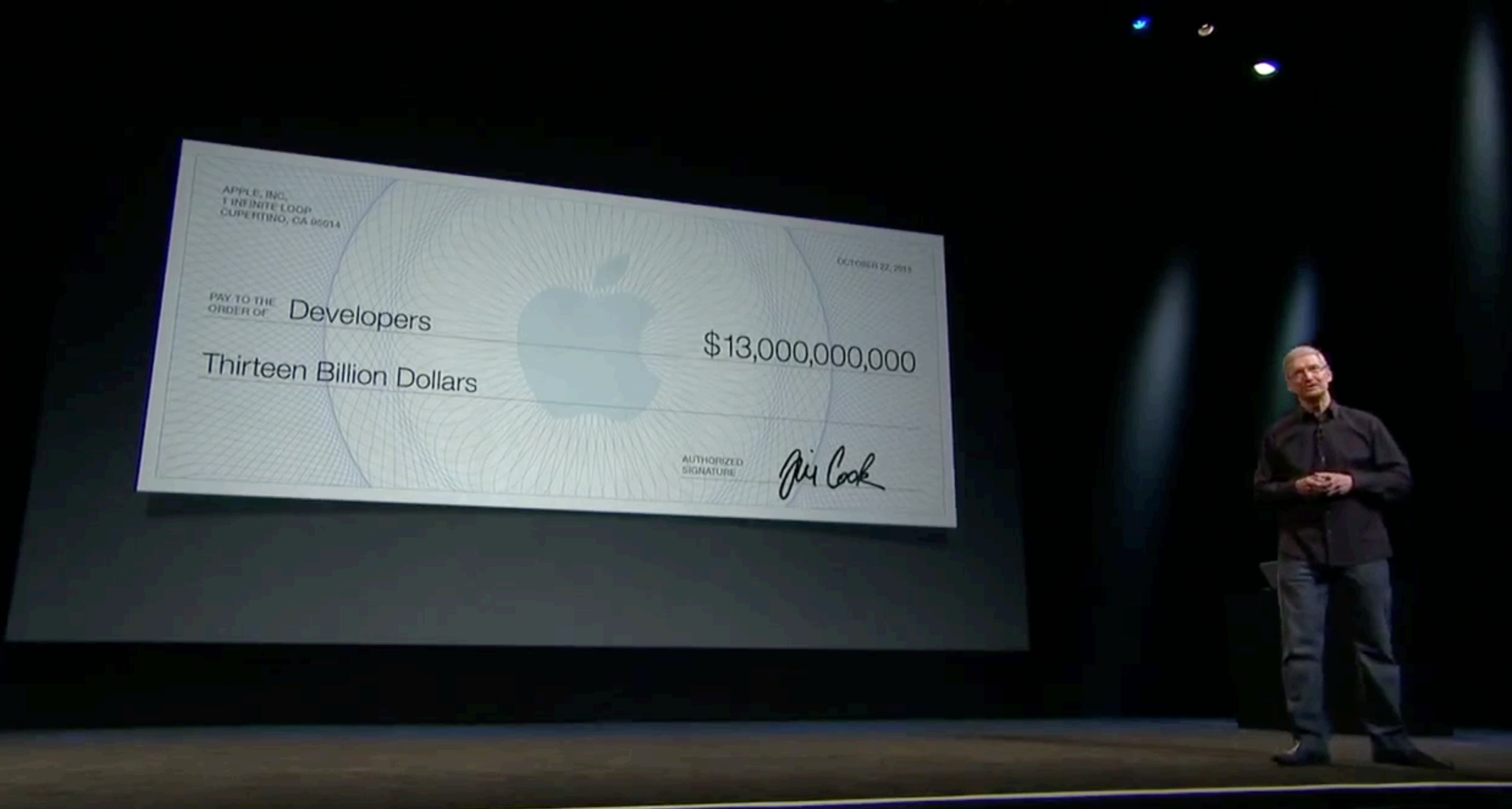
Context Products

Mikro-Versicherungen

Endlose Markenkontaktpunkte

Quantität != Qualität

3



APPLE, INC.
1 INFINITE LOOP
CUPERTINO, CA 95014

OCTOBER 22, 2013

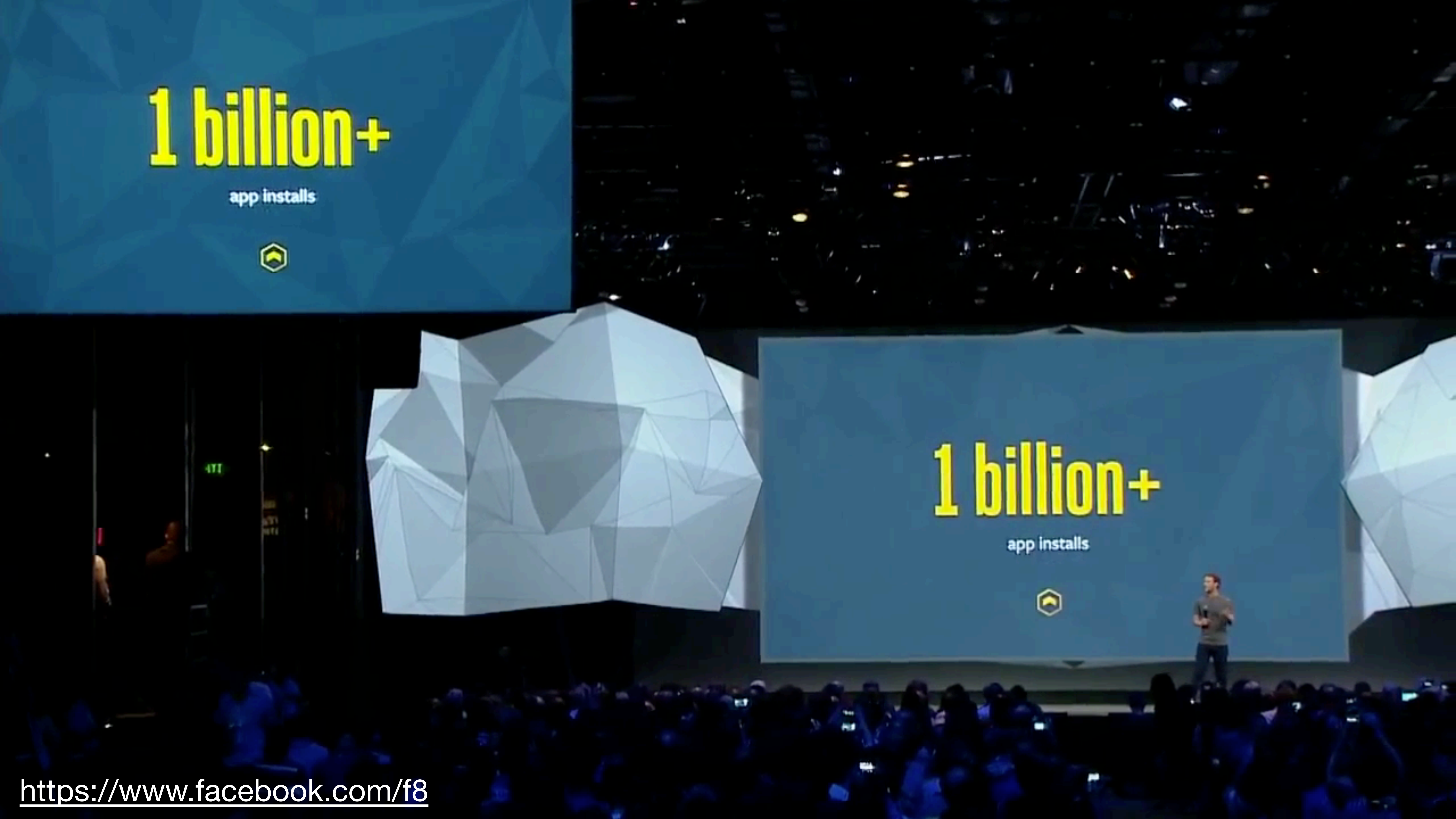
PAY TO THE ORDER OF Developers

$13,000,000,000

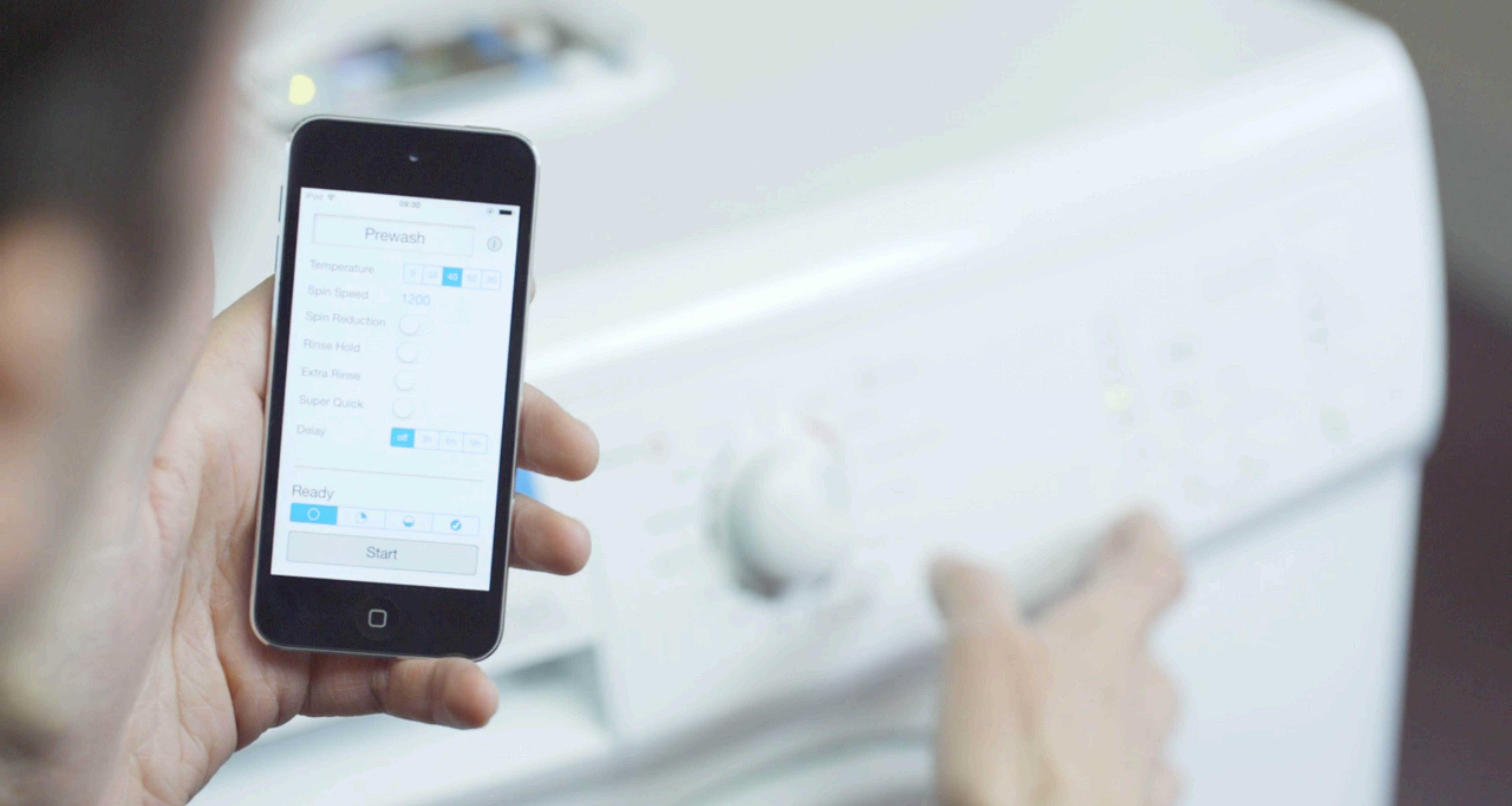
Thirteen Billion Dollars

AUTHORIZED SIGNATURE Tim Cook

https://www.youtube.com/watch?v=4FunXnJQxYU


1 billion+
app installs
1 billion+
app installs

https://www.facebook.com/f8



Prewash

Temperature: 0 | 30 | **40** | 60 | 90

Spin Speed: 1200

Spin Reduction ○

Rinse Hold ○

Extra Rinse ○

Super Quick ○

Delay: **off** | 3h | 6h | 9h

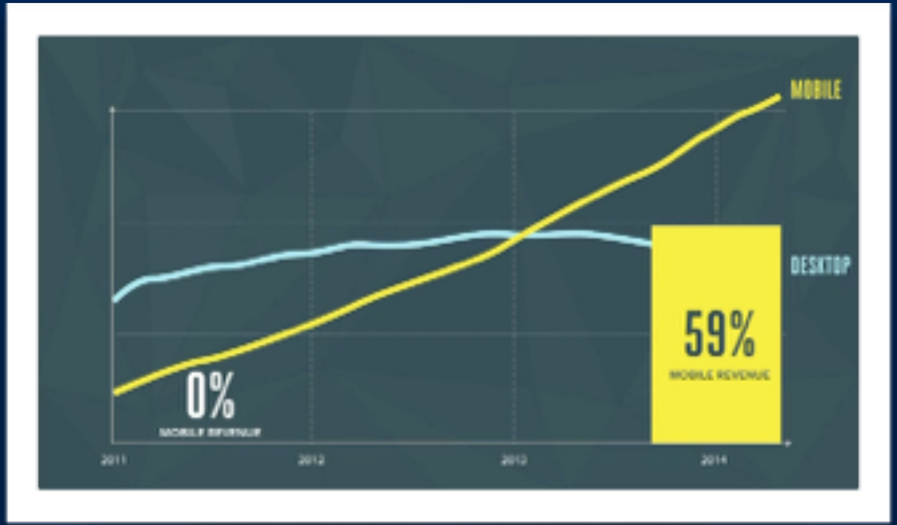
Ready

http://vimeo.com/87522764

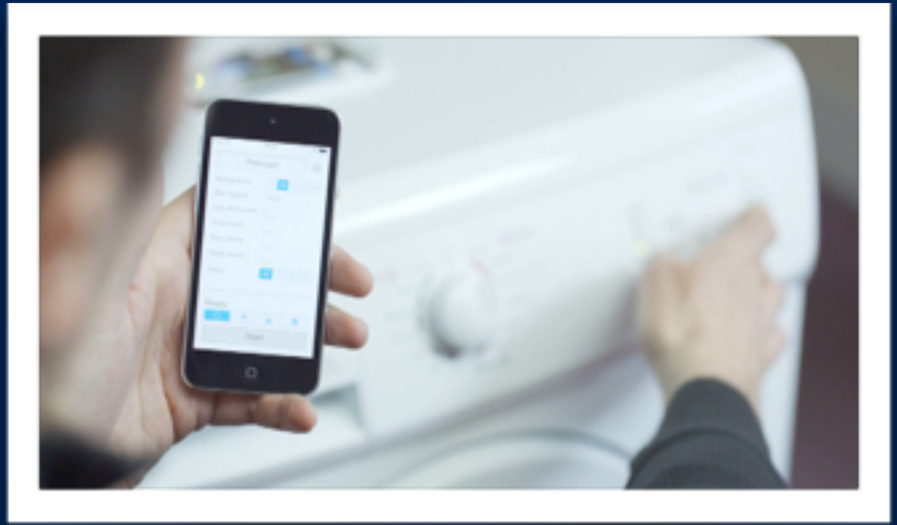
Trend of Platformication

60 Billion
Cumulative downloads

Wallet Garden Platforms



Open Web Platforms



Everything as a Platform

Szenario:

Finite and Infinite Games

Plattform War
Wer wird die Standards setzen (für Werte-Tausch)?

Blue Ocean!
Keine Idee ist zu abwegig…

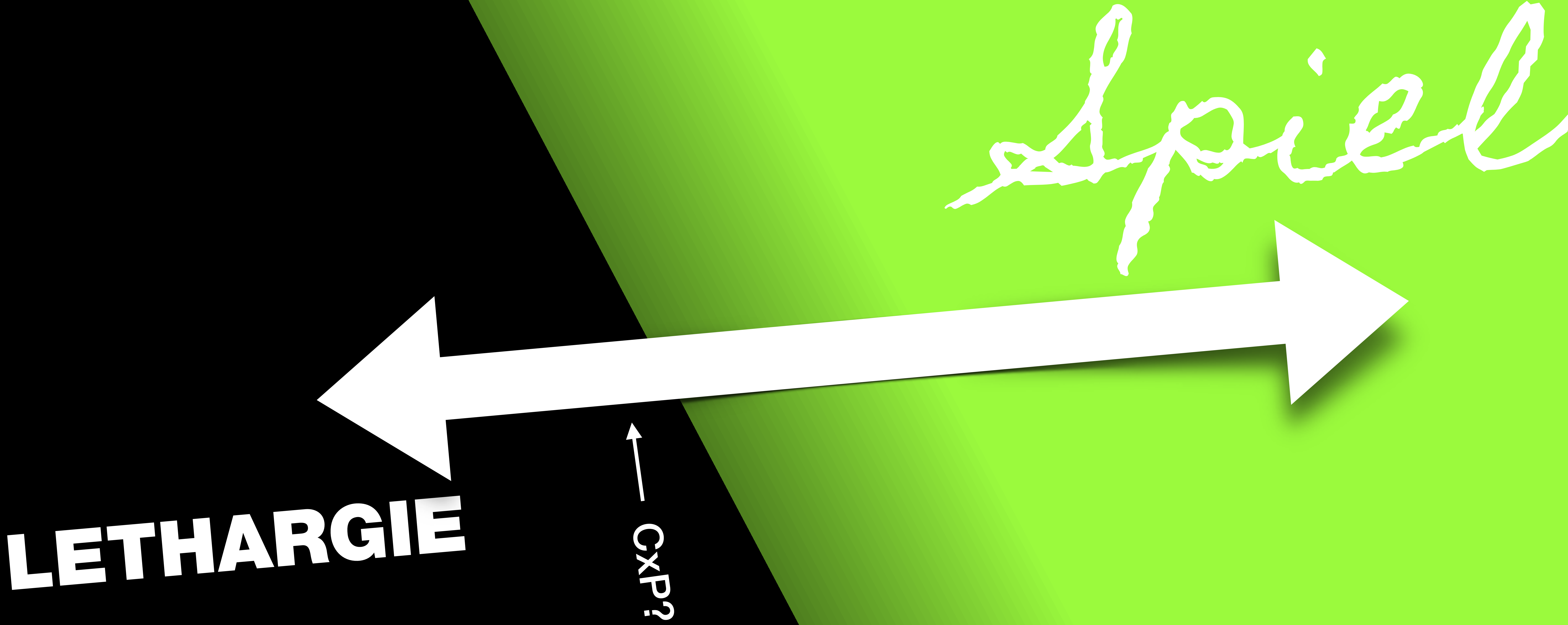
Perspektiven

1

WAS IST DAS GEGENTEIL VON SPIEL?

Foto: (c) Sabrina Nicke

LETHARGIE



Spiel

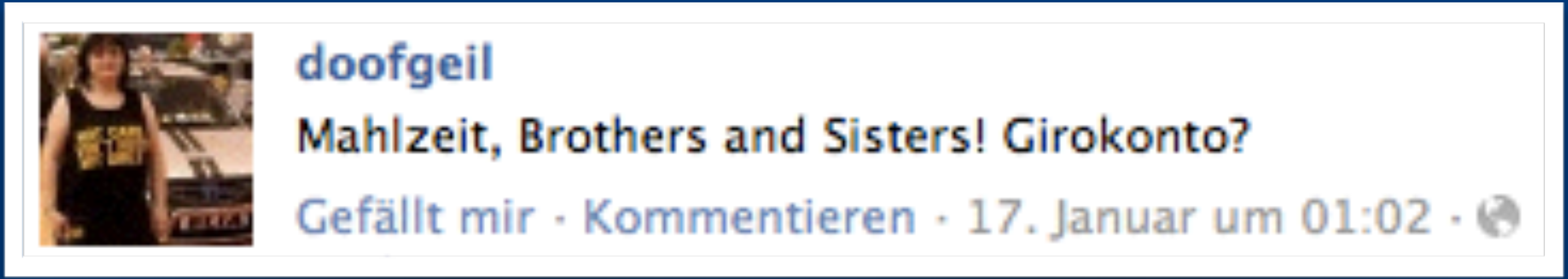
LETHARGIE

CxP?

»What if we decided to use everything we know about game design to fix what‘s wrong with reality?«

Jane McGonigal, reality is broken, 2011

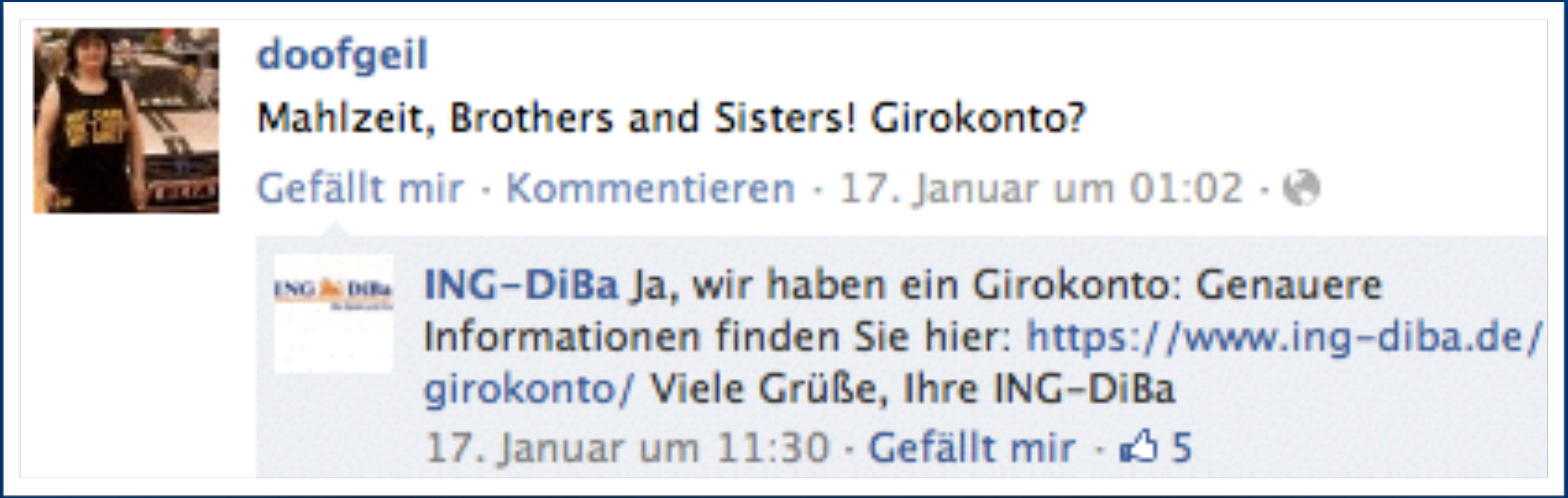
2



doofgeil

Mahlzeit, Brothers and Sisters! Girokonto?

Gefällt mir · Kommentieren · 17. Januar um 01:02 · 🌐



doofgeil

Mahlzeit, Brothers and Sisters! Girokonto?

Gefällt mir · Kommentieren · 17. Januar um 01:02 ·

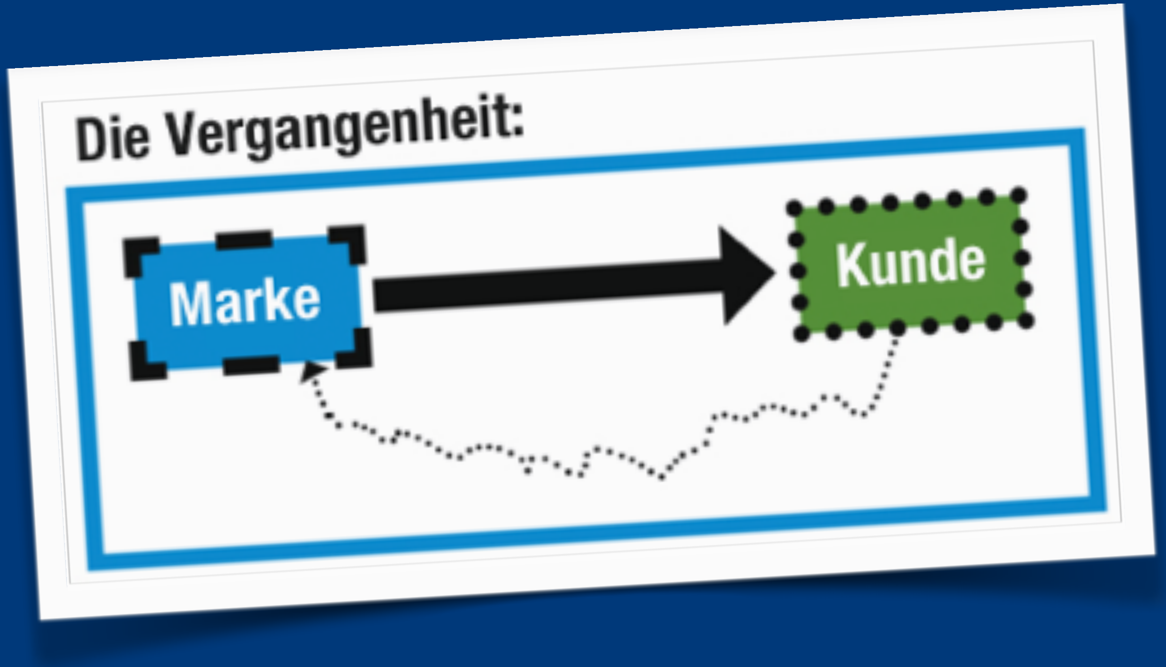
ING-DiBa Ja, wir haben ein Girokonto: Genauere Informationen finden Sie hier: https://www.ing-diba.de/girokonto/ Viele Grüße, Ihre ING-DiBa

17. Januar um 11:30 · Gefällt mir · 👍 5

Buch **Auto** **Shampoo**

Dokumente

Durch Produzenten definiert



Die Vergangenheit:

Marke
Kunde

Buch Auto Shampoo

Dokumente

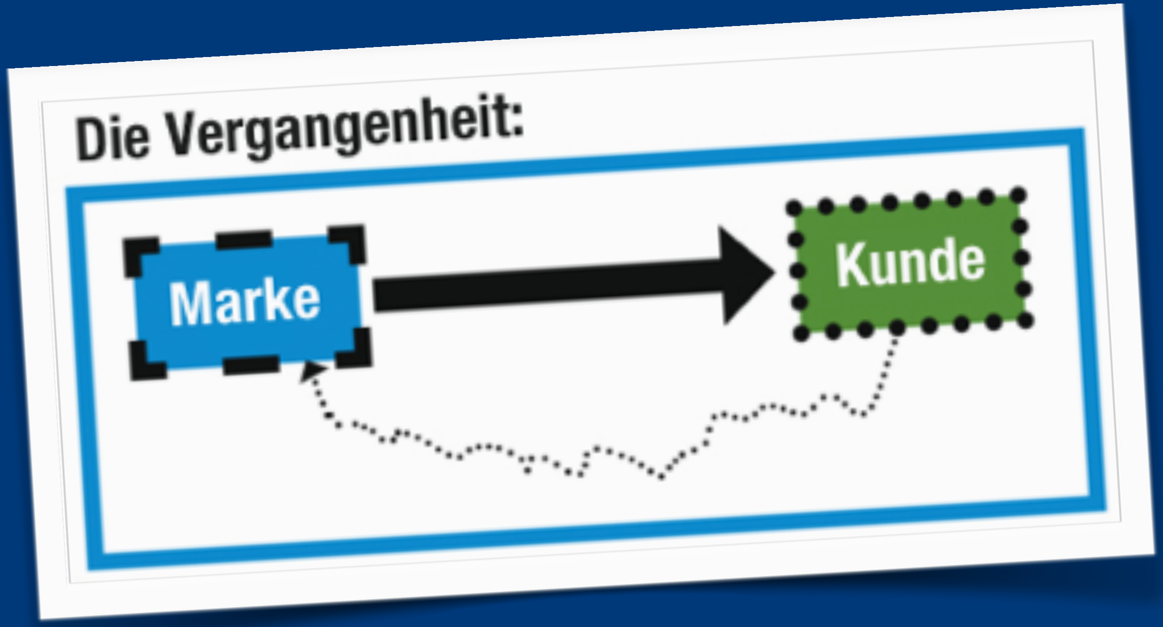
Durch Produzenten definiert

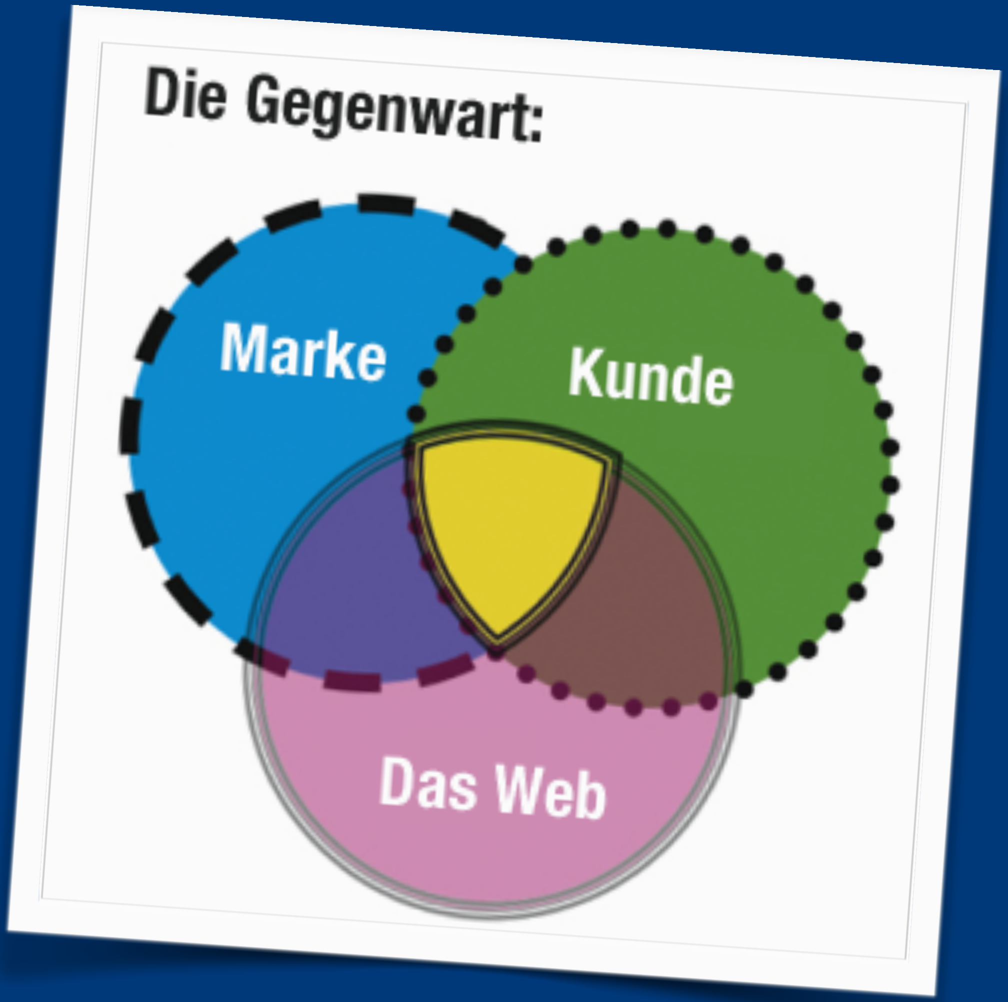
→

Erlebnis Spiel Geschichte

Performate

In der Gemeinschaft definiert


Die Vergangenheit:
Marke
Kunde


Die Gegenwart:
Marke
Kunde
Das Web

Ver

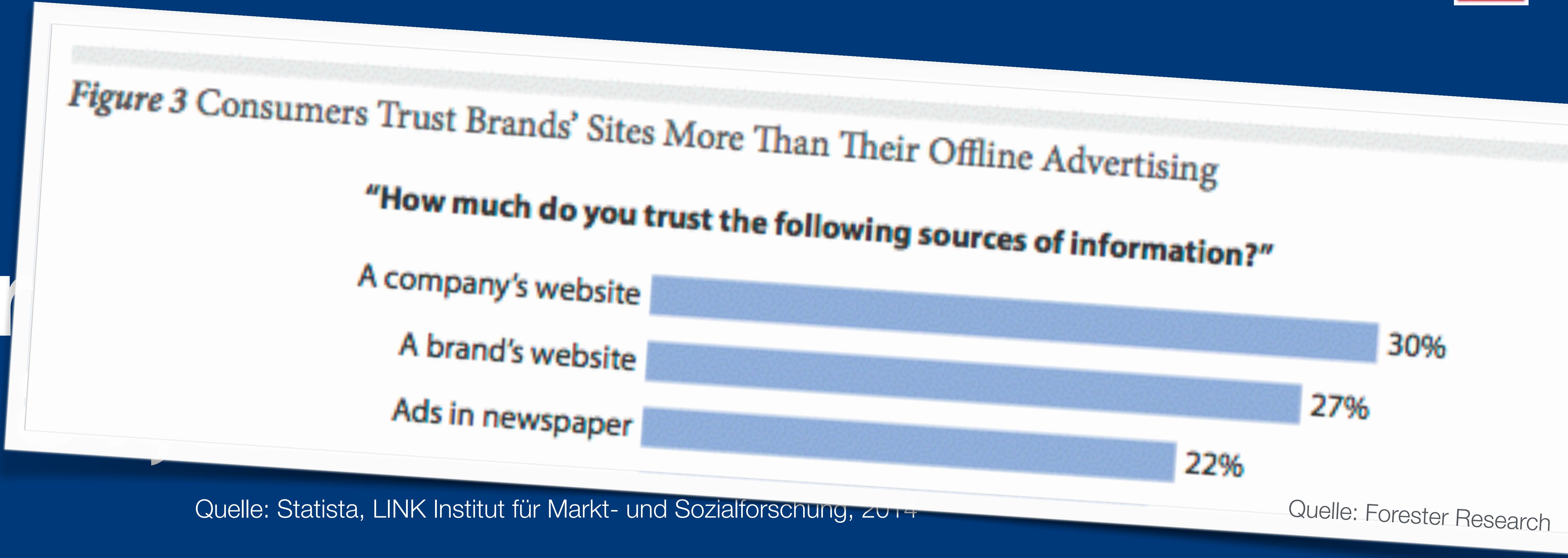


Figure 3 Consumers Trust Brands' Sites More Than Their Offline Advertising

Quelle: Forester Research

Quelle: Statista, LINK Institut für Markt- und Sozialforschung, 2014

YouTube
Kunde
Dienstleister
Kunde
Syndication
Search
...
Algorithmus
Social
Enterprise
Office Berlin
Pizza Bäcker
Stakeholder
Team 15
Arbeitsgruppe F
YouTube
g+

80% der Menschen vertrauen Empfehlungen von Freunden*
(nur 14% vertrauen der Werbung)

*Quelle: PwC

3

ATTENTION

INTEREST

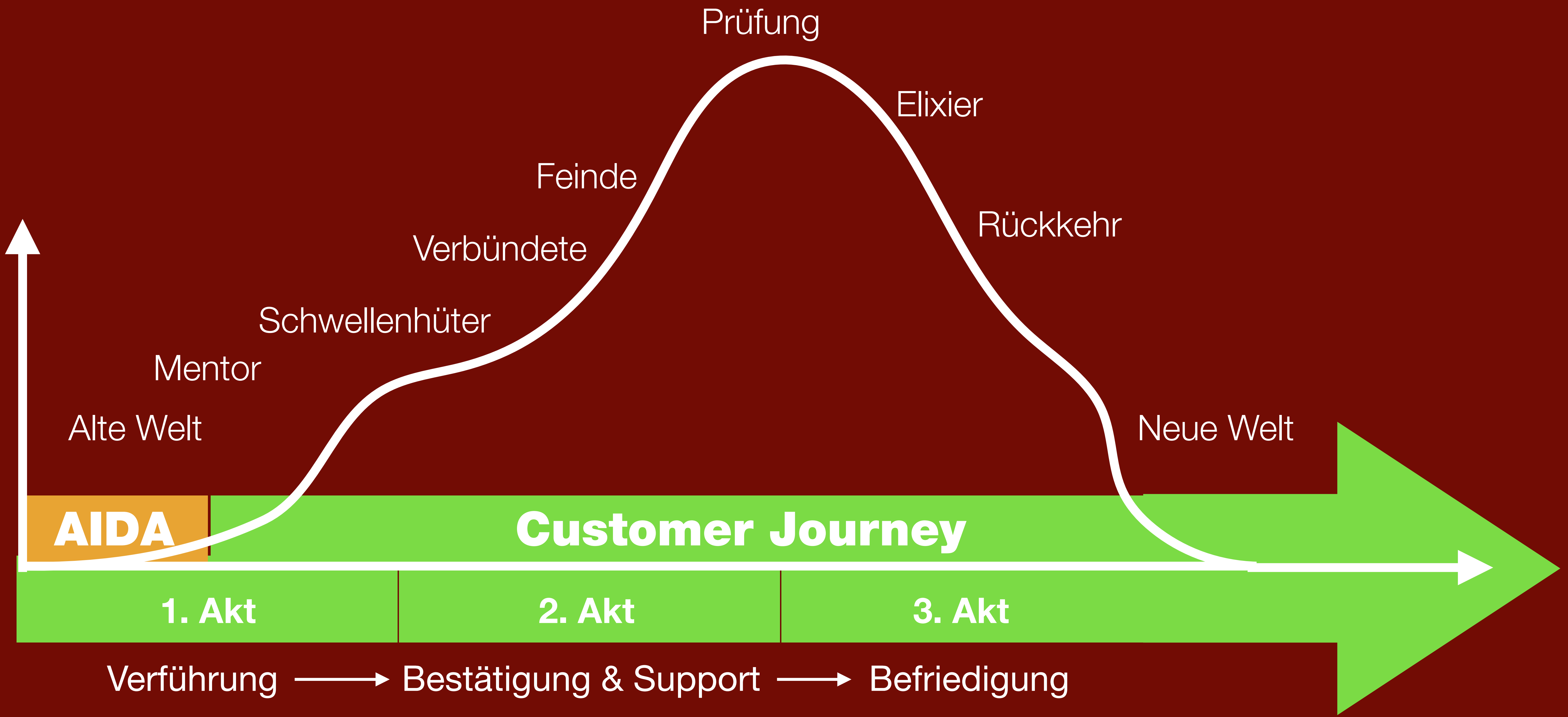
DESIRE

ACTION

?

Kritik: Das Leben ist keine reibungslose Sammlung von Erfolgen

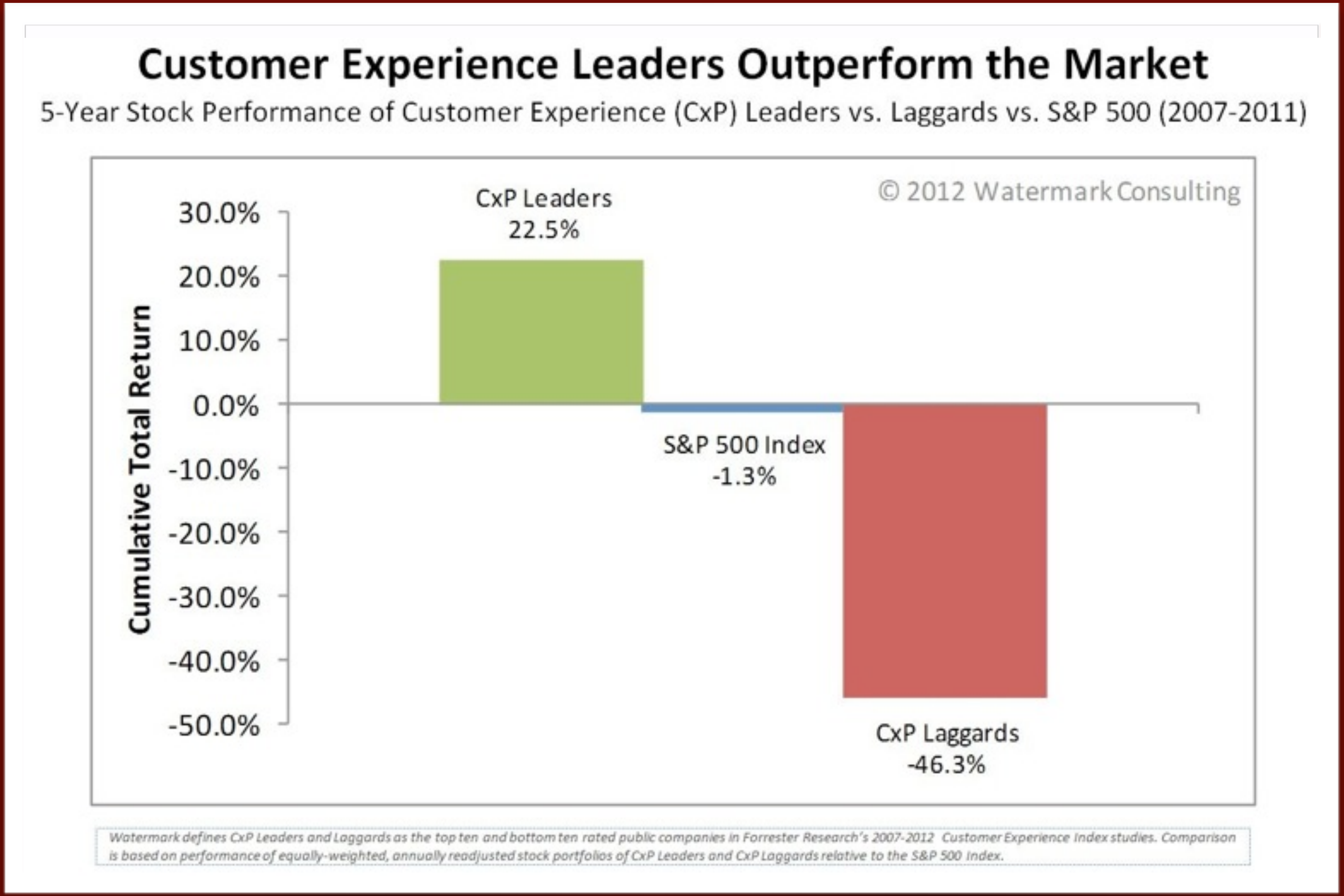
Vielmehr gibt es Höhen und Tiefen, Weigerung und Beschleunigung


Prüfung
Elixier
Feinde
Rückkehr
Verbündete
Schwellenhüter
Mentor
Alte Welt
Neue Welt
AIDA
Customer Journey
1. Akt
2. Akt
3. Akt
Verführung ⟶ Bestätigung & Support ⟶ Befriedigung

Der Held

Sympathie für seine Schwächen

Bewunderung für seine Stärken



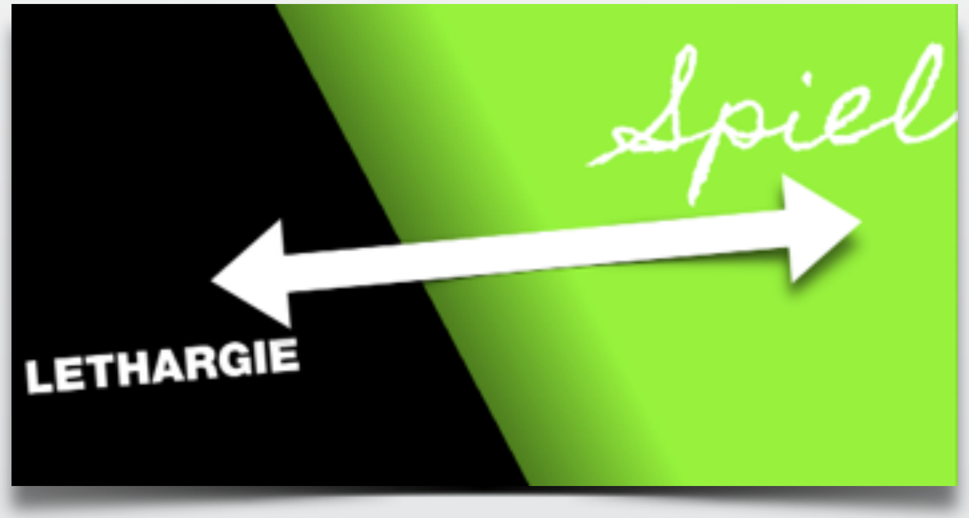
Customer Experience Leaders Outperform the Market

5-Year Stock Performance of Customer Experience (CxP) Leaders vs. Laggards vs. S&P 500 (2007-2011)

Watermark defines CxP Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2012 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of CxP Leaders and CxP Laggards relative to the S&P 500 Index.

http://www.watermarkconsult.net/blog/2012/02/01/the-roi-of-a-great-customer-experience/

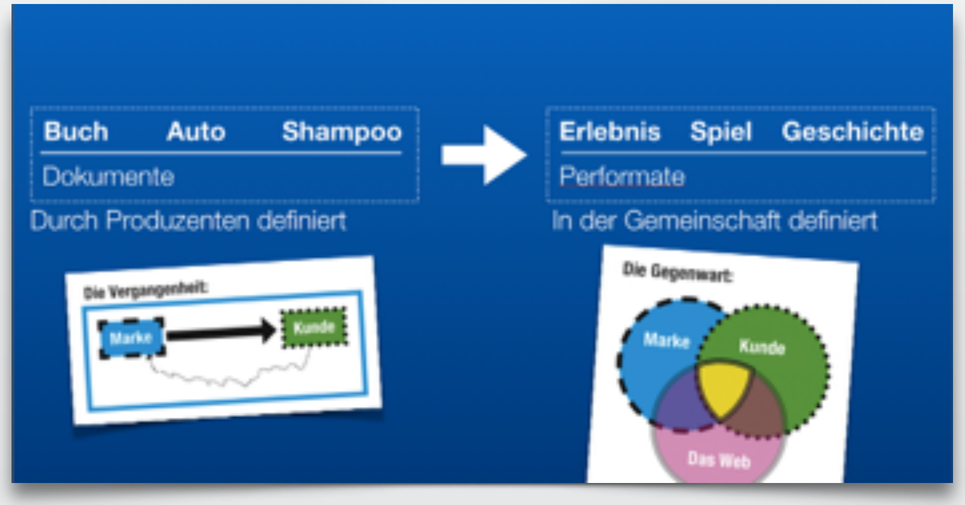
1


Spiel

LETHARGIE

Motivatorisch

2


Buch Auto Shampoo

Dokumente

Durch Produzenten definiert

Erlebnis Spiel Geschichte

Performate

In der Gemeinschaft definiert

Die Vergangenheit:

Die Gegenwart:

Kulturell

3

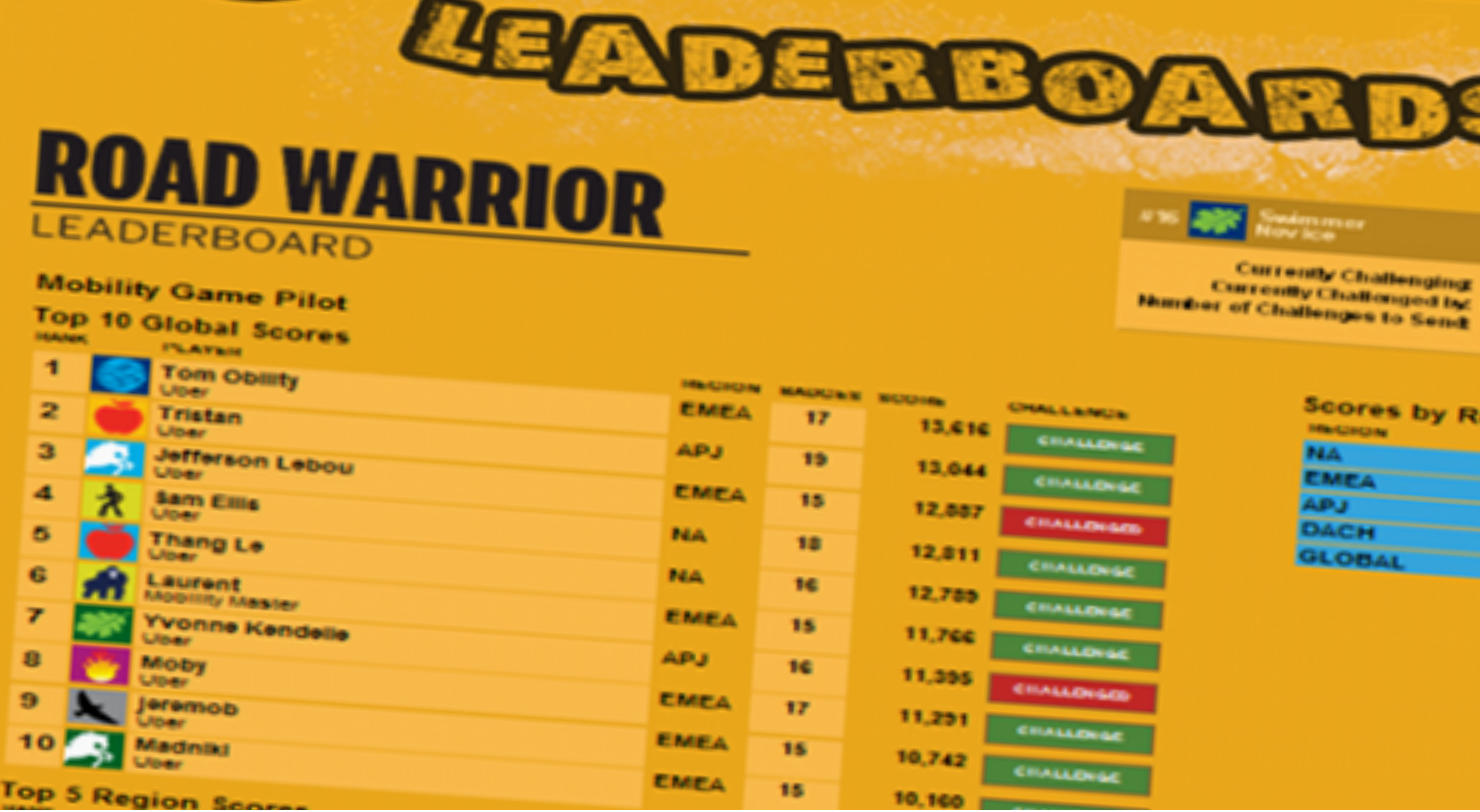
ATTENTION INTEREST DESIRE ACTION

Kritik: Das Leben ist keine reibungslose Sammlung von Erfolgen

Narrativ

Die innerste Höhle

OK, aber sind (Computer) Spiele nicht böse?



LEADERBOARDS

ROAD WARRIOR

LEADERBOARD

Mobility Game Pilot

Top 10 Global Scores

RANK	PLAYER	REGION	BADGES	SCORE	CHALLENGE
1	Tom Obility Uber	EMEA	17	13,616	CHALLENGE
2	Tristan Uber	APJ	19	13,044	CHALLENGE
3	Jefferson Lebou Uber	EMEA	15	12,887	CHALLENGED
4	Sam Ellis Uber	NA	18	12,811	CHALLENGE
5	Thang Le Uber	NA	16	12,789	CHALLENGE
6	Laurent Mobility Master	EMEA	15	11,766	CHALLENGE
7	Yvonne Kendelle Uber	APJ	16	11,395	CHALLENGED
8	Moby Uber	EMEA	17	11,291	CHALLENGE
9	Jeremob Uber	EMEA	15	10,742	CHALLENGE
10	Madniki Uber	EMEA	15	10,160	

Top 5 Region Scores

#16 Swimmer Novice

Currently Challenging:
Currently Challenged by:
Number of Challenges to Send:

Scores by R

REGION
NA
EMEA
APJ
DACH
GLOBAL

http://enterprise-gamification.com/index.php/en/education-a-training/71-roadwarrior-how-sap-trains-its-sales-people-on-mobility

Abschlussrate ist zweistellig gestiegen

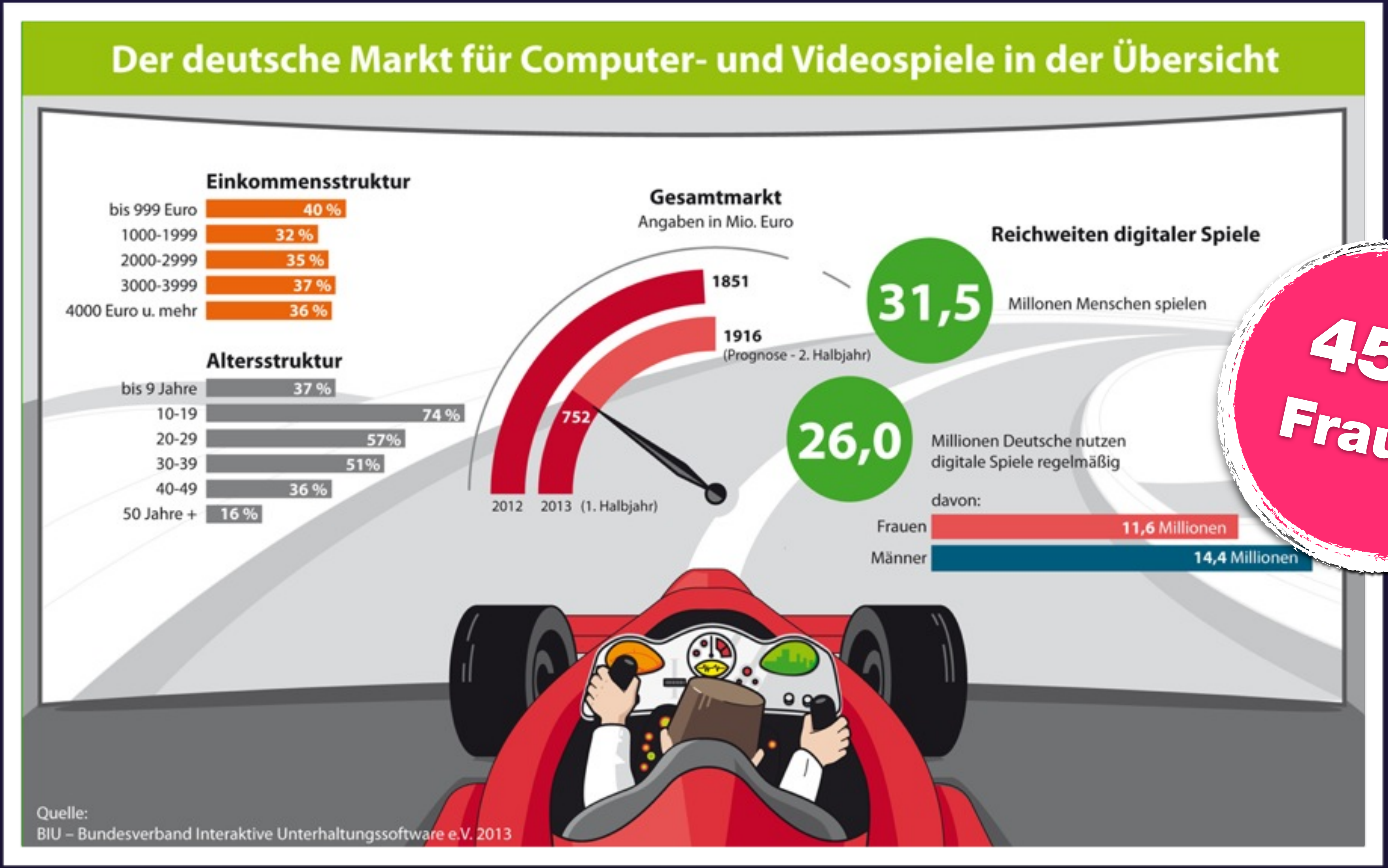
Congratulations, You earned a new Badge!

Nailed It!

You won your first Customer!

CONTINUE
<< PREVIOUS
NEXT >>

Siehe auch: Wirtschaftswoche 7/2014 vom 10.02.2014, Seite 64ff



Der deutsche Markt für Computer- und Videospiele in der Übersicht

Quelle:
BIU – Bundesverband Interaktive Unterhaltungssoftware e.V. 2013

45% Frauen

http://www.biu-online.de/de/fakten/marktzahlen/der-deutsche-markt-fuer-computer-und-videospiele-in-der-uebersicht.html

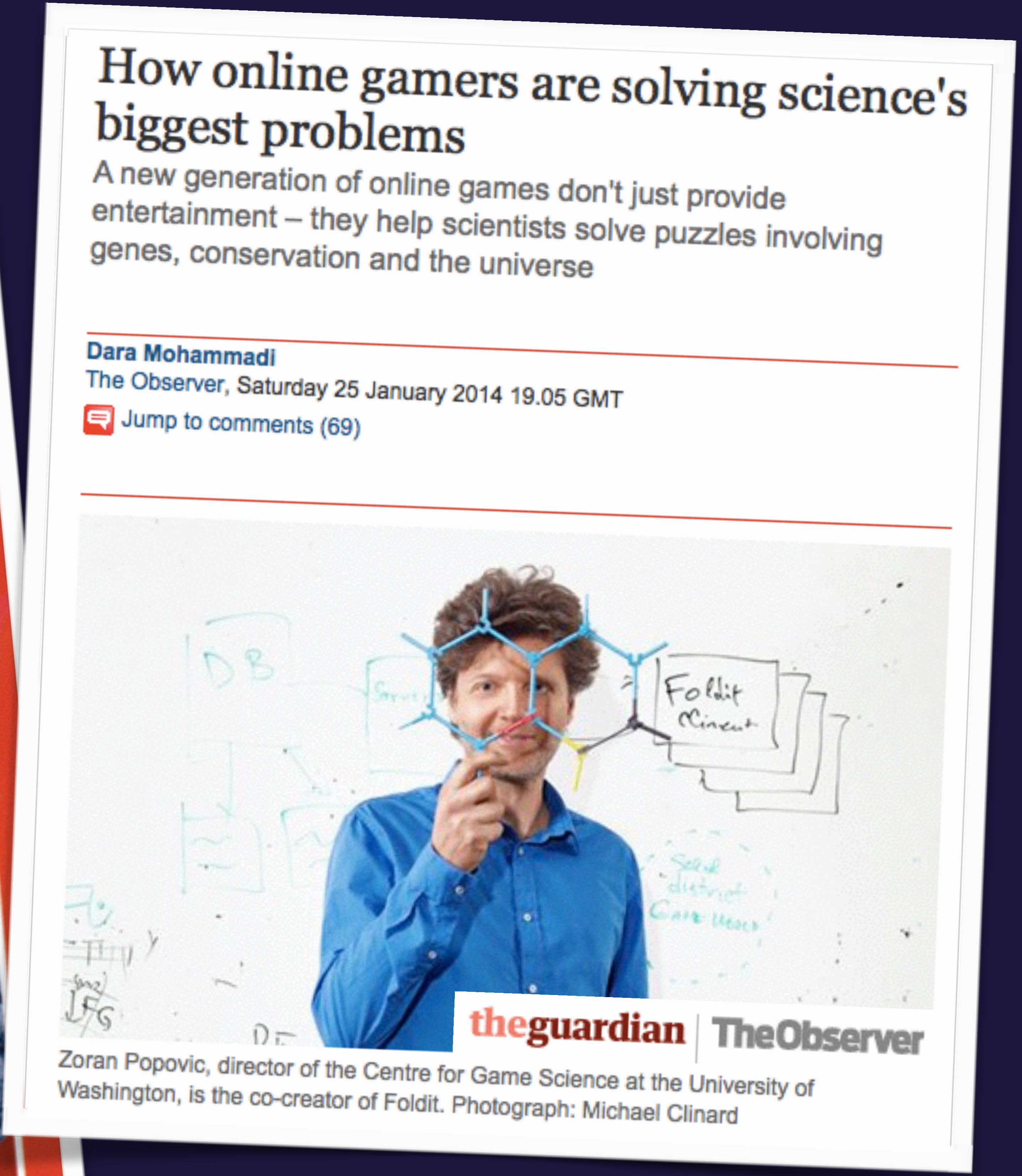
Spielerführung
AR
VR
Narration
Dramaturgie
Graphikdesign
StoryTelling
Animationen
Balancing
Künstliche Intelligenz
Modelling
Spieltheorie

Game Design

2D
3D
Spielregeln
Video
Special Effects
Simulation
Audio
Musik
Physik
Interfacedesign
Teamarbeit
Interactiondesign
Projektmanagement

Der Spiegel, Nr. 3/2014

DER SPIEGEL
Nr. 3/13.1.14
Deutschland: 4,40 €
spielen macht klug
sind als ihr Ruf



How online gamers are solving science's biggest problems

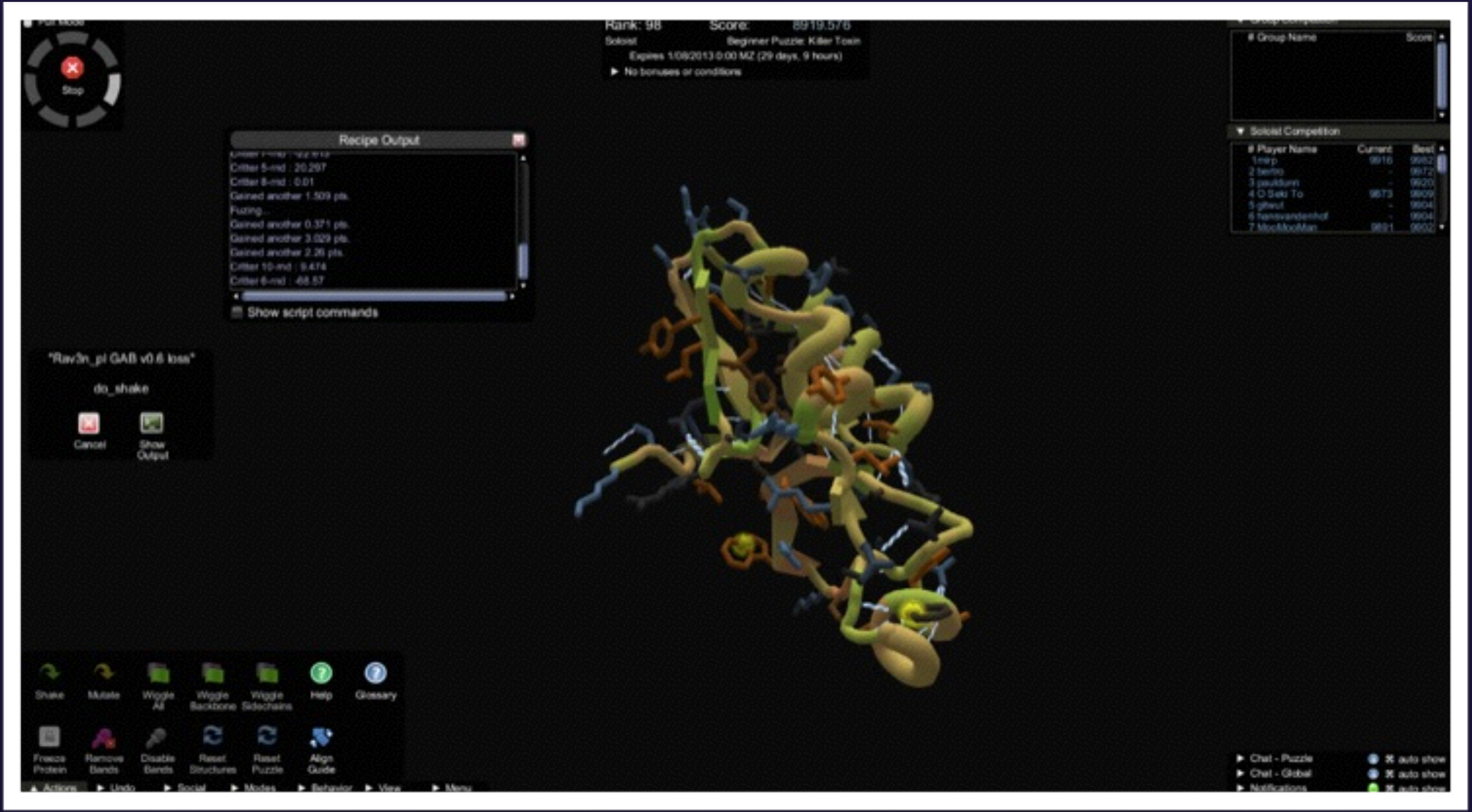
A new generation of online games don't just provide entertainment – they help scientists solve puzzles involving genes, conservation and the universe

Dara Mohammadi
The Observer, Saturday 25 January 2014 19.05 GMT
Jump to comments (69)

theguardian | TheObserver

Zoran Popovic, director of the Centre for Game Science at the University of Washington, is the co-creator of Foldit. Photograph: Michael Clinard

http://www.theguardian.com/technology/2014/jan/25/online-gamers-solving-sciences-biggest-problems



Rank: 98 Score: 8919.576
Soloist Beginner Puzzle: Killer Toxin
Expires 1/08/2013 0:00 MZ (29 days, 9 hours)
▶ No bonuses or conditions

Recipe Output

```
Critter 5-rnd : 20.297
Critter 8-rnd : 0.01
Gained another 1.509 pts.
Fuzing...
Gained another 0.371 pts.
Gained another 3.029 pts.
Gained another 2.26 pts.
Critter 10-rnd : 9.474
Critter 6-rnd : -68.57
```

☐ Show script commands

"Rav3n_pl GAB v0.6 loss"
do_shake

▼ Soloist Competition

# Player Name	Current	Best
1 mirp	9916	9982
2 bertro	-	9972
3 pauldunn	-	9920
4 O Seki To	9873	9909
5 gitwut	-	9904
6 hansvandenhof	-	9904
7 MooMooMan	9891	9902

Stop
# Group Name
Score
Cancel
Show Output
Shake
Mutate
Wiggle All
Wiggle Backbone
Wiggle Sidechains
Help
Glossary
Freeze Protein
Remove Bands
Disable Bands
Reset Structures
Reset Puzzle
Align Guide
Actions
Undo
Social
Modes
Behavior
View
Menu
Chat - Puzzle
Chat - Global
Notifications
auto show

http://fold.it/portal
http://www.areagames.de/artikel/detail/Kampf-gegen-Aids-Spieler-loesen-wichtiges-Molekuelpuzzle/115863

Das Elixier

5K
5
26.2

Anerkennung
Beziehungen
Ehre
Eros
Essen
Familie
Idealismus
Körperliche Aktivität
Macht
Neugier
Ordnung
Rache
Ruhe
Sparen
Status
Unabhängigkeit

Foto: US Army Africa

Automomie

Innerhalb der Spielregeln, frei agieren.

Meisterschaft

Verstehbarkeit
Beherrschbarkeit
Selbstwirksamkeit

Zweck

Wissen, wie der konkrete Teilschritt zum großen Ganzen beiträgt

System 1	System 2
Koordinierte Tasks	Projektart vorgegeben, Thema frei
Qualitätsgesicherte, klare Vorgaben	arbeite wann Du willst
Gemeinsame Infrastruktur	arbeite wo Du willst
Klare Deadlines	liefere wann Du willst
Klare Kompetenzen	Diskussionen nach Belieben
Boni	Ruhm, Ehre, Idealismus
Microsoft Encarta	***Wikipedia***

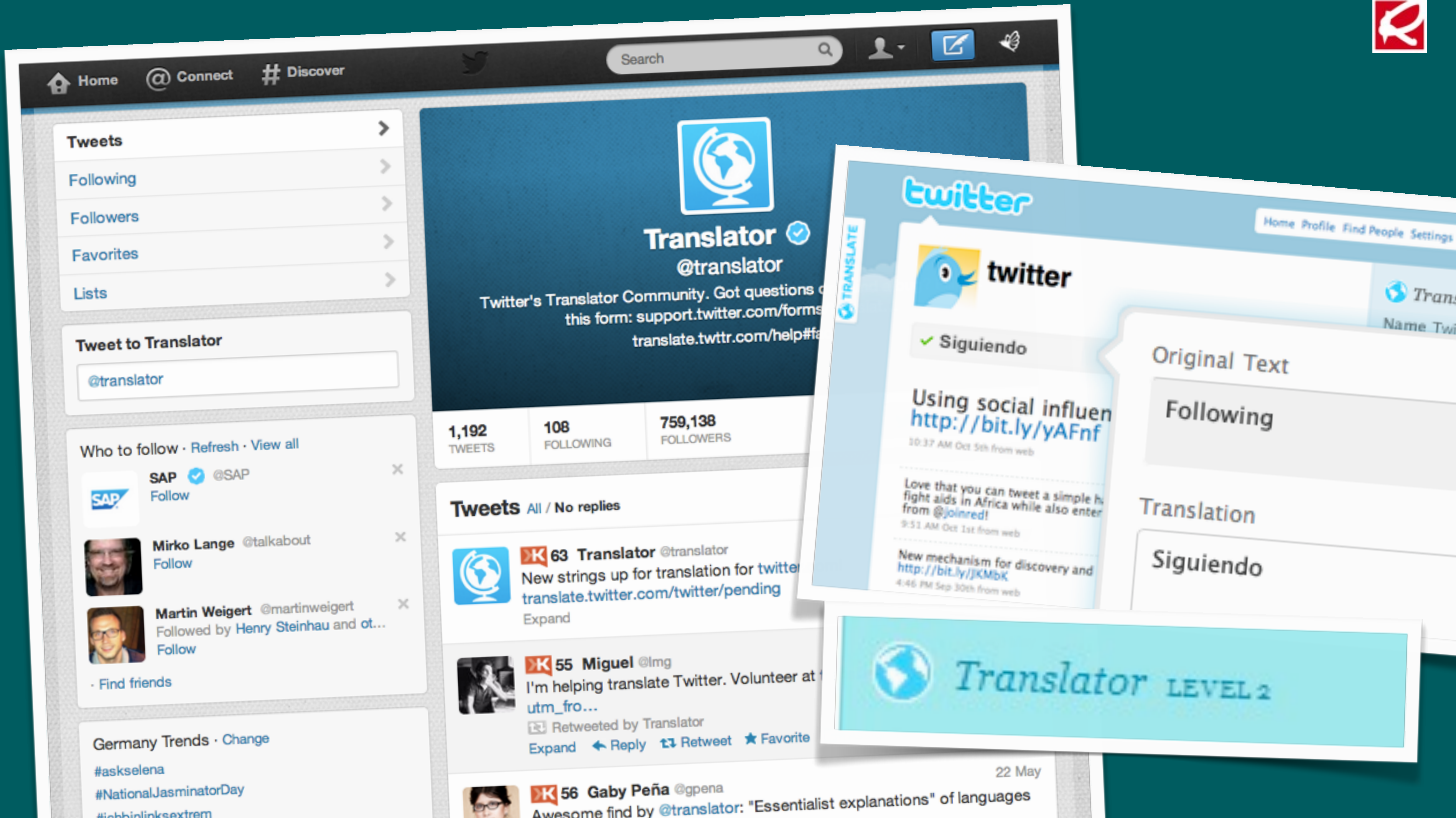
System 1	System 2
Koordinierte Tasks	Projektart vorgegeben, Thema frei
Qualitätsgesicherte, klare Vorgaben	arbeite
Gemeinsame Infrastruktur	arbeite wo Du willst
Klare Deadlines	liefere wann Du willst
Klare Kompetenzen	Diskussio nach Belieben
Boni	Ruhm, Ehre, Idealismus
Microsoft Encarta	***Wikipedia***

Was interessiert Dich?

Selbstwirksamkeit

Bist Du der Erste?

Bist Du der Beste?


Home
Connect
Discover
Search
Tweets
Following
Followers
Favorites
Lists
Tweet to Translator
@translator
Who to follow · Refresh · View all
SAP @SAP
Follow
Mirko Lange @talkabout
Follow
Martin Weigert @martinweigert
Followed by Henry Steinhau and ot...
Follow
· Find friends
Germany Trends · Change
#askselena
#NationalJasminatorDay
#ichbinlinksextrem
Translator
@translator
1,192 TWEETS
108 FOLLOWING
759,138 FOLLOWERS
Tweets All / No replies
Expand
Reply
Retweet
Favorite
22 May
twitter
Home Profile Find People Settings
TRANSLATE
Trans
Name Twi
Original Text
Translation
Translator LEVEL 2

Twitter's Translator Community. Got questions c
this form: support.twitter.com/forms
translate.twttr.com/help#fa

63 Translator @translator
New strings up for translation for twitte
translate.twitter.com/twitter/pending

55 Miguel @lmg
I'm helping translate Twitter. Volunteer at
utm_fro...
Retweeted by Translator

56 Gaby Peña @gpena
Awesome find by @translator: "Essentialist explanations" of languages

twitter
✓ Siguiendo

Using social influen
http://bit.ly/yAFnf
10:37 AM Oct 5th from web

Love that you can tweet a simple h
fight aids in Africa while also enter
from @joinred!
9:51 AM Oct 1st from web

New mechanism for discovery and
http://bit.ly/JKMbK
4:46 PM Sep 30th from web

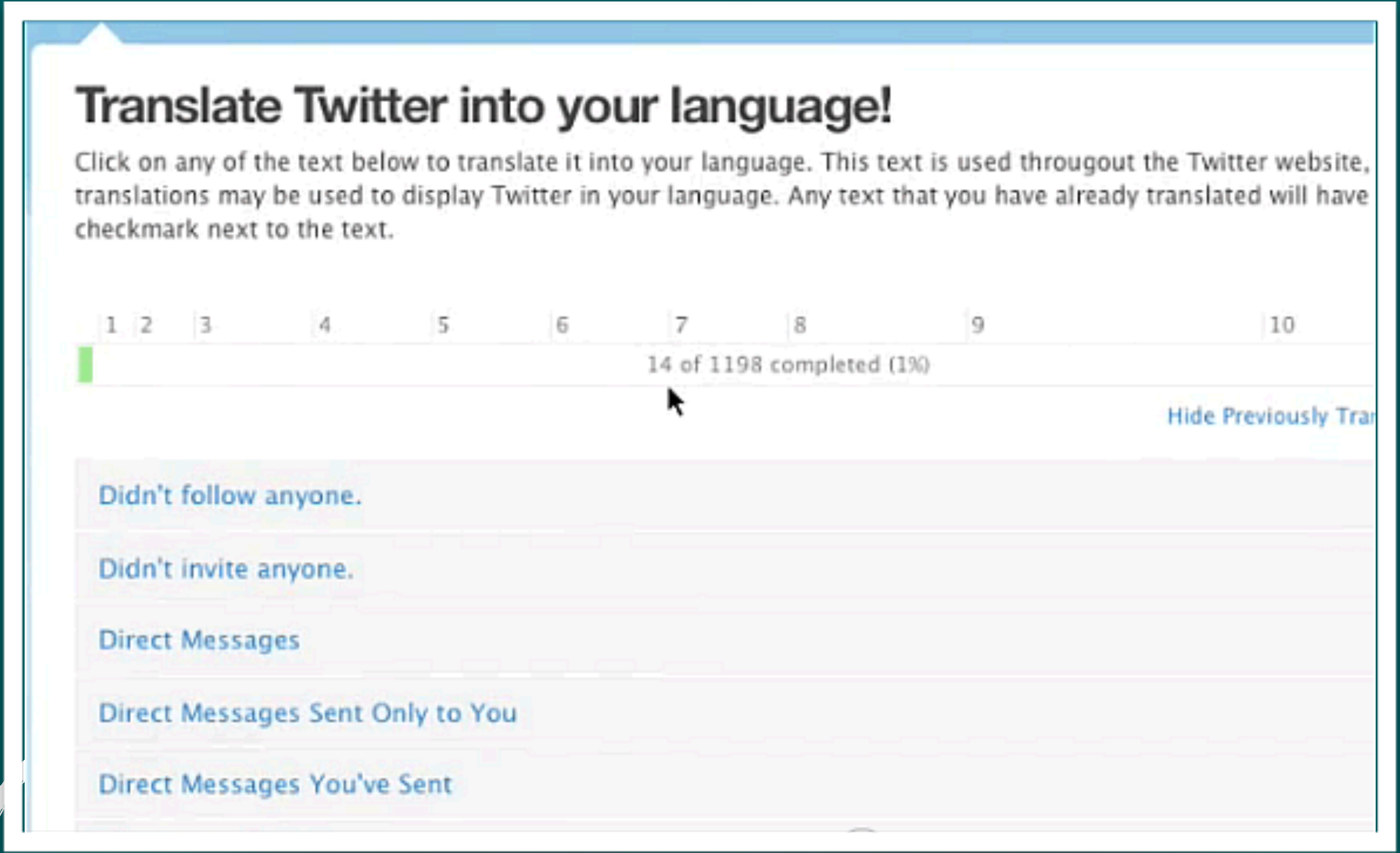
Original Text

Following

Translation

Siguiendo

Translator LEVEL 2



Translate Twitter into your language!

Click on any of the text below to translate it into your language. This text is used througout the Twitter website, translations may be used to display Twitter in your language. Any text that you have already translated will have checkmark next to the text.

14 of 1198 completed (1%)

Didn't follow anyone.

Didn't invite anyone.

Direct Messages

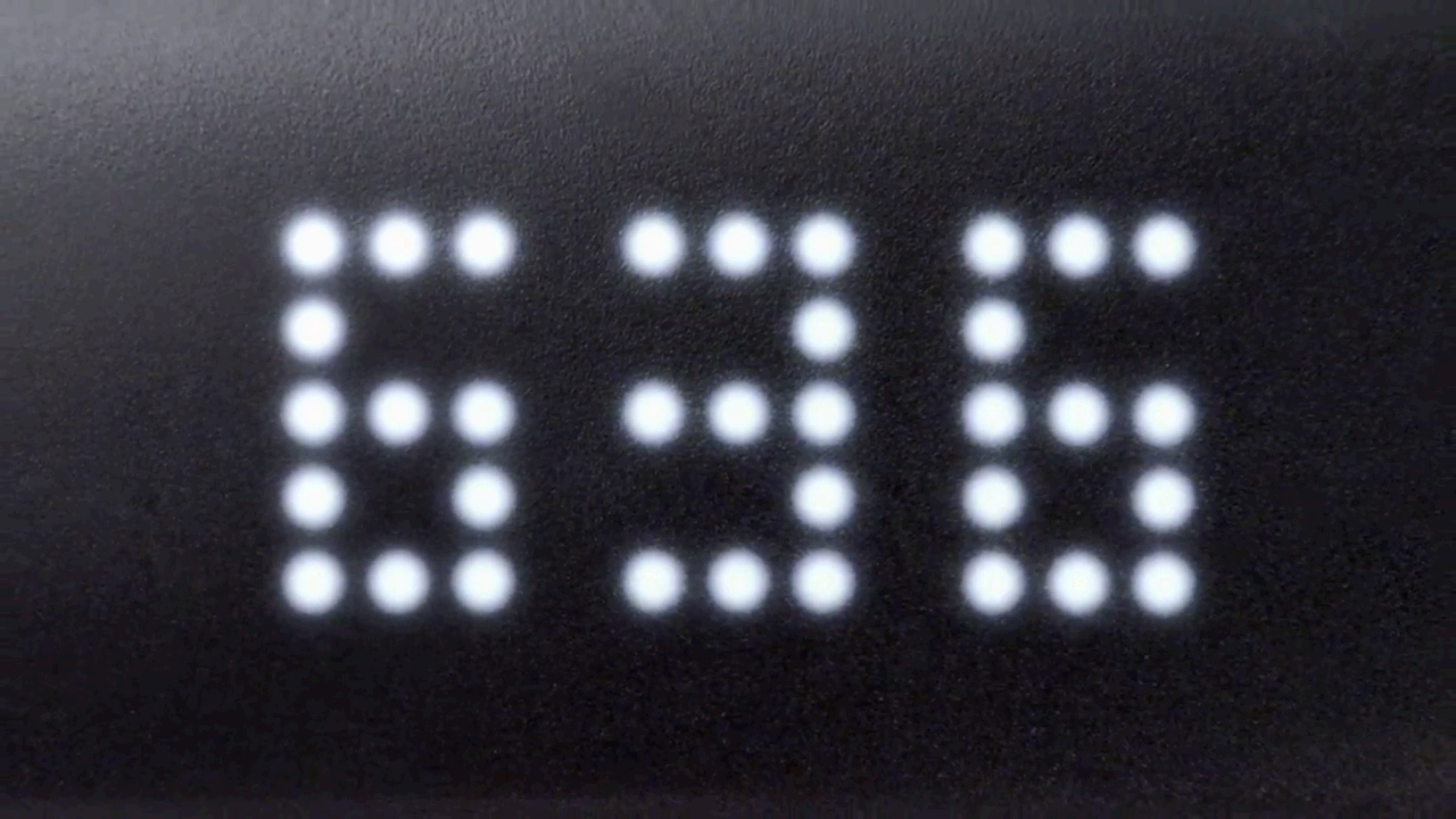
Direct Messages Sent Only to You

Direct Messages You've Sent

> „Engaging with customers in a dialog and being an effective listener is where the greatest innovations will come from.“

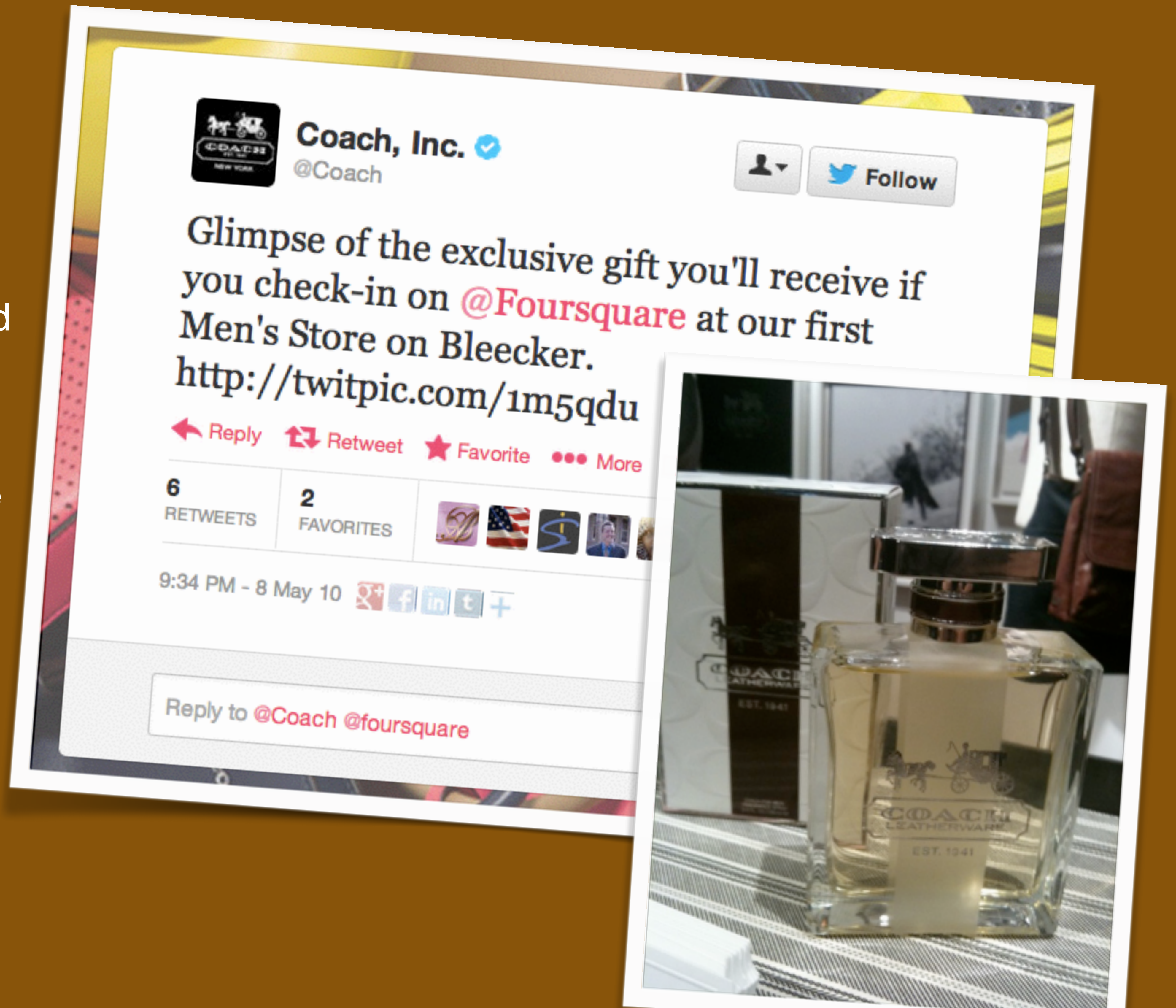
John Hayes, CMO, American Express

Quelle: pwc.com


636

Gamifcation POS Case Study

For opening weekend of their Men’s Store in NYC, Coach gave away free cologne ($85 value) to the first 200 customers who checked into the store on Foursquare. 10% of the traffic to the store that weekend came with Foursquare check ins. Causation or correlation is tough to say, but it looks like the promotion helped drive awareness and buzz for Coach’s first Men’s store launch.



Coach, Inc.
@Coach

Glimpse of the exclusive gift you'll receive if you check-in on @Foursquare at our first Men's Store on Bleecker. http://twitpic.com/1m5qdu

6 RETWEETS
2 FAVORITES

9:34 PM - 8 May 10

Reply to @Coach @foursquare

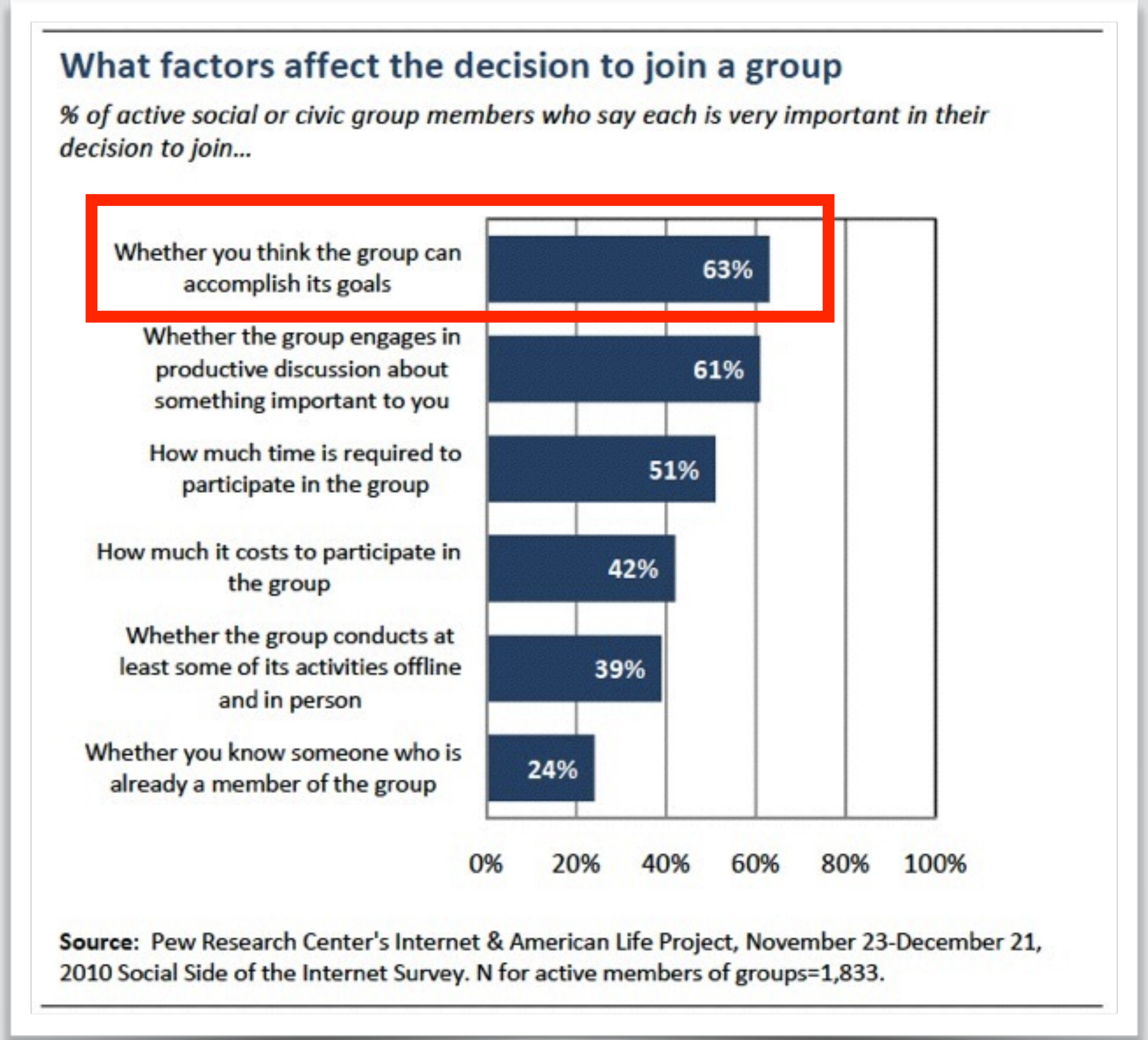
MIJN
DASHBOARD

knab.nl

Gamification Packzettel

1. Strategie
2. Marke
3. Integration

1



What factors affect the decision to join a group

% of active social or civic group members who say each is very important in their decision to join...

Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,833.

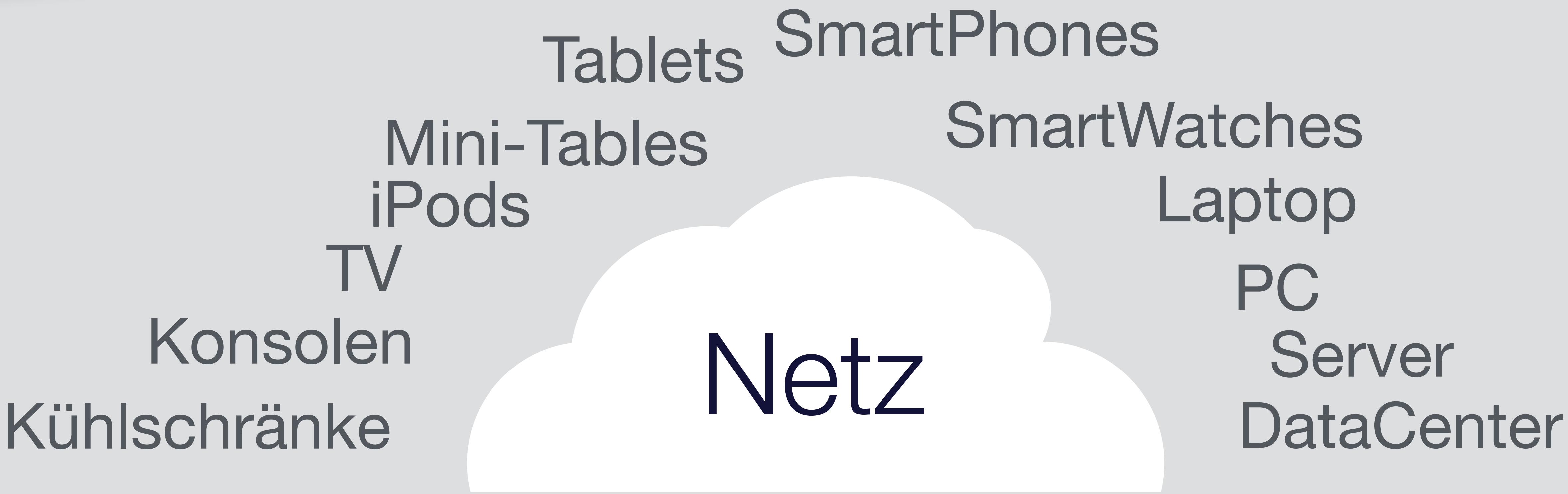
2

- Philosoph
- Held
- Narr
- Krieger
- Heiliger
- Herrscher
- Mutter
- Magier

3

Netz

3

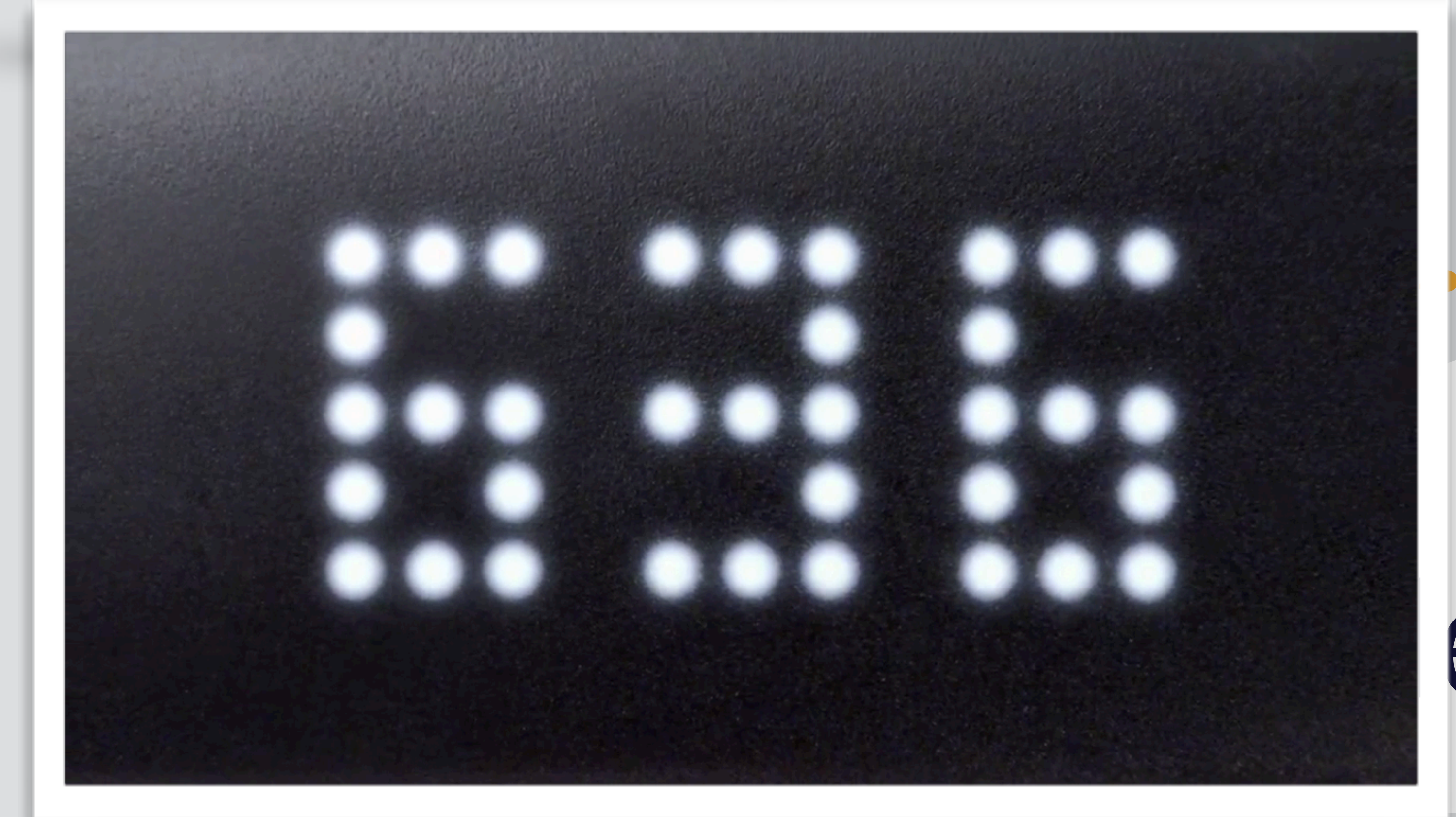


Tablets
Mini-Tables
iPods
TV
Konsolen
Kühlschränke

Netz

SmartPhones
SmartWatches
Laptop
PC
Server
DataCenter

3



e

Danke!

Folien & Linkliste:
www.richtwert.eu/markenwissen

Prof. Tim Bruysten
www.bruysten.com

xing.com/profile/Tim_Bruysten
facebook.com/bruysten
de.linkedin.com/in/bruysten
twitter.com/timbruysten

richtwert GmbH
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Mediadesign Hochschule
www.mediadesign.de