

DUSENBERRY ENTERTAINMENT

“The Business of Games”

DEFINING GAMIFICATION WITHIN THE GAMES MARKET

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Tom Dusenberry is the Founder and CEO of *Dusenberry Entertainment*. Tom has over thirty years of games experience with *Parker Brothers Games* and *Hasbro Interactive*. He served as the CEO of *Hasbro Interactive*, *Atari* and *Games.com* for many years. He has also gained extensive digital game entrepreneurial experience while managing his own company, *Dusenberry Entertainment*. Tom is most closely associated with popular games including: *Monopoly*, *Scrabble*, *Trivial Pursuit*, *NERF*, *Tonka*, *Star Wars*, *Frogger*, *Wheel of Fortune*, *Jeopardy*, *NASCAR* and *Roller Coaster Tycoon*.

Tom has senior level corporate management experience in addition to marketing, sales and product/business development expertise. Tom was on the founding team of the popular game *McDonalds/Monopoly* promotion and he founded the licensed scratch off lottery tickets with *Monopoly* and the *Massachusetts State Lottery*.

Over the last decade, *Dusenberry Entertainment* has been focused on digital game content markets including online, mobile and social. We have built and sold four mobile game companies and have served as a digital games consultant to both established game companies and startups. The company is currently active with board memberships, consulting, licensing and building out Tom's own patented invention, "*In-Theater Interactive Entertainment*," also known as, "*Movie Games*."

Dusenberry Entertainment has active clients in the digital mobile content area, kid's social websites, Unity game development for mobile and Facebook games, app toy licensing and gamification programs for the Health and Wellness industry. In addition, we are active in evangelizing, "The Business of Games." Tom often speaks with groups and associations about the business of games and the power of gamification in marketing and community development.

Tom is currently a board member and serves as the Chief Game Officer at *GameMetrix* (www.gamemetrixsolutions.com). This company is focused on offering engagement solutions to the health and wellness industry by using trivia games and gamification techniques. *GameMetrix* offers a robust back end reporting and analytics platform in addition to developing fun and engaging games.

This document is intended to outline and document Tom Dusenberry's position on the use and power of games. Companies can increase brand awareness by utilizing games and game mechanics to develop deep consumer engagement with their product.

THE BUSINESS OF GAMES

The global games industry has come a long way in the past thirty years. The games business was once predominantly card and board game based, has since evolved into a myriad of platforms including cardboard, plastics, video games, online, mobile, social, (Facebook) and more. The global games market of today is over \$100 billion, and players have the capability to play alone or with other players on different continents.

The digital games' market has exploded to unprecedented heights. The *World of Warcraft* multi-player online game has over 10 million subscribers, *Farmville* has over 100 million players, and *Angry Birds* has been downloaded over 500 million times. The games market has integrated into all phases of the human population. Games are played by all age groups; from pre-school to senior citizens, and game content can be targeted at specific market segments.

Games have become an important media for all sorts of marketing and business development applications. Games have become so important in the current consumer market due to the following:

- Games bring people back to particular websites over and over
- Games retain consumers at websites for longer periods of time
- Games are solid community builders

Businesses that use games need to fine tune their key brand message and establish how games can help sell and reinforce the brand proposition and brand essence. Utilizing games as a market and business development tool can help brands and businesses connect with their customers. This means that both games and gamification mechanics can work to grow the brand, service or business.

DEFINING GAMIFICATION

Gamification is the use of game mechanics to increase business performance. These game mechanics provide a rule set and framework which recognizes usage in addition to individual and team achievement. Gamification programs allow the customer to feel empowered and connected with the brand, service or business. Gamification uses game components in a way that encourages repeat use and a deeper connection with the customer. Gamification mechanics such as leader boards, status badges, and classic casual games are important offerings that Gamification programs offer website brands and businesses. To summarize:

“Gamification is using game mechanics to drive customer participation that creates communities of users and fans”

Utilizing game mechanics in a gamification program includes points, levels, contests, leader boards, earned currency, rewards and redemption. Driving customer participation means rewarding/encouraging repeat use, brand interaction and brand loyalty.

Gamification programs intersect the human desire with the game mechanic. Human desires such as reward, status, achievement, self expression and competition combine with game mechanics such as leader boards, points, levels (badges), challenges, virtual merchandise and gifting. The key to a successful gamification program takes the brand vision and transfers this to consumer behaviors that can be defined in game mechanics.

Analytics are a key component of a good gamification program. Consumer usage habits can be documented and reported on to marketers and product innovators. These analytics can be used to reinforce the brand messaging and create a call to action to purchase new products.

Successful gamification programs can stand alone as a brand essence facilitator and can utilize mass market casual games. Classic mass market casual games like trivia are fun, easy to play and encourage repeat play. When delivered properly, classic mass market casual games are an excellent reinforcement of brand positioning

The advantage of offering a “Business of Games” strategy that includes both gamification and casual games makes the best possible solution for clients seeking a games media solution. Incorporating casual games with gamification brings together the best of both media. Games are fun and engaging while gamification adds structure and promotional services to the consumer engagement.

SUMMARY

The Business of Games highlights the benefits of using both games and game mechanics to build overall business growth. Successful brands, services and companies use games for a deeper engagement with their customers. Game and game mechanic programs provide the engagement for customers to come back to a given site often, to stay longer, and serve as a community builder of important customers.

Games build loyalty and bring people together. Companies need to understand the value of using games for this deeper engagement with their customers. Companies can decide if games and/or gamification programs are the best way for them to generate the deeper engagement. Many companies will want to use both casual games and gamification to grow their business using games.

Thank you.

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