



ESSENTIAL FACTS FOR GAMIFYING YOUR MARKETING



A data-driven guide on gamified marketing,
why it works, and how your brand can make it work.

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Chapter 1:

Why Gamified Marketing Works

In recent years, the world has rapidly embraced new technologies and moved towards digital spaces.

Approximately 86% of the global population owns smartphones, spending nearly 5 hours daily using mobile apps. Additionally, there were 230 billion new app downloads—translating to more than 435,000 app downloads per minute—in 2021 alone.

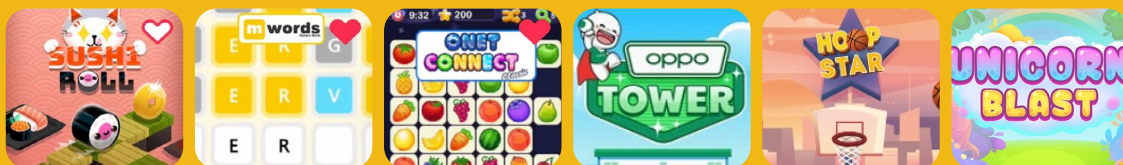
With this, it comes as no surprise that marketing has evolved to leverage these emerging channels—including mobile games.

Why market with games?

Aside from the widespread use of smartphones, another significant factor in making games a viable marketing channel is the development of hypercasual games.

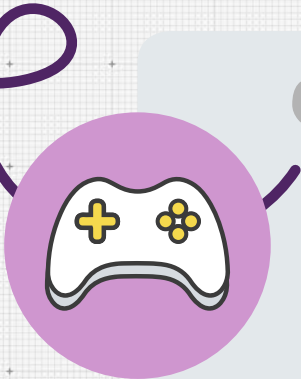
Hypercasual games operate on simple mechanics, making them easy to play, even without prior gaming experience. Typically, hypercasual games can be played instantly in short, contained rounds. These aspects make this type of game enjoyable for a wide range of people without taking up much of their time.

Through the easy-to-play, fun, and “bite-sized” nature of hypercasual games, games have gone from a limited audience to near-universal appeal. As a result, marketing with games goes beyond endemic brands—it can be done for all kinds of brands across industries.



What does the gamified marketing landscape look like?

Thanks to hypercasual games, gamified marketing has become ripe with opportunities for brands to boost engagement, improve recall, and generate buzz and hype. Currently, research has shown that:



As of 2022, mobile games have taken up 53% of the global games market, accounting for \$103.5B in revenue (Newzoo)

The prevalence of smartphones has made games more accessible to the public, making mobile gaming highly popular. These numbers only further solidify mobile games as a legitimate channel for all kinds of marketing strategies.



There are 3,198M players globally, with 2,675M gaming from their smartphones (Newzoo)

Millions of people globally play games in some form, with a majority of players using their smartphones for gaming. By using games for marketing, brands are able to reach larger audiences across demographics.



Hypercasual games have accounted for over 30% of downloads among the top 100 games globally (Newzoo)

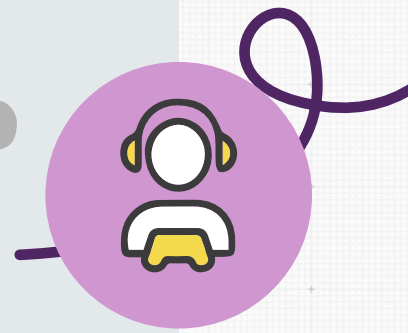
Hypercasual games are very popular, thanks to their simple and easy-to-play nature. Gamified marketing taps into the popularity of these games, creating the right environment for reaching larger audiences—both old and new.





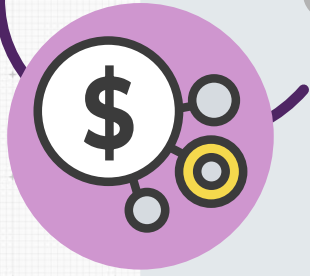
85% of mobile game players don't consider themselves "gamers" (AppLovin)

Despite the assumption that people who enjoy games consider themselves gamers, data shows that a majority of players don't identify with the term. This further drives the fact that games are no longer a niche interest, but instead are enjoyable to all kinds of people.



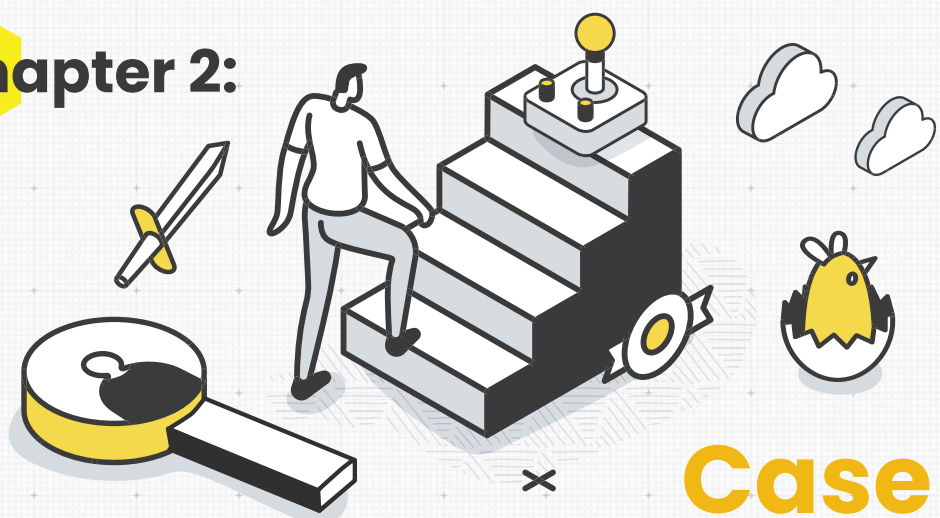
Mobile ad spending is poised to hit \$350B in 2022, surpassing the total spend of \$295B in 2021 (Data.ai)

Mobile marketing is already in full swing, with ad spending poised for an upwards trajectory. Gamified marketing is aligned with this current trend, making it a critical addition to marketing strategies for brands who want to get ahead of the competition.



All these numbers highlight the potential that gamified marketing can bring to the table. In this highly competitive market, it is imperative to reach your audiences where they are—or risk losing big.

Chapter 2:



Case Studies

mgames Solutions has partnered with various brands to boost their marketing efforts. This was mainly done through game rebranding, but also includes other aspects of gamified marketing.

Case 1: Havaianas Philippines

Objective: Havaianas aimed to use gamified marketing to achieve the following:

Creating a fun, interactive brand experience

Increase user engagement on the app

Push purchase vouchers more effectively

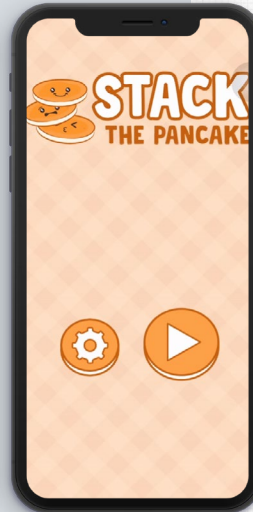


Solution:

Three games were rebranded and optimized for the Havaianas app: *Stack the Havaianas*, *Flip Jam*, and *Flip Flop Jump*.

Results:

Havaianas experienced high engagement with their app throughout the year, following the release of the games.



Case 2: OPPO Philippines

Objective: OPPO turned to gamified marketing for the following business goals:

Drive traffic back to stores and increase sales

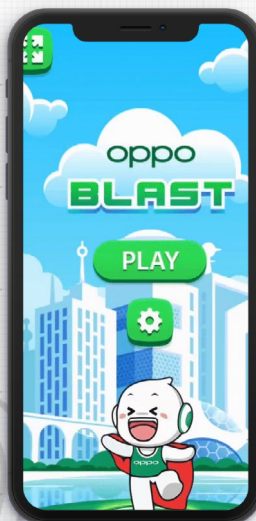
Create novel experiences for customers to claim prizes and promo codes

Engage both old and new audiences



Solution:

“OPPO Blast” was created by rebranding an existing game and featuring Ollie, OPPO’s iconic mascot. The OPPO Monthly Super Cup—a recurring branded tournament—was organized and held via live-stream.



Results:

750,000 recorded plays for OPPO Blast, with 110,000 unique players within 6 months. The tournament livestreams on FB reported a 1.3M reach, with 280,000 unique engagements.

Conclusion

The world has drastically changed as technology evolves at a rapid pace, changing the landscape of marketing and consumer behavior as we know it. Smartphones have entered daily use, and games—particularly hypercasual games—have expanded into mainstream territory.

Gamified marketing leverages these trends by using games as a channel for marketing—with recent research proving that these strategies are primed for growth and overall success. Brands across industries have a better chance of boosting engagement, improving reach and recall, and increasing conversion rates with the right gamified marketing solutions.

Take your brand to the next level with gamified marketing today!

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