

THE GAMIFICATION OF CUSTOMER JOURNEYS

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Portland Design

PARALLEL

EXPERIENCES

PORTLAND.

elbaay



11.11

光棍节

SINGLES' DAY



BURBERRY #TWEETCAM
Participation & co-creation

PORTLAND.

PLACING YOUR EASY ORDER IN...



00:10.00 s

🏆 Saturday Night Basketball

📍 Delivery to: 1234 Longname St.

💰 \$33.18 (4 items)



⚡ *Introducing* ⚡

ZERO-CLICK ORDERING

Place your Easy Order by simply opening the app.

#zeroclicksgiven

Domino's Pizza USA

Frictionless ordering



IKEA PLACE APP

Tech expectations: AR/VR

A close-up photograph of a laptop screen. The screen is filled with the Netflix logo, which consists of the word "NETFLIX" in white, bold, sans-serif capital letters with a black drop shadow, set against a solid orange background. The laptop is open, and the keyboard is visible below the screen, though it is out of focus. The background behind the laptop is blurred, showing what appears to be an airport terminal with a blue light and some architectural details.

NETFLIX

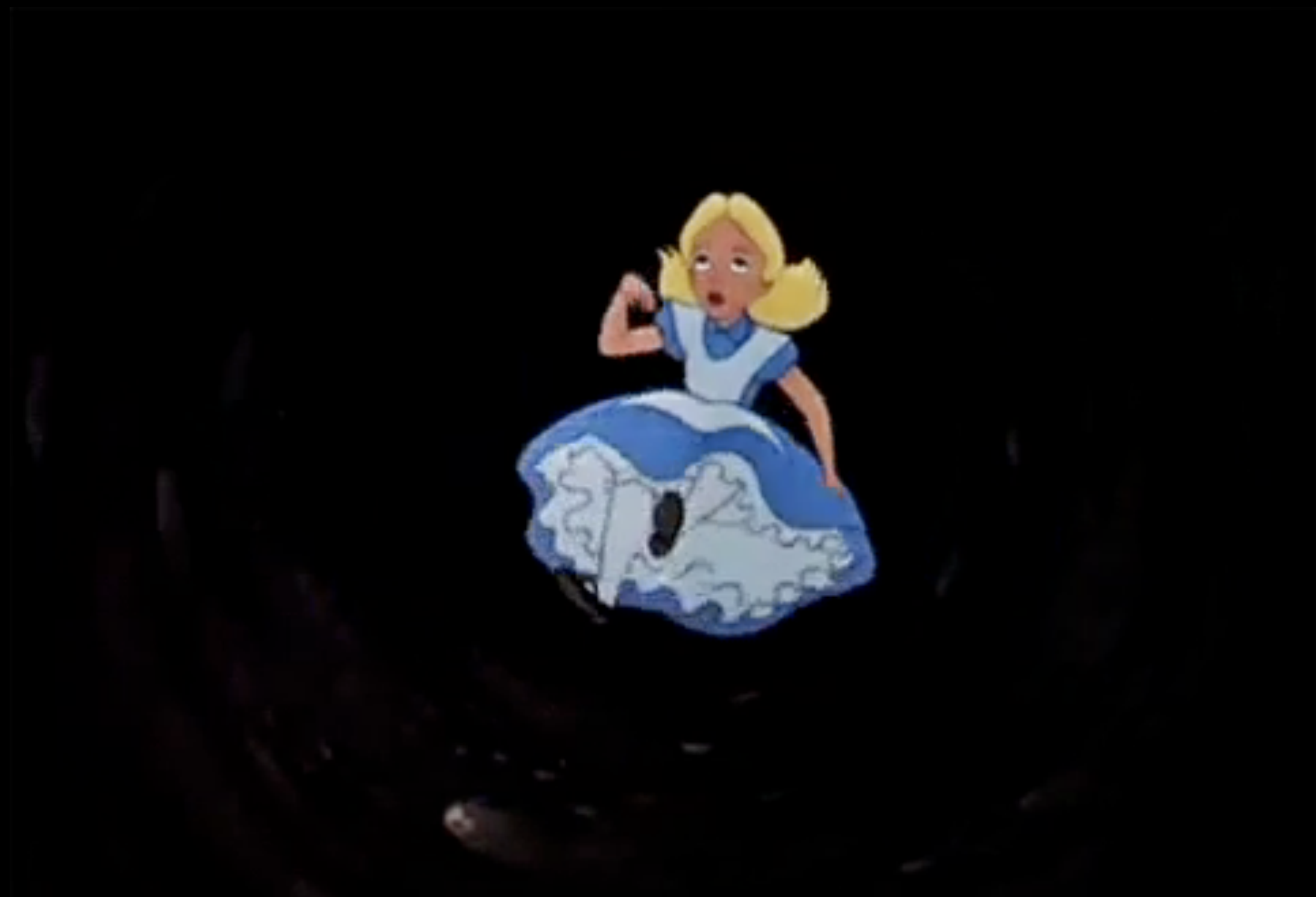
10,000
Passengers PER HOUR
live streaming Netflix

SOURCE: A MAJOR US INTERNATIONAL AIRPORT

DIGITAL ESCAPE

PORTLAND.

DIGITAL RABBIT HOLES



PORTLAND.

News just in:

Digital

rabbit holes won't

kill shopping,

they will

improve it!

GAMIFICATION

**Gamification
delivers what
consumers
expect and want.**

EXPERIENCE HUNTERS

78% OF MILLENNIALS WOULD
RATHER SPEND ON
EXPERIENCES THAN MATERIAL
THINGS.

THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET

THE COLOR RUN

THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET . THE HAPPIEST 5K ON THE PLANET

A woman with long dark hair, wearing a black blazer over a white top and a patterned scarf, is walking on a city street. She is looking down at her smartphone in her right hand, with her left hand raised near her chest. She has a black bag slung over her shoulder. The background shows a building with a glass door and a dark door with a 'Y7' sign.

BUSY & SOCIAL

MODERN LIFESTYLES ARE ABOUT CONSTANT CONNECTIVITY AND BEING BUSY IS SEEN AS A STATUS SYMBOL - PEOPLE FEEL THEY HAVE LESS TIME THAN EVER, AND MORE TO DO.



SELFRIDGES & CO

BRAND COLLABORATION

TWO-THIRDS OF MILLENNIALS VALUE THE
CULTURAL AND SOCIAL ASSETS OF BRANDS

A woman with blonde hair and red lipstick is looking through a diamond-shaped frame. The background is a soft, out-of-focus white. The text is overlaid on the top left and bottom right of the image.

40% OF MILLENNIALS WILL PAY MORE FOR
A BRAND THAT REFLECTS THEIR VALUES

(Source: Boston Consulting Group)

INDIVIDUALISM

CUSTOMER MISSIONS:

- HELP ME **LOCATE**
- I WANT TO **EXPLORE**
- **INSPIRE** ME



PORTLAND.

GAMER MISSIONS

ACHIEVE: accumulate points and achieve game-related goals. They need an audience to appreciate their achievements.

EXPLORE: discovering new things. Prize random puzzles, side stories and the environment of the game above winning points or badges.

SOCIALISE: connect with other players. They are less competitive and more cooperative.

COMPETE: prefer a social game environment and like to win.

SNAPCHAT GEOFILTERS

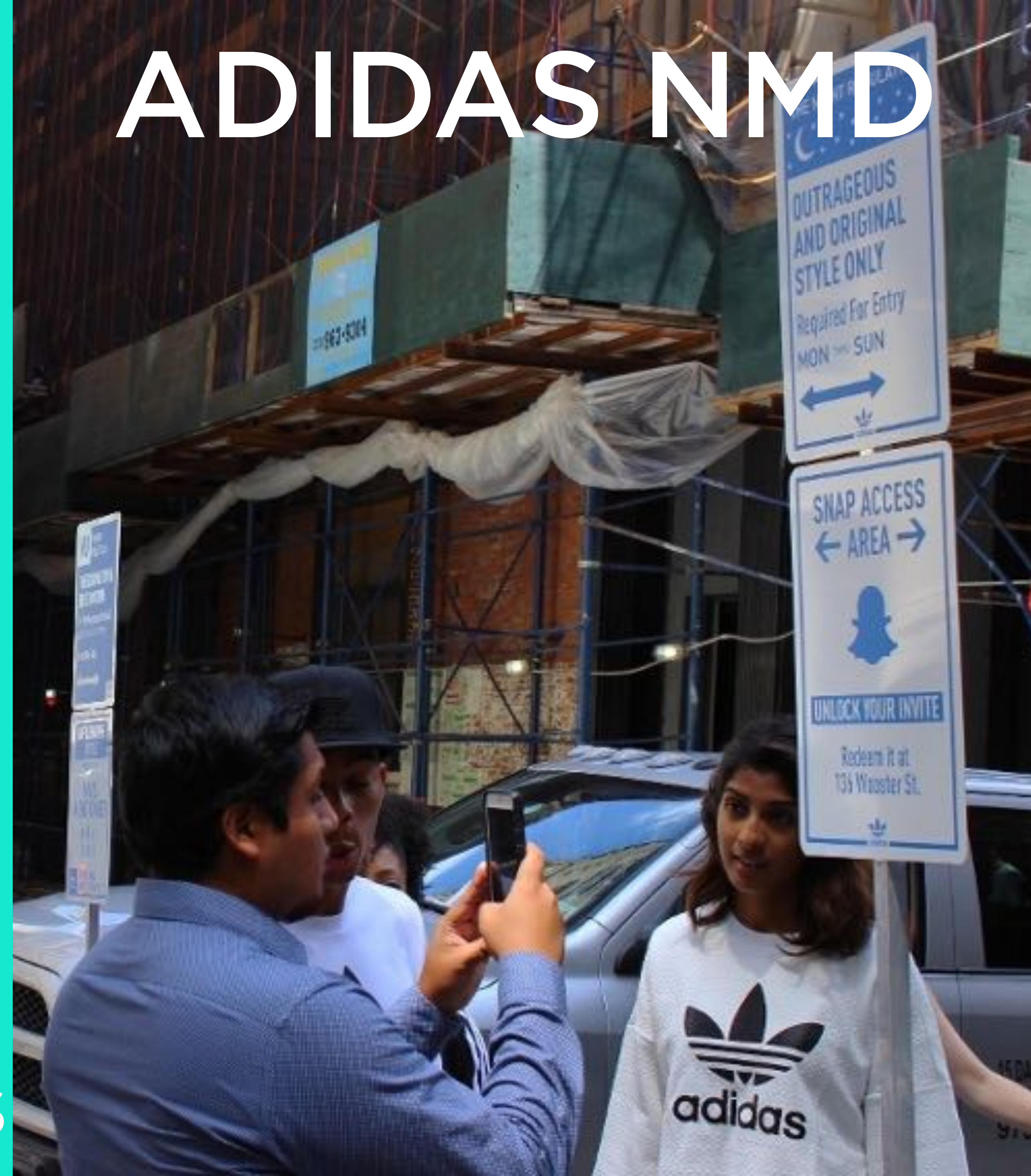


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ADIDAS NMD



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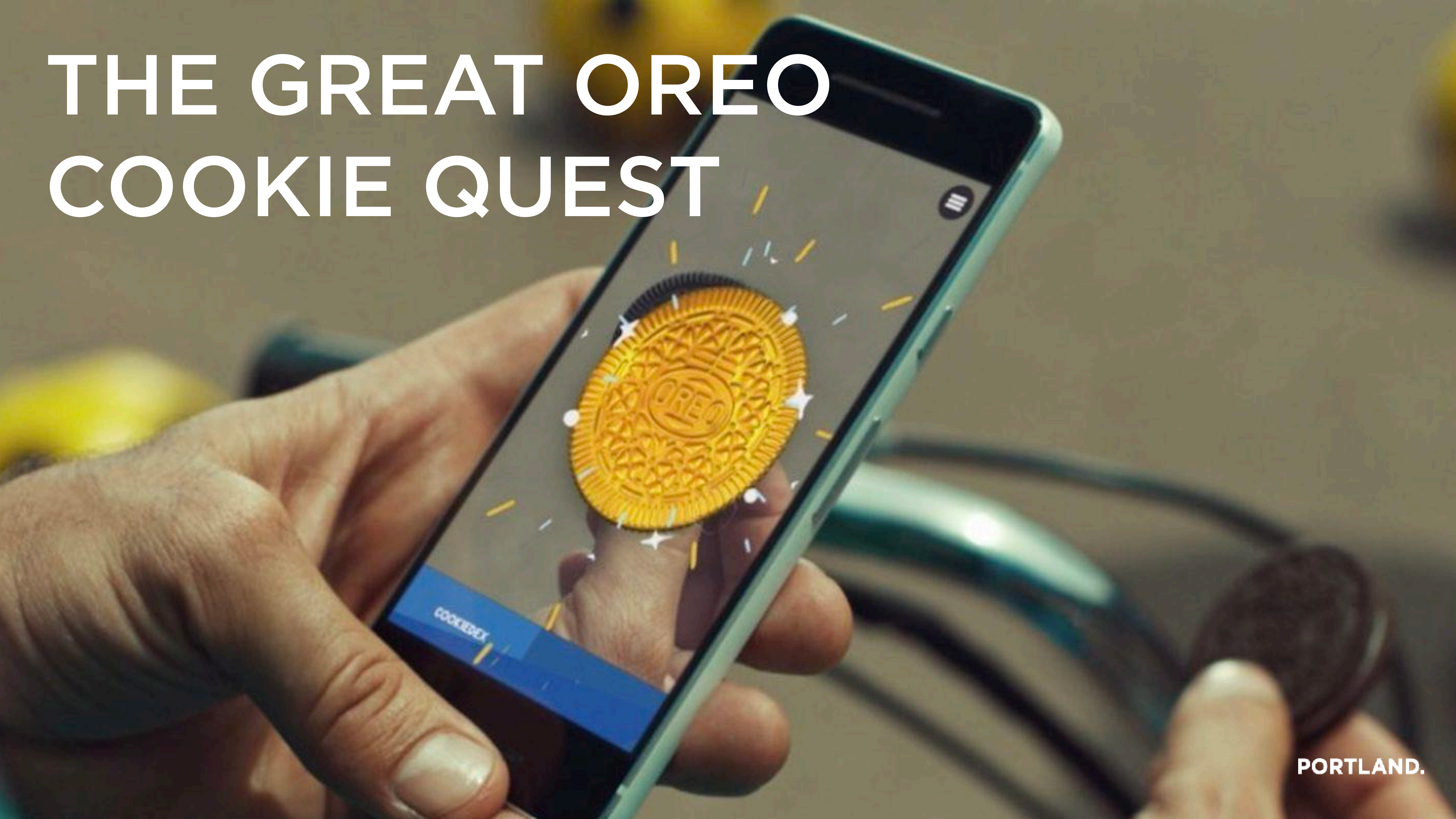


Bloomingdales 100%



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THE GREAT OREO COOKIE QUEST



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ACTIVE AUDIENCE

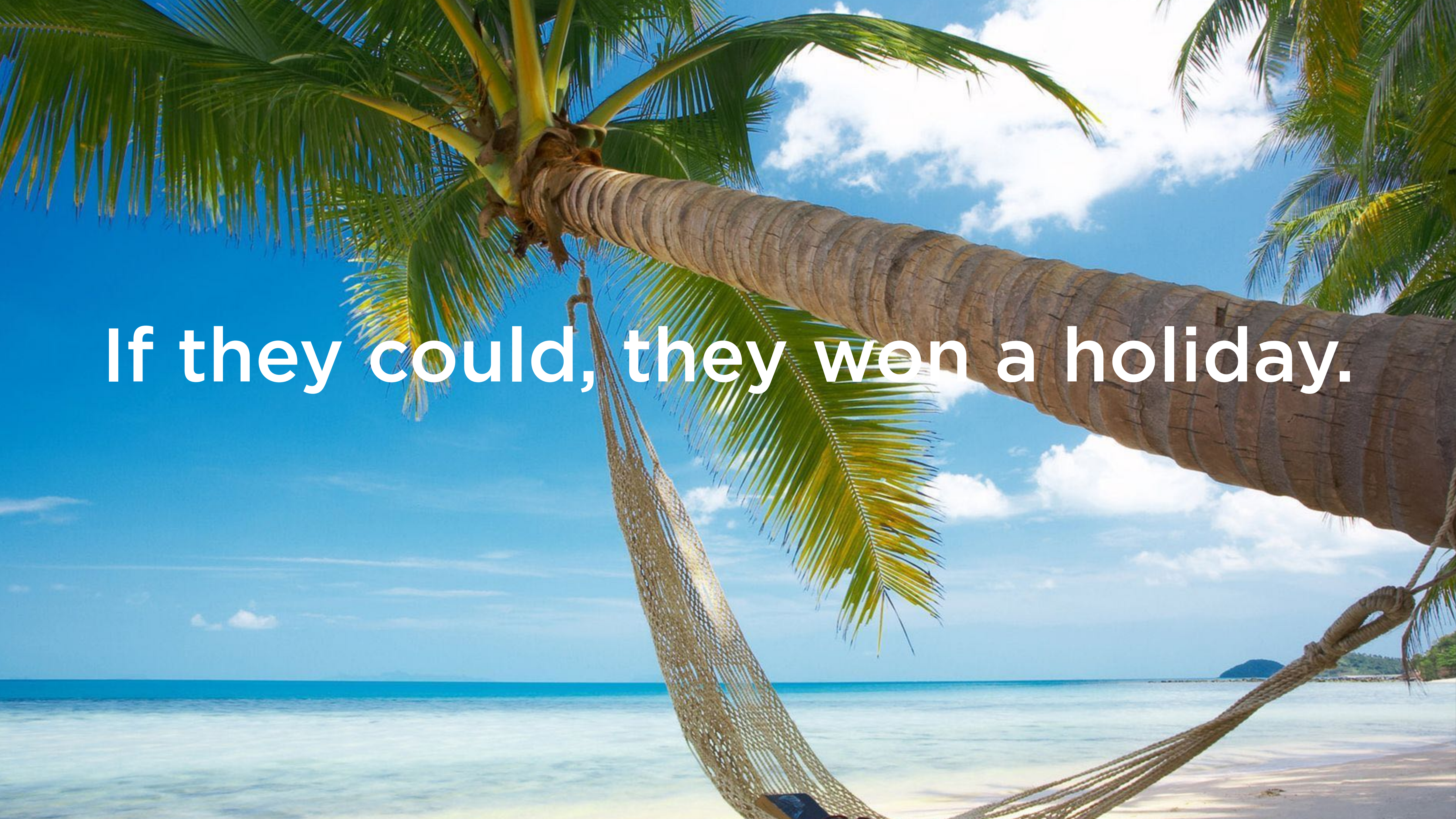
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PASSPORT CHALLENGE



**We built a banner ad that gave
people 30 seconds to locate
their passport**

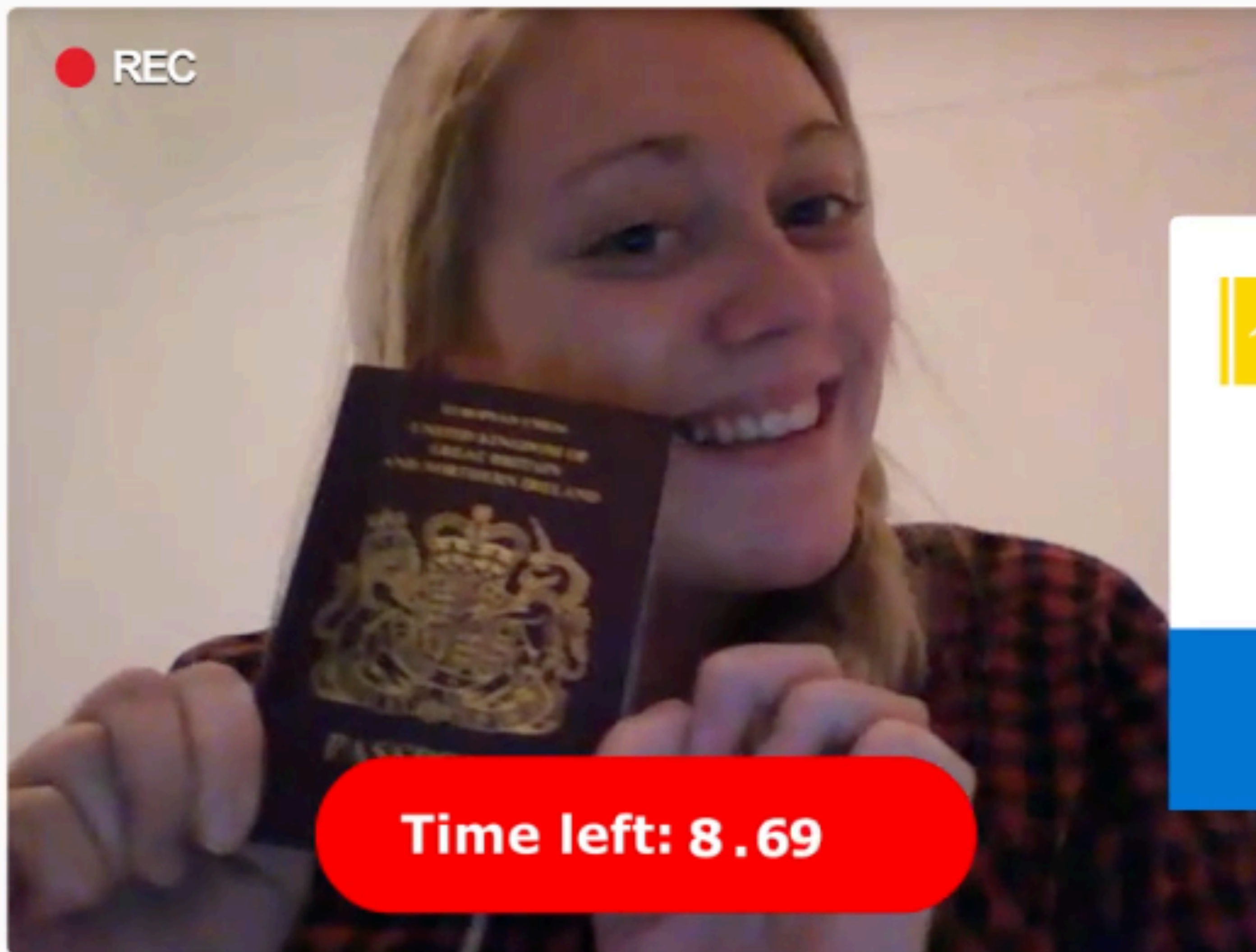




If they could, they won a holiday.



● REC



**Do you know where
your passport's stored?**

Find it, then take a photo of you
holding it up to the camera.

Take photo!

Time left: 8.69



REC



Your time's up!

But you've still won something to make finding your passport a bit easier in future.

Claim your prize

Time's up



**CUSTOMER
JOURNEYS ARE**

360°

GAMIFIED JOURNEYS:

BEFORE

DURING

AFTER

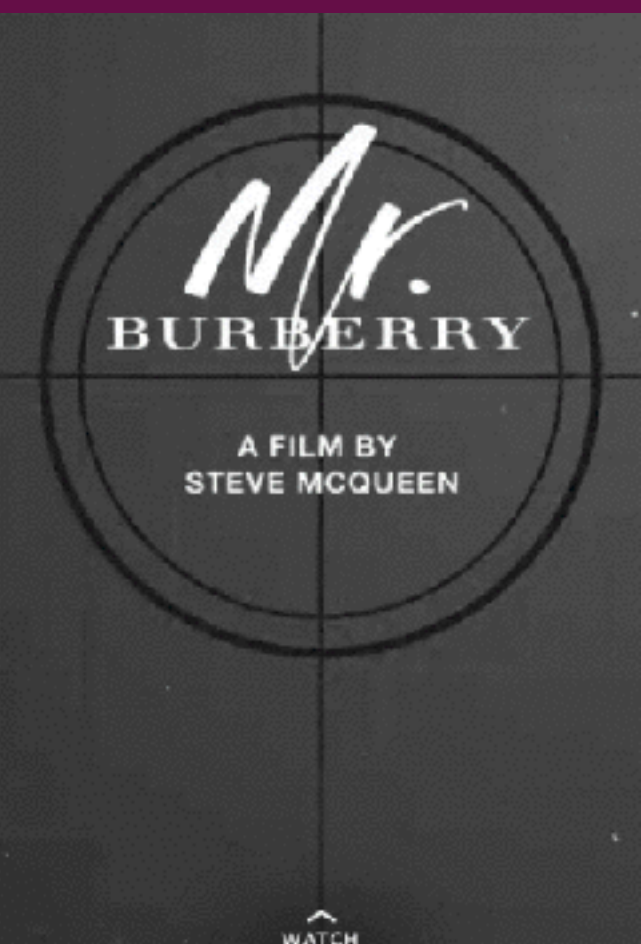
BURBERRY & SNAPCODES



Search for 'Burberry' or snap the ghost to add us



BURBERRY
ESTABLISHED 1856



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POKÉMON

GO

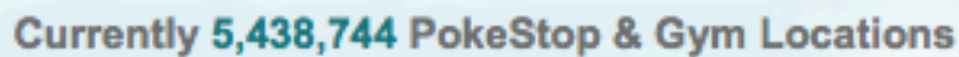


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INNOVATION

+

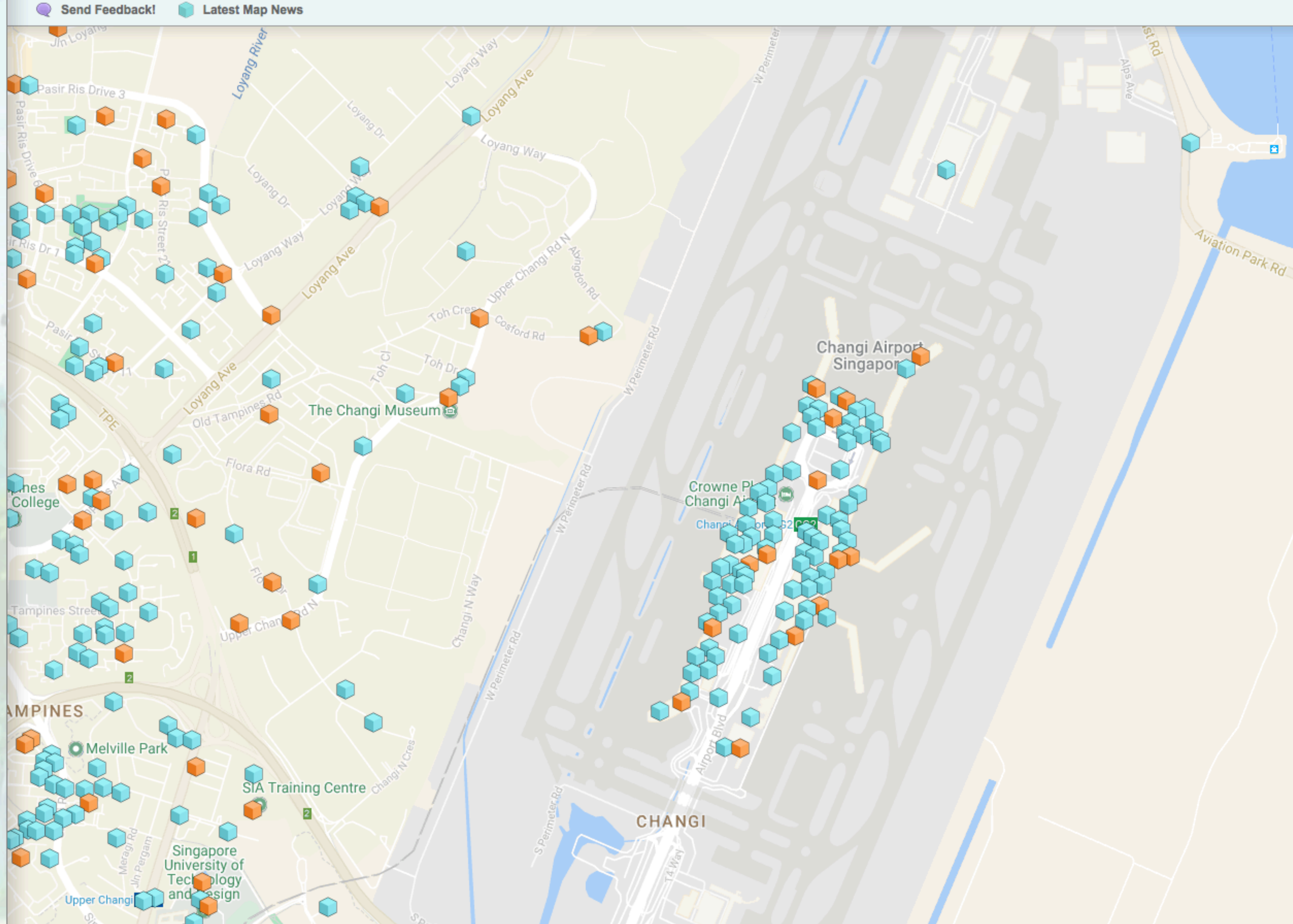
NEWNESS



Social Account Login

We're crediting
you with £75*
to reach the
right customers
with Google
advertising.

UNLOCK THIS OFFER



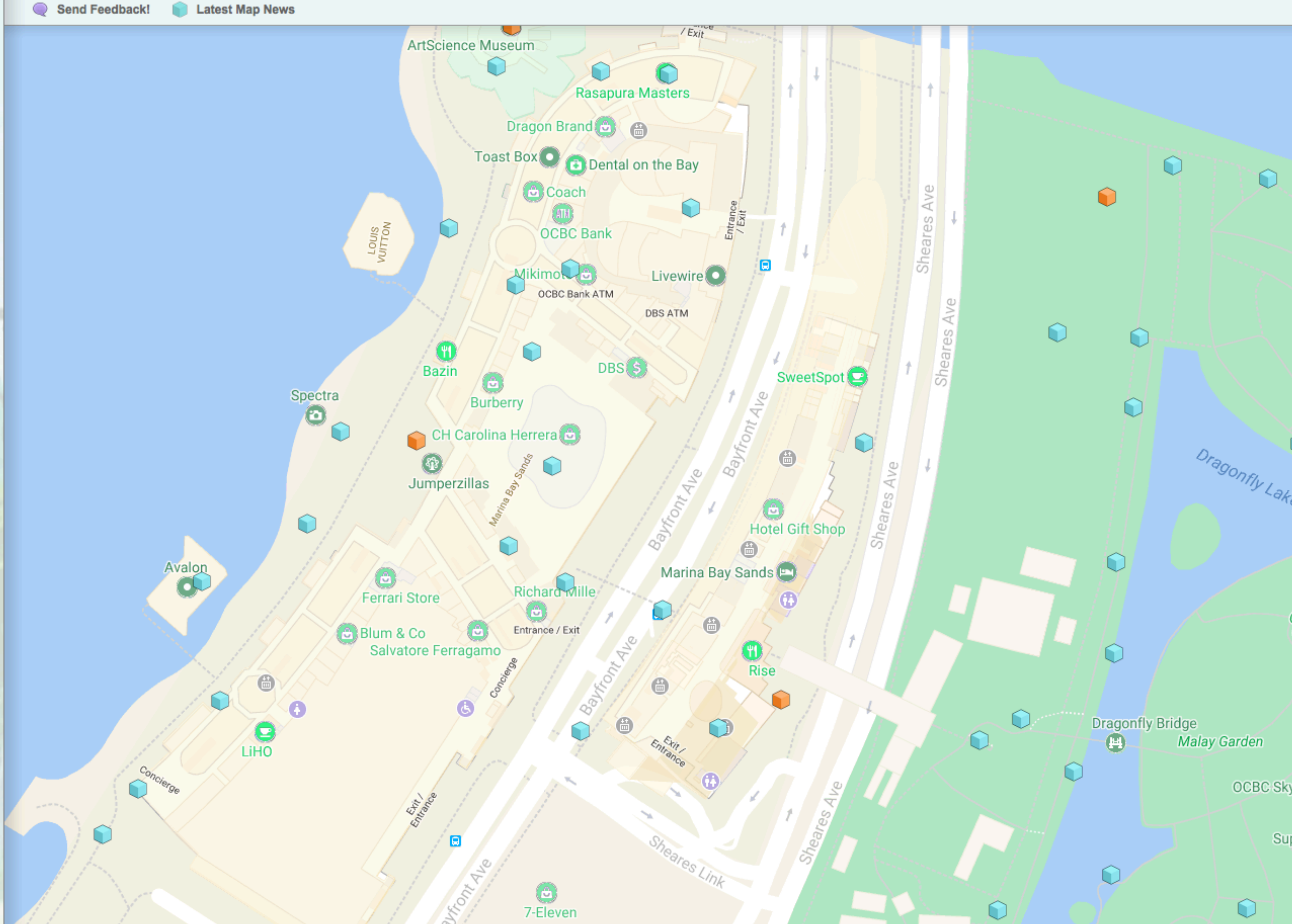


Social Account Login

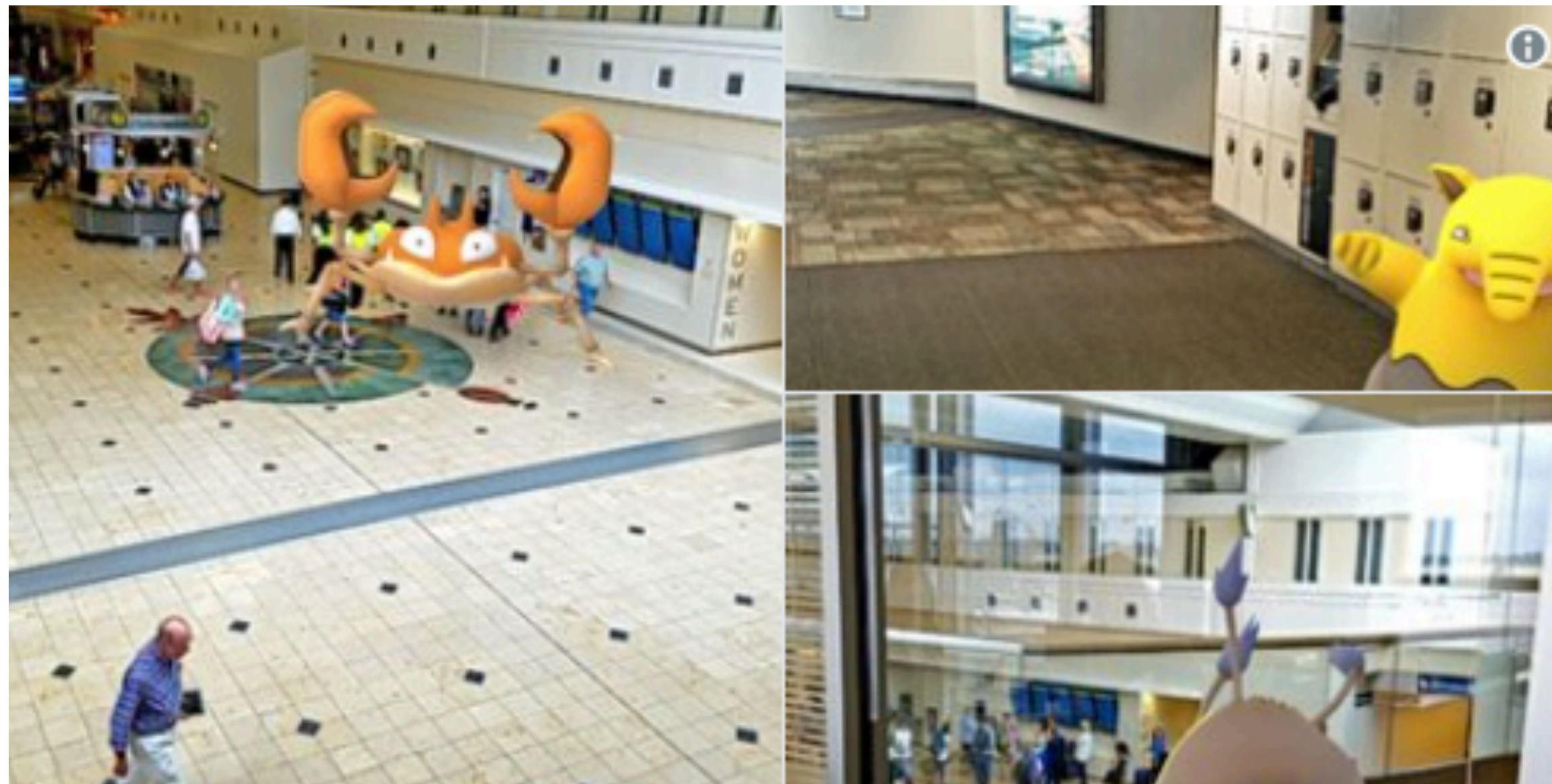
We're crediting
you with £75*
to reach the
right customers
with Google
advertising.

UNLOCK THIS OFFER

Google AdWords



POKÉMON GO

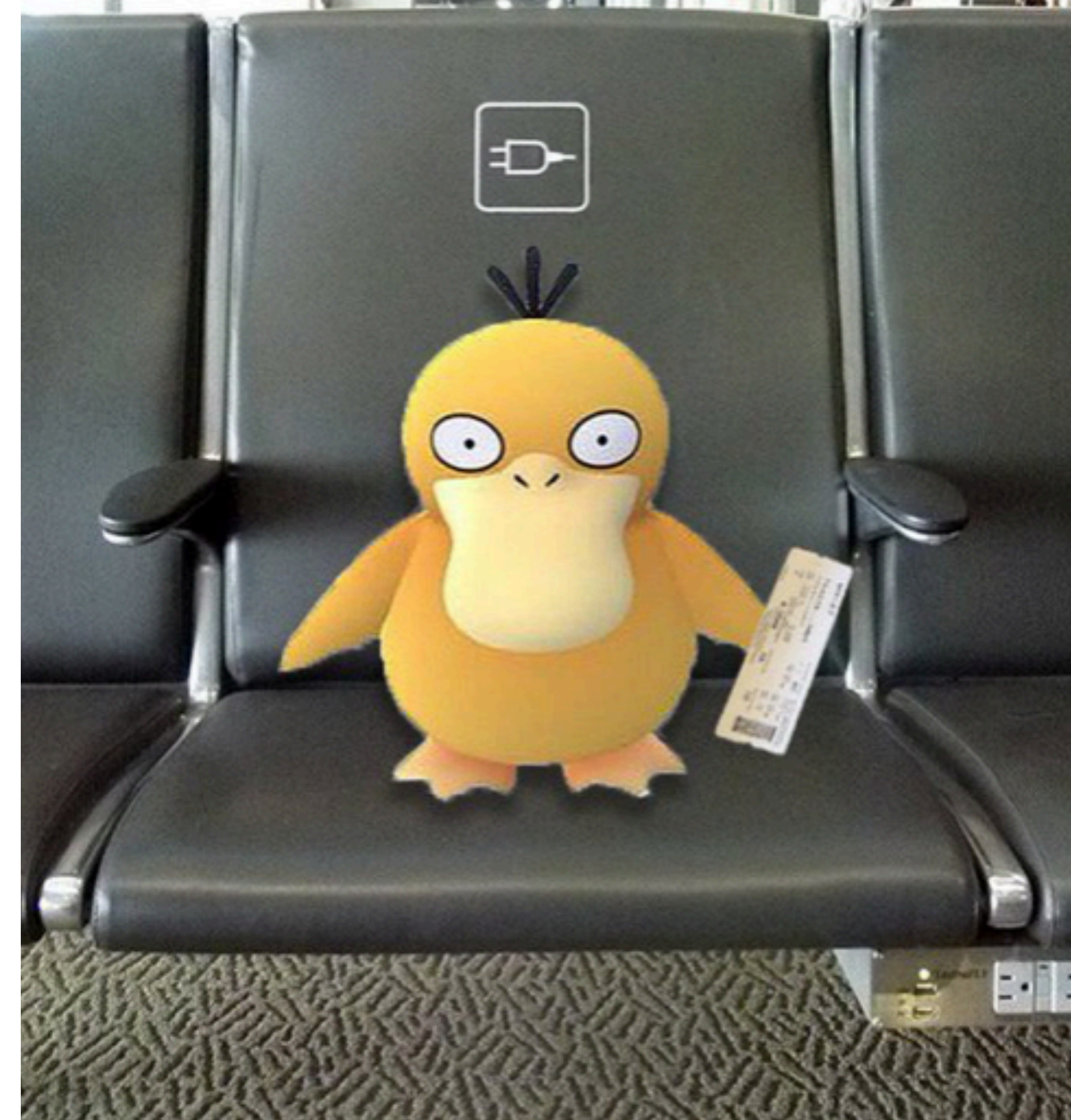


mSP MSP Airport ✓
@mspairport

#TravelTuesday is not only for humans, Pokemon also need to catch their flights. #PokemonGO

3:00 PM - Jul 12, 2016

♡ 27 👤 See MSP Airport's other Tweets



Ottawa Airport ✓
@FlyYOW

Psyduck is hanging out at the gate because he has a ticket to fly. If you don't, you can't catch him! #PokemonGO

8:58 PM - Jul 15, 2016

♡ 11 👤 See Ottawa Airport's other Tweets

PLATFORM

+

ACTIVE
AUDIENCE

57% of Pokémon Go players made a
purchase in a US store while a
Pokémon Lure
was dropped.

SOURCE: WINNER WINNER CHICKEN DINNER

A POKÉMON LURE COSTING JUST **\$10**
INCREASED A NEW YORK PIZZERIA'S TURNOVER BY
75%

Source: The New York Post

ARE YOU
EAST ENOUGH
FOR THE ZPUMP 2.0?
Speed up to unlock your pair of shoes.



ARE YOU EAST ENOUGH?

REEBOK: ARE YOU FAST
ENOUGH TO WIN ZPUMP 2.0 SHOES?

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SPACE

ACTIVATION



KITKAT BREAK MACHINE:

REACHED OVER 600,000 VIA SOCIAL MEDIA

MORE THAN 6,000 PEOPLE USED THE ACTIVATION

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SHARE

+

COLLABORATE



LAYTON'S MYSTERY JOURNEY:
REAL WORLD PUZZLE SOLVING,
WATERLOO STATION

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BRAND MISSIONS:

- TRANSACT
- RECRUIT
- RETAIN

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\$5 BILLION

THE LIVE STREAM INDUSTRY IN
CHINA IS ESTIMATED TO
HAVE REACHED IN 2017

SOURCE:QUARTZ INDEX, 2017

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26级 刘岩 进入了房间!

7 泡泡的向日葵10174 对主播表达了一次分享之爱

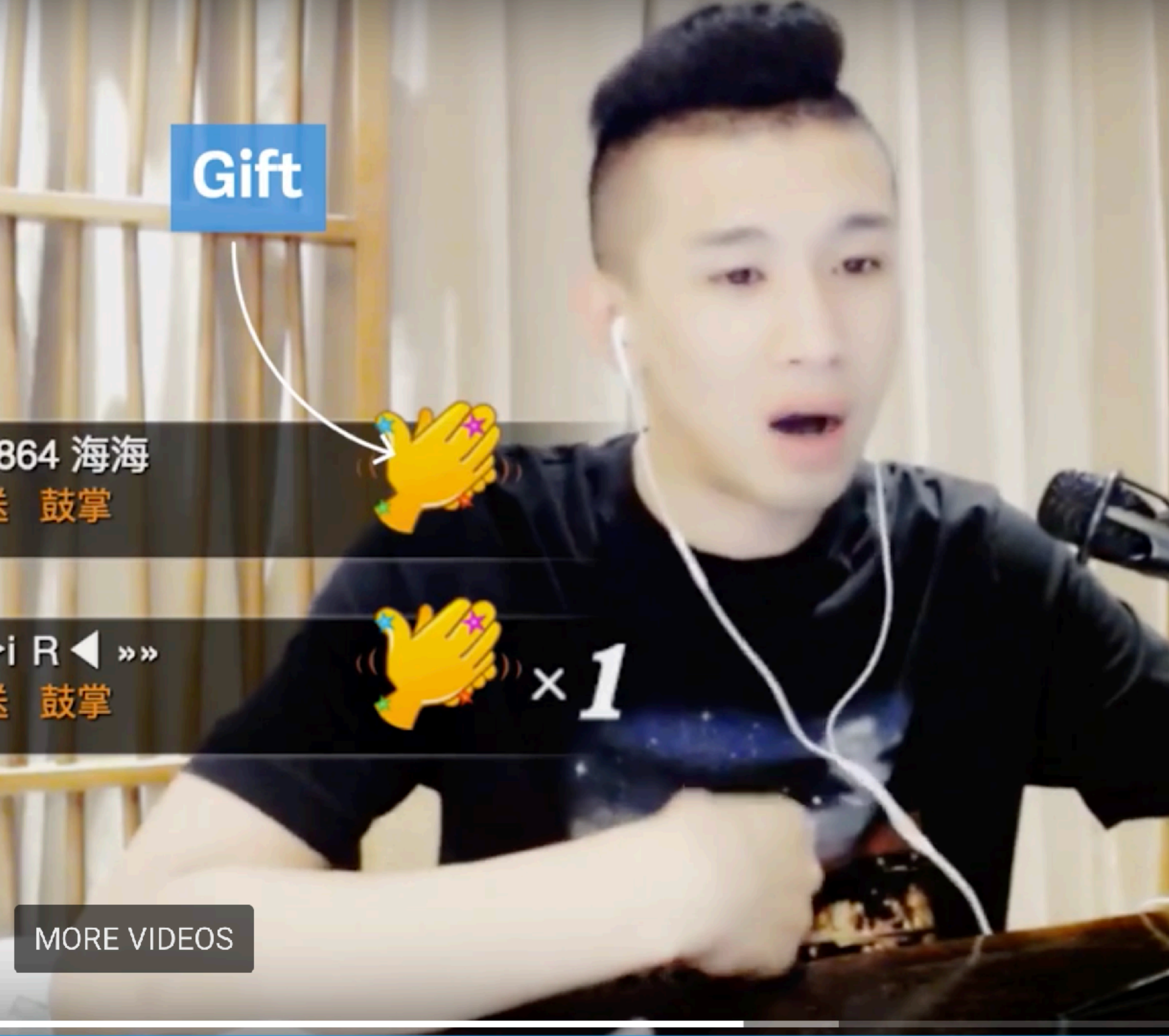
2 欺软怕硬不是你的特长吗??? 关注了主播

15 Star 吉星 闪亮登场了!

MORE VIDEOS

PORTLAND.

THIS GUY MAKES
\$11 MILLION A
YEAR AS A
LIVE STREAMER



Gift

364 海海
鼓掌

i R ◀ ▶▶
鼓掌

👏 x1

MORE VIDEOS



阳光时刻榜

203061

小视频原创
热度榜

QUARTZ index

VS
花椒六月
舞王争霸赛

Gift

大兄甜甜圈，小
桃花 x1

♥ 22 大兄甜甜圈，小兄金话筒。送
了一个桃花

♥ 22 大兄甜甜圈，小兄金话筒。送
了一个桃花

♥ 5 呵呵哈嘻40bee 来捧场了! PORTLAND.

SUBSCRIBE



**Approximately
50 million
under the age
of 21.**

**About half of
teens and
preteens in
America—are
on musical.ly.**



DIGITAL RABBIT HOLES



SPACE

+

ACTIVE

AUDIENCE

Snapchat + Jeff Koons
Parallel **private** space



PORTLAND.



Snapchat + Jeff Koons + Sebastien Errazuriz
Parallel **public** space

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An aerial photograph of a park with a winding path, trees, and a body of water in the background. The path is a light brown color, and the trees are green. The water is a dark blue-grey color.

HACKABLE SPACE

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RABBIT HOLES



AN
EXPERIENCE
ECOSYSTEM

The future experience ecosystem will:

sell like a shop

change like a gallery

share like an app

speak like a magazine

build loyalty like a club

entertain like a show

play like a game

THANK YOU

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