

The Impact of Gamification on Brand Engagement and Loyalty: A Study of Brand Events

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ment.

ABSTRACT:

Gamification has gained popularity in various fields, including marketing and brand engagement, as it taps into the inherent human desire for competition, achievement, and reward. The use of gamification strategies at branding events can facilitate emotional and physical interaction with the brand, creating a more interactive and entertaining experience for the audience. This ultimately leads to increased brand awareness, emotional attachment, and loyalty to the brand. The research problem focuses on identifying innovative approaches to create brand events that effectively engage the audience. Furthermore, it aims to comprehend how gamification techniques can promote both emotional and physical interactions with brands, thereby fostering greater brand loyalty and awareness. The importance of this study lies in the need to adapt to evolving trends and utilize contemporary methods and technologies to enhance audience engagement and brand awareness during the brand's events. The researcher assumes that using gamification tools in events increases audience interaction, which leads to increased brand awareness. The research follows the descriptive approach, collecting information to build a theoretical framework based on previous studies and applying an analytical study to Temmys Egypt as a brand that relied on implementing gamification strategies in its brand events. The research tools include a survey of a sample of 50 recipients to assess the impact of gamification on audience interaction, brand awareness, and loyalty. The research concludes that by applying gamification in events, brands can enhance a deeper connection with their target audience, creating an emotional link that increases loyalty and brand awareness.

1- Introduction

Brands are constantly seeking innovative and influential methods to enhance their connection with customers, Brand events provide a prime opportunity for brands to employ innovative and influential methods to strengthen their connection with customers, gain valuable insights, and shape customer behaviors. These events serve as immersive experiences where brands can showcase their products or services dynamically and engagingly. By incorporating gamification techniques into brand events, brands can create interactive and memorable experiences that captivate attendees Through gamified activities which can encourage collaboration and meaningful conversations among attendees, fostering networking opportunities and a sense of brand. This research expands on the foundational concepts by examining gamification and its associated design framework. It emphasizes the fundamental elements and mechanics of gamification, illustrating how brands can strategically integrate these components into their event experiences to enhance engagement and foster customer loyalty. The study further investigates the impact of gamification on brand engagement and customer loyalty, particularly within the context of brand events, and analyzes the design principles critical for the effective implementation of gamification to reinforce customer-brand relationships.

2- Gamification concept

Gamification is a powerful strategy that integrates game design and psychology into non-game settings to engage and motivate individuals toward desired behaviors effectively. ((Sailer, Hense, Mayr & Mandl, 2017) It is a strategy that utilizes elements such as points, rewards, rankings, and communication between users to motivate them to perform certain actions(Hamari, 2019) Gamification exceeds traditional loyalty programs and extends beyond in-game brand promotion, bringing gaming mechanics to real-world scenarios to engage a wider



Figure 1: Coca-Cola arcade game (Naocrituss (2014)

audience by creating a fun and interactive experience for the audience and influencing them through fun, social engagement, and feedback.(Aparicio, M., Costa, C. J., & Moises, R. (2021). Coca-Cola collaborated with Grey Dhaka agency to encourage recycling by introducing an arcade game fueled by empty plastic bottles. Known as the 'Happiness Arcade', this innovative game was strategically placed in six diverse locations across Dhaka, Bangladesh, for a duration of six days. Players could participate by effortlessly inserting an empty plastic bottle into the machine, which would then initiate a Pong-like video game.

Gamification design process

Gamification is a user-centered design process. Thus, when designing gamification, it is crucial to prioritize the audiences, users and their specific requirements. Understanding their needs and expectations allows for the selection and implementation of game design elements that resonate with them effectively and motivate their desired behaviors. (Ali, S. A. E.. March 2020) According to Phillips, when integrating gamification into non-game contexts, it is essential to consider the appropriate selection of game design elements. The design process should incorporate specific features for success, (Camerer, C. (2003) including:

- Purpose: Designers must establish clear goals to be accomplished.
- Human-centered: Prioritizing the user experience is crucial.
- Balance: Striking a balance between analytical and critical thinking is important.

- Iteration: Emphasizing the importance of prototyping and testing throughout the design process. (Triantafyllou,S., Georgiadis,C.,(2022)
1. **Dynamics:** This top layer represents the highest level of engagement and impact. It involves meta-game elements that extend beyond the immediate gamified system. These elements incorporate storytelling, narrative, personalization, quests, storylines, avatars, customization options, and unlocking new content or features. They provide a deeper and more immersive experience, fostering long-term motivation and investment from users.
 2. **Mechanics:** The middle layer focuses on incorporating social interactions and collaboration into the gamification experience. It includes elements such as leaderboards, team competitions, cooperative challenges, and social sharing features. These mechanics encourage users to engage with others, fostering a sense of belonging and healthy competition.
 3. **Components:** This bottom layer forms the foundation of the gamified system. It consists of fundamental game mechanics and elements that create a basic level of engagement. Components include points, levels, badges, challenges, and rewards, which serve as essential building.

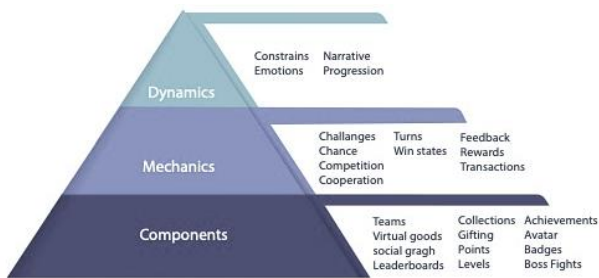


Diagram 1: Pyramid of Gamification Elements. (Werbach & Hunter, 2012)

Gamification in brand events

2.1. the concept of brand events

Brand Event design is a strategic process implying the careful planning of live experiences. It involves diverse elements, such as brand visual identity, theme conceptualization, environmental design, mapping of attendee experiences, and fostering participant interaction.

The main objective of effective event design is to create experiences that are impactful and meaningful, aligning with the specific goals of the

event. These goals often encompass enhancing attendee engagement or achieving targeted outcomes, which might include advocated learning, fruitful networking, or showcasing a new product (Getz,D.,(2012). Engaging in event design can promote social cohesion, generate valuable insights, and inspire individuals, ultimately resulting in fruitful collaborations and opportunities for business entrepreneurship. Hence, to create a successful event, it is crucial to have a comprehensive grasp of the social, emotional, and environmental aspects, while also taking into account attendee engagement, the development of impactful experiences, and the physical arrangement. (Maskell P, Bathelt H and Malmberg A (2006).



Diagram 2: event design elements. (Designed by the Author)

Brand Event Design processes are utilized to achieve several objectives as the following:

- i. Enhancing the effectiveness and efficiency of the brand.
 - ii. Boosting the visibility of the brand among stakeholders.
 - iii. Ensuring the creation of specific outcomes, like social practices, social unity, cultural advancements, and economic impacts.
 - iv. Minimizing negative effects of events, such as noise, inconvenience, and environmental harm.
 - v. Maximizing the success of the brand event by attracting more visitors, providing a high-quality experience, and generating other positive outcomes. (Richards, G., Marques, L. and Mein, K. (2014)
- i. Giving opportunities for social bonding and enabling participants to feel the sense of belonging, by building upon a shared social reality that challenges power dynamics and encourages the shared of brand values and perspectives.

2.2. Brand event design principles

According to Brown They identify five basic design principles for events: scale, shape, focus, timing and build. The term 'build' particularly highlights the physical aspect prevalent in event design. (Brown, G. and James, J. (2004)

- **scale:** refers to fitting the scope of the activities to the chosen venue. This is crucial for ensuring audience engagement and satisfaction. The venue selection should consider not just space, but its physical layout and design, as these factors significantly influence the planning of activities and audience seating arrangements. Inappropriate scale may lead to difficulties for the audience in

appreciating the activities, potentially resulting in a decrease in audience retention throughout the events in figure 2 illustrates the selection of Oreo Beach as an event venue, which is attractive to people throughout the summer and aligns with the brand's aim of promoting fun, happiness, and play.

-**shape** refers to the way in which the audience responds to the physical environment of the event. This encompasses various brand visual identity elements such as logo, color, music, scents, lighting, decorations, furniture, crowd dynamics, physical layouts, and space utilization that profound impact on audience perceptions and reactions to an event.as in figure 3-4 which emphasize on the brand visual elements such as logo, color, and product visuals

- **Focus:** The primary objective in event design is to capture and retain the interest of the attendees. By manipulating design elements such as color, light, decor, texture, and fixtures, event organizers can direct the audience's focus towards specific areas.

-**Timing and Build:** The concept of timing plays a crucial role in event design, as emphasized by the saying "timing is almost everything." According to Brown and James, timing encompasses comprehending the audience's attention span and their reaction to various aspects of the program, and strategically arranging them to enhance audience engagement. As in Figures 3 and 4, which illustrate the choice of the Oreo summer event as an opportunity, as it is linked to a vacation for children and the family, and in which family members enjoy going out, which contributes to good engagement with the brand. In addition to these previous principles, there are basic principles of design.

Which encompass **balance, proportion, rhythm, emphasis, and unity**, play a vital role in bringing an idea to life through event design. **Balance** refers to the strategic arrangement of objects in a manner that creates a sense of equilibrium and visual harmony

around a central axis. **Proportion**, on the other hand, focuses on the relative size and scale of various



Figure 2: Brand event design(layout), Phillip, C.(2018)



Figure 3: Brand event design(shape), Phillip, C.(2018)



Figure 4: Brand event design(shape) Phillip, C.(2018)

elements, establishing the relationship between objects or components of a whole. **Rhythm** involves the deliberate movement of elements within a space, incorporating the repetition of motifs to establish continuity and predictability within the design. **Emphasis** serves as a means of capturing the viewer's attention and generating interest by creating a focal point. This can be achieved by disrupting the established rhythm, adjusting the proportion of objects, or introducing variations in color, texture, and shape. Lastly, unity is attained through the consistent application of patterns, colors, ideas, forms, and shapes, ensuring a cohesive and harmonious overall design.

3.1. Gamification brand events Events and games share similar features, Events characteristic of bringing a group of people together for a short period of time to communicate, learn, and have fun, making them an excellent environment for gaming. (Key, C. (2014). Academic attention has recently initiated an exploration into the significance of play in event design. This perspective advocates for an approach that embraces playfulness, as it has the capacity to foster trust, innovation, and creativity in the design of different elements of business events. (Malone TW and Lepper MR (1987). The initial aim of using gamification in brand events is to develop an experience that revolves around the players, designed to their needs. It is important to comprehend the players' objectives and motivations. Achieving their goals can serve as a source of motivation and reward for specific behaviors. (Liyakasa, K. (2013) **For example, WWF organization** held an event in conjunction with Earth Hour that utilized gamification through a maze game. Participants had the chance to win prizes and giveaways, with the participation fees going towards environmental conservation efforts. The game required participants to adhere to the instructions and rules provided at the maze's entrance to achieve success among the participants. By implementing gamification strategies, brands can convert a gathering of individuals, symbolized by the live audience at an event, into a cohesive



Figure 5: (WWF gamified event) -Jzai. (2014)

community. Within this community, members are encouraged to engage with one another to collectively work towards a shared objective. This objective necessitates active involvement from all participants, who are provided with the necessary tools and motivation to successfully accomplish the game's goal. The same can be said for fostering a sense of community spirit. (McGonigal J., (2011).

3.2 Gamification design in brand events

Robson et al. 2015 mentioned that Gamification elements refer to the different components or principles that are used to design and create gamified experiences. These elements aim to engage and motivate individuals in non-game settings. The document mentions three main gamification principles: mechanics, dynamics, and emotions (MDE).

Mechanics :refer to the goals, rules, and rewards of the gamified experience the setting, the context, and the types of interactions that the designer selects to brand events (McCarthy, I. P., & Gordon, B. R. (2011). Design choices in play include decisions about what the experience's environment looks like, including the setting, what objects are required, how objects are distributed among players, and player structure, such as determining eligibility and whether the experience is for single or multiple players, involving teams, and incorporating different types of participants. Rule mechanics, as described by Elverdam and Aarseth (Elverdam, C., & Aarseth, E. (2007), shape the core concept or objective that participants strive to achieve within the gamified experience define their interactions, establishing the conditions for winning or losing, and specifying the time, location, and context in which the experience takes place.

- **Dynamics:** gamification dynamics refer to the various types of player behavior that arise as individuals engage in the gamified experience. For instance, mechanics such as team-based player structures can foster cooperative dynamics, while an individual player structure may encourage a more competitive dynamic. (Camerer, C. (2003).
- **Emotions:** Gamification emotions refer to the range of mental and affective states experienced

by individual players during their engagement in a gamified experience (LeBlanc, M. (2004) . The primary goal of gamification is to create player enjoyment, as players are unlikely to continue participating if they do not find the experience enjoyable (Sweetser, P., & Wyeth, P. (2005). Player enjoyment can manifest in various positive emotions such as excitement, amusement, amazement, surprise, wonder, and personal triumph. However, it is important to note that players may also experience negative emotions, such as disappointment or sadness, when facing challenges or not achieving rewards.

Furthermore, there are two important principles to keep in mind during the implementation of gamification in brand events. Firstly, the focus should be on integrating gamification at its core, rather than simply adding superficial elements, to transform the overall experience. The rules should be clear and unambiguous, and the rewards should align with the brand's values while supporting the users' goals. The second principle involves thoughtful consideration of rule design. Rules play a significant role in determining what is presented to users, when it is presented, and how it interacts with them (Deterding, S., Sicart, M., Nacke, L., O'Hara, K., and Dixon, D. (2011).

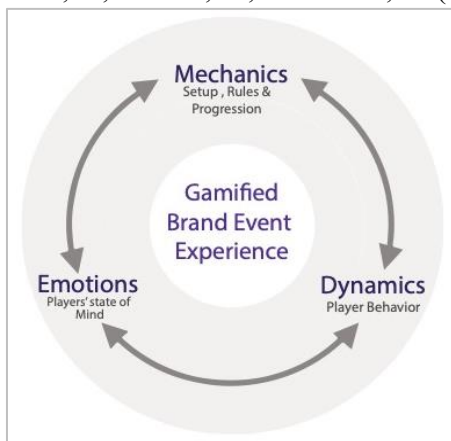


Diagram 3 (gamified experience) (Robson, et al., 2015)

3.3. Gamification design framework

Gamification design guidelines aim to design gamified experiences at brand events that inspire and engage attendees, lead to desired behavior change and achieve brand goals. To achieve this there are several key considerations as follows:

Define the event goal: The gamified experience should be driven by specific goals that can be financial, social, or environmental. It is important to focus on one goal and ensure that the mechanics, dynamics, and emotions align with that goal.

- **Delineate target behavior:** refers to the specific actions or behaviors that participants are encouraged or motivated to engage in brand events, including actions such as completing challenges, earning points or rewards, collaborating with other participants, demonstrating specific skills, or achieving specific milestones.

- **Describe your players,** social interactions and collaboration into the gamification experience it is crucial to understand the target audience, know the preferences, motivations, and needs of the players. This knowledge will help in creating mechanics, dynamics, and emotions that resonate with the players and make the experience more engaging. (Kelly, T. (2012).

- **Devise activity loops,** to create a continuous and engaging experience for participants. These loops are structured sequences of actions and feedback that motivate participants to stay actively involved. Designer should select appropriate mechanics: such as the goals, rules, and rewards of the gamified experience. Choose mechanics that align with the desired behavior change and provide clear guidelines for players to follow.

- **Do not forget the fun,** by Creating engaging dynamics: Dynamics involve how players interact with the mechanics and how the experience unfolds over time. Design dynamics that provide challenges, feedback, and progression, keeping players motivated and engaged.

- **Deploy appropriate tools and** provide appropriate reinforcements (e.g., prizes, rewards) or intrinsic (e.g., fun, enjoyment). to evoke positive emotions: Emotions play a crucial role in motivating behavior change. The gamified experience should elicit positive emotions such as enjoyment, satisfaction, and excitement. This can be achieved through elements like storytelling, competition, social interaction, and personalization.

Designer should Monitor, adjust the experience, and continuously evaluate the gamified experience

to ensure it remains effective and engaging. Adjust mechanics, dynamics, and emotions based on feedback and changing organizational needs. (Berthon, P. R., Pitt, L. F., McCarthy, I., & Kates, S. M. (2007).



Diagram 4 (gamified experience) ,Nasser, Y. (2020)

3.4. Gamification impact on brand engagement and loyalty

Brand engagement refers to the level of interaction and connection between a consumer and a brand. (Sprott, D., Czellar, S., & Spangenberg, E. (2009) It is a multidimensional concept that encompasses emotional, cognitive, and social dimensions. ; **The emotional aspect** involves the consumer's positive feelings and affection towards a brand during interactions. (Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014) It can also include their enthusiastic reactions and emotions when engaging with the brand. **Cognitive** brand engagement refers to the level of interest and conscious attention the person has or desires to have when interacting with the brand. This can involve the duration of focus, (So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2014). as well as the cognitive processes and thoughts related to the brand. **Social brand engagement** relates to how interactions with the brand are enhanced through the inclusion of others. This aspect is particularly relevant in online contexts, where individuals socialize and participate in the brand's online community with other consumers. (Xi,n., Hamari, J.(2020).

The concept of brand engagement is multifaceted and has a significant impact on various aspects,

including value, word of mouth, engagement, trust, satisfaction, and loyalty (Kritzinger, A., & Petzer, D. (2020). The dimensions that capture the diverse facets of brand engagement are : **Enthusiasm**: Reflects the emotional bond with the brand, characterized by high interest and fervor. **Attention**: denotes the degree of focus and concentration directed toward a brand, highlighting its significance in individuals' cognitive space. **Absorption**: Describes a state of joyful state where the user loses track of time while engaging with the brand.

Interaction: Encompasses various forms of engagement and interaction between individuals and the brand, including events, social media engagement and participation in brand-related activities.

Identification: Involves associating the brand with a segment of one's life, creating a sense of personal relevance.

Gamification elements are design components or mechanisms integrated into event to generate experiences akin to games. The aim is to evoke positive experiences similar to those encountered in gaming, ultimately influencing user behavior and cognitive processes. (Arifah, I D C. (2022) In other studies, there were three classifications of gamification features recognized: engagement, loyalty, and brand awareness. These elements play a vital role in fostering a deep sense of brand engagement, emotional connection, and cognitive attachment with brands.

- These immersion-related gamification characteristics play a significant role in creating a captivating and personalized experience for consumers. By allowing users to customize their avatars and engage with compelling narratives and storytelling, brands can enhance the visual and emotional aspects of the gamified encounter. This, in turn, fosters a deep sense of connection and involvement for the consumers, leading to a more immersive and engaging brand experience.
- Achievement-related gamification features: Achievement-focused gamification characteristics: Include components such as badges, virtual currency, points, progress indicators, levels, leaderboards, and assignments.

They offer users objectives, incentives, and a feeling of achievement as they advance through the gamified process.

- Social interaction-related gamification features: Gamification elements centered around social interaction aim to encourage users to engage socially. (Jang, S., Kitchen, P. J., & Kim, J. (2018) Jang, S., Kitchen, P. J., & Kim, J. (2018). Jang, S., Kitchen, P. J., & Kim, J. (2018).

According to studies. (Tsou, H.-T., & Putra, M. T. (2023). which delved into the gamification benefits on brand love, shedding light on the potential implications for brands aiming to enhance brand loyalty and engagement, this study successfully demonstrates the effect of brand engagement on brand love. The response of brand loyalty is supported when the audience participates in the brand event, engages and interacts with its features and games, they share the information provided by the brand that supports brand awareness and develops an emotional bond with the brand which leads to brand loyalty. (Shin, M. and Back, K.J. (2020),).as in diagram 5



Diagram 5 (Diagram 5 (Gamification impact on brand engagement and loyalty) (Designed by the Author

4. Temmy's case study

Introduction: An analytical study examines the impact of gamification on brand engagement and loyalty in an event organized by a brand called Temmy's. The event incorporated various gamification elements to enhance participants' experience and create a positive connection with the brand. This analysis explores the event's design, visual identity elements, theme, and gamification strategies used to achieve the desired goals.

Event Idea: Temmy's is a Foods brand specializing in producing breakfast cereals in the Egyptian market, sought to enhance brand engagement and loyalty among children through a gamified event called "enjoyable Breakfast فطار بسيط." This case study explores the effectiveness of gamification in creating a brand engagement between the target audience and Temmy's brand products.

Brand event objectives: The main goal of the event was to raise the children awareness about the

importance of breakfast and healthy food while fostering a deep relationship between the audience and Temmy's brand Event as well as raising the awareness about the nutritional value of Temmy's products

Overview:

The enjoyable breakfast event فطار بسيط, held on a weekly basis in various locations across Cairo, the Coast, and Alexandria, combined physical activities, games, movies, and interactions with Temmy's characters, namely Rocco, Dodo, and Memo. The event format ensured a dynamic and engaging gamified experience for family and children, capturing their attention and fostering an enjoyable learning and awareness environment.



figure 6 (Tymmy's gamified event locations and influencer participant) -Temmy's. (n.d.)



figure 7 (Event layout Design and brand Visual Identity) -Temmy's. (n.d.)

Moreover, to maximize the success of the event, the brand invited some social influencers, bloggers and their families to spread the idea and increase engagement across social media. The event depends on leveraging gamification strategies, Temmy's aimed to immerse children in a gameful environment loop, changing their behavior towards breakfast and instilling awareness about the nutritional value of Temmy's products. **Event Design and Visual Identity Elements:** The event was meticulously planned to ensure a structured sequence of play and avoid participant boredom. Play elements were distributed in a rectangular shape, and kiosks resembling product containers were strategically placed. The visual identity of the brand was confirmed through the use of the brand's logo and the packaging design resembling event booths. The event environment was integrated with the brand's color identity, with a particular emphasis on the brand's red color.

Theme: The event design predominantly featured the brand's color identity, including red, yellow, magenta, and blue. The packaging colors were



figure 8 (Tymmy's event theme) -Temmy's. (n.d.)

incorporated, and the brand's black print was used within the event. Open-air venues were chosen to benefit from natural lighting, and key objects were illuminated at night to create points of interest. The brand's distinctive music and commercials were played during the event to reinforce brand recognition.

Gamification

Design:

Mechanics: The event incorporated a variety of games, catering to both single and multiple players. Leaderboards, team competitions, and social sharing features were included to encourage participation and competition among participants.

Dynamics: Some games were designed for individual players, fostering a sense of challenge and competition. This dynamic nature of the games

aimed to increase engagement and create a more interactive experience.

Emotions: The gamification design aimed to evoke

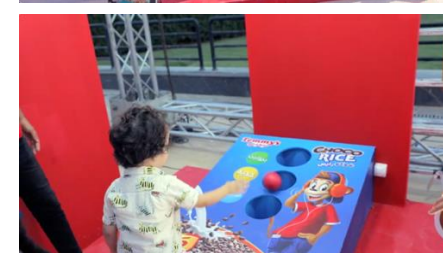


figure 9 (gamification design elements) -
Temmy's. (n.d.)

emotions of fun, surprise, and wonder among participants. These emotions were crucial in creating a memorable and enjoyable experience.

The event focused on achieving specific goals through gamification elements, such as

achievement, points, levels, and storytelling.

Achievement: Leaderboard games were utilized to familiarize the audience with the brand's benefits and components, fostering a sense of achievement, fun, and knowledge.

Points and Levels: Participants received a list of games with scores next to each game. Based on their overall score, they received rewards and giveaways at the end of the event, creating a sense of progression and achievement.

Storytelling: Movie Screening: A movie was shown during the event, specifically designed to teach children about the advantages of having a nutritious breakfast. Through visual storytelling,

children learned how consuming Temmy's products rich in vitamins, iron, and proteins could enhance their focus and energy levels throughout the school day.

Badges, Challenges, and Rewards: The event concluded with a play involving Temmy's characters, where participants answered questions and quizzes related to the brand's benefits and features. At the end of each event, children had the opportunity to win prizes and gifts from Temmy's., further reinforcing engagement and knowledge of the brand.

Taste Testing Games: Temmy's incorporated games that allowed children to explore and discover the various flavors and tastes of their favorite Temmy's products through showcasing the stages of manufacturing the product, with a final stage involving a device containing various types of cereals. Participants selected their favorite type and received the corresponding product. This

These interactive elements not only engaged children but also educated them about the different components of the breakfast cereal and its nutritional benefits, overall, more than 20000 families fall in love with event and its activities as well as the number of attendees increased everywhere it was held, in addition to the interaction of people on social media, where there were over 7389 likes, and the interaction of people in suggesting areas where they want events to take



figure 11 (points, Challenges, and Rewards) - Temmy's. (n.d.)

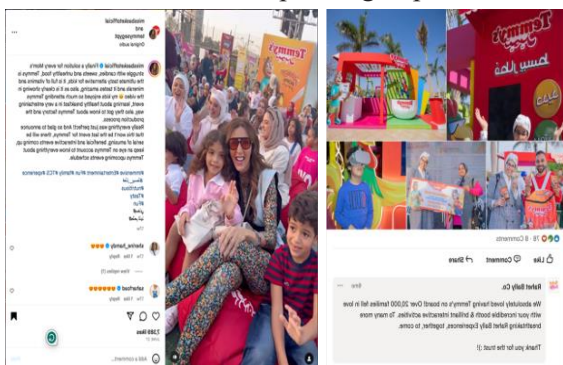


figure 10 (Temmy's gamified event-social media interaction) -Temmy's. (n.d.)


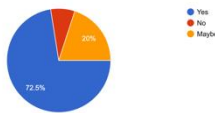
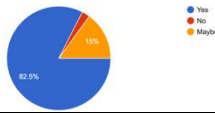
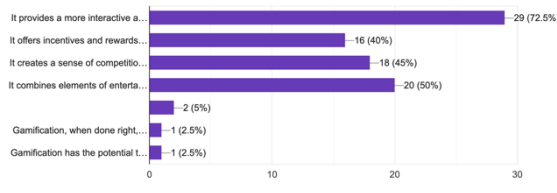
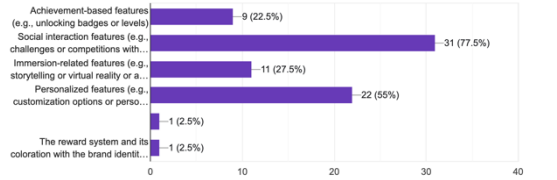
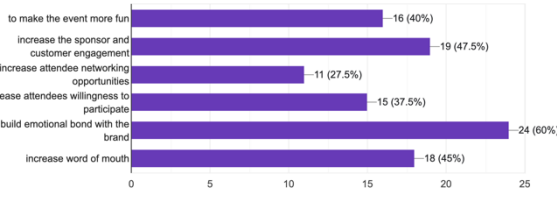
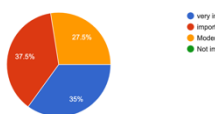
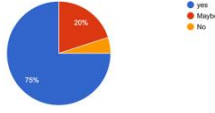
interactive storytelling element increased brand awareness and engagement among the audience.

place.

4.1.Mthodology

This research adopts a descriptive framework, focusing on the collection of data to establish a theoretical foundation grounded in prior studies. The study employs a case study approach, examining Temmys Egypt as a brand that has integrated gamification strategies into its brand events to explore the impact of gamification on brand engagement, awareness, and loyalty.

The primary data collection tool was a structured questionnaire aimed at evaluating the motivations and preferences of participants concerning gamification elements. The questionnaire encompassed questions about demographic information, gaming activities, and perceptions of game-based events. The sample included 50 respondents, with a gender distribution of 40% males and 60% females, predominantly young adults under 39 years old (84.5%), and participants from diverse locations and occupations.

phase	Key findings	Result																				
1	<p>Positive Impact of Gamification: 80% agreed that gamification in brand events positively impacts customer engagement and loyalty</p>	<p>6-Do you think the use of gamification in brand events has a positive impact on customer engagement and loyalty? 40 responses</p>  <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Yes</td><td>80%</td></tr> <tr><td>No</td><td>20%</td></tr> <tr><td>Maybe</td><td>0%</td></tr> </table>	Response	Percentage	Yes	80%	No	20%	Maybe	0%												
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	<p>Increased Engagement: 72.5% observed increased engagement with brands using gamification.</p>	<p>7-Have you noticed an increase in your engagement with brands that employ gamification in their events compared to those that do not? 40 responses</p>  <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Yes</td><td>72.5%</td></tr> <tr><td>No</td><td>20%</td></tr> <tr><td>Maybe</td><td>7.5%</td></tr> </table>	Response	Percentage	Yes	72.5%	No	20%	Maybe	7.5%												
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<p>Enhancement of Satisfaction and Emotional Bond 82.5% believed gamification events enhance overall satisfaction and create emotional bonds leading to brand loyalty.</p>	<p>8-Do you believe that gamification events enhance the overall satisfaction and create emotional bond with the brand that leads to brand loyalty 40 responses</p>  <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>Yes</td><td>82.5%</td></tr> <tr><td>No</td><td>15%</td></tr> <tr><td>Maybe</td><td>3.5%</td></tr> </table>	Response	Percentage	Yes	82.5%	No	15%	Maybe	3.5%													
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<p>Motivations for Gamification Popularity 72.5% indicated interactive and enjoyable experiences as a key factor. 50% highlighted the combination of entertainment and gaming. 45% emphasized the creation of competition and challenge. 40% noted incentives and rewards for customer participation</p>	<p>9-Based on your understanding of gamification, why do you think it has become a popular technique in brand events for increasing brand engagement and loyalty? 40 responses</p>  <table border="1"> <tr><th>Reason</th><th>Count</th><th>Percentage</th></tr> <tr><td>It provides a more interactive a...</td><td>29</td><td>72.5%</td></tr> <tr><td>It offers incentives and rewards...</td><td>16</td><td>40%</td></tr> <tr><td>It creates a sense of competitio...</td><td>18</td><td>45%</td></tr> <tr><td>It combines elements of enterta...</td><td>20</td><td>50%</td></tr> <tr><td>Gamification, when done right...</td><td>2</td><td>5%</td></tr> <tr><td>Gamification has the potential t...</td><td>1</td><td>2.5%</td></tr> </table>	Reason	Count	Percentage	It provides a more interactive a...	29	72.5%	It offers incentives and rewards...	16	40%	It creates a sense of competitio...	18	45%	It combines elements of enterta...	20	50%	Gamification, when done right...	2	5%	Gamification has the potential t...	1	2.5%
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<p>Effective Gamification Features: 77.5% favored social interaction features. 55% preferred personalized features. 27.5% considered immersion-related features impactful. 22.5% mentioned achievement-based features</p>	<p>10-What specific gamification features or techniques do you believe are most effective in increasing brand engagement and loyalty? 40 responses</p>  <table border="1"> <tr><th>Feature</th><th>Count</th><th>Percentage</th></tr> <tr><td>Achievement-based features (e.g., unlocking badges or levels)</td><td>9</td><td>22.5%</td></tr> <tr><td>Social interaction features (e.g., challenges or competitions with...</td><td>31</td><td>77.5%</td></tr> <tr><td>Immersion-related features (e.g., storytelling or virtual reality or a...</td><td>11</td><td>27.5%</td></tr> <tr><td>Personalized features (e.g., customization options or perso...</td><td>22</td><td>55%</td></tr> <tr><td>The reward system and its coloration with the brand identit...</td><td>1</td><td>2.5%</td></tr> </table>	Feature	Count	Percentage	Achievement-based features (e.g., unlocking badges or levels)	9	22.5%	Social interaction features (e.g., challenges or competitions with...	31	77.5%	Immersion-related features (e.g., storytelling or virtual reality or a...	11	27.5%	Personalized features (e.g., customization options or perso...	22	55%	The reward system and its coloration with the brand identit...	1	2.5%			
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<p>Brand Goals with Event Gamification: 60% aimed to build an emotional bond with the brand. 47.5% sought to increase sponsor and customer engagement. 45% aimed to increase word of mouth. 40% focused on making the event more fun.</p>	<p>11-in your opinion ,what goal do the brands plan to achieve with event gamification 40 responses</p>  <table border="1"> <tr><th>Goal</th><th>Count</th><th>Percentage</th></tr> <tr><td>to make the event more fun</td><td>16</td><td>40%</td></tr> <tr><td>increase the sponsor and customer engagement</td><td>19</td><td>47.5%</td></tr> <tr><td>increase attendee networking opportunities</td><td>11</td><td>27.5%</td></tr> <tr><td>increase attendees willingness to participate</td><td>15</td><td>37.5%</td></tr> <tr><td>build emotional bond with the brand</td><td>24</td><td>60%</td></tr> <tr><td>increase word of mouth</td><td>18</td><td>45%</td></tr> </table>	Goal	Count	Percentage	to make the event more fun	16	40%	increase the sponsor and customer engagement	19	47.5%	increase attendee networking opportunities	11	27.5%	increase attendees willingness to participate	15	37.5%	build emotional bond with the brand	24	60%	increase word of mouth	18	45%
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<p>Importance of Gamification in Marketing 35.5% deemed it very important, 37.5% important, and 27.5% moderately important.</p>	<p>12-From your perspective, how important is it for brands to incorporate gamification into their marketing strategies? 40 responses</p>  <table border="1"> <tr><th>Importance Level</th><th>Percentage</th></tr> <tr><td>very important</td><td>35.5%</td></tr> <tr><td>important</td><td>37.5%</td></tr> <tr><td>Moderately important</td><td>27.5%</td></tr> <tr><td>Not important at all</td><td>0%</td></tr> </table>	Importance Level	Percentage	very important	35.5%	important	37.5%	Moderately important	27.5%	Not important at all	0%											
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<p>Participants' Perception on Gamification Elements: 75% believed gamification elements have a positive impact on brand engagement and loyalty.</p>	<p>13-in your opinion, do you think gamification elements (such as challenges, points, and enjoyment) have a positive impact on brand engagement and loyalty? 40 responses</p>  <table border="1"> <tr><th>Response</th><th>Percentage</th></tr> <tr><td>yes</td><td>75%</td></tr> <tr><td>Maybe</td><td>20%</td></tr> <tr><td>No</td><td>5%</td></tr> </table>	Response	Percentage	yes	75%	Maybe	20%	No	5%													
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yes	75%																					
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No	5%																					

phase	Temmy's Event Analysis:	
2	<p>90% found gamification elements enjoyable.</p> <p>80% felt a positive influence on their perception and awareness of Temmy's brand.</p> <p>57.5% considered the event very engaging, and 75.5% believed it created a sense of loyalty or connection to the brand.</p> <p>65.5% expressed willingness to attend future brand events incorporating gamification</p>	<p>3 In temmy's event how engaging and interactive did you find the event? 40 responses</p> <ul style="list-style-type: none"> Non engaging: 42.0% Moderately engaging: 57.5% Not engaging at all: 0% <p>1 Did the gamification elements create a sense of enjoyment and fun during the temmy's event? 40 responses</p> <ul style="list-style-type: none"> Yes: 90% No: 0% Maybe: 10% <p>5 Would you attend future brand events that incorporate gamification elements? 40 responses</p> <ul style="list-style-type: none"> Yes: 65% No: 32.5% Maybe: 2.5% <p>2 Did the gamification elements positively influence your perception and awareness of the temmy's brand? 40 responses</p> <ul style="list-style-type: none"> Yes: 80% No: 17.5% Maybe: 2.5% <p>4 Did the gamification elements create a sense of loyalty or connection to the brand? 40 responses</p> <ul style="list-style-type: none"> Yes: 72.5% No: 22.5% Maybe: 5%

4.1.2. Conclusion

The analytical study of Temmy's brand event unequivocally illustrates the considerable potential of gamification in augmenting brand engagement and cultivating more profound emotional connections between consumers and the brand.

A substantial majority of participants (80%) concurred that the implementation of gamification strategies during brand events has a favorable effect on customer engagement and loyalty.

The findings indicate that brand events enhanced by gamification are particularly effective in promoting heightened engagement, with 72.5% of respondents noting a significant increase in their interaction with brands that have adopted gamification. Furthermore, a remarkable 82.5% of participants asserted that gamification events improve overall satisfaction and foster emotional ties, ultimately contributing to brand loyalty.

The rising popularity of gamification in brand events can be attributed to several critical factors identified in the research. The primary motivators include the provision of interactive and enjoyable experiences (72.5%), the fusion of entertainment and gaming elements (50%), the introduction of competition and challenges

(45%), and the offering of incentives and rewards for customer involvement (40%). Regarding the most effective features of gamification, the study emphasizes the significance of social interaction (77.5%), personalization (55%), immersive elements (27.5%), and achievement-oriented features (22.5%). These findings offer essential insights for brands aiming to create more impactful and engaging event experiences. The analytical study indicates that brands are increasingly utilizing gamification to fulfill various strategic objectives, including fostering emotional connections with the brand (60%), enhancing engagement among sponsors and customers (47.5%), promoting word-of-mouth communication (45%), and making events more enjoyable (40%). Importantly, a significant majority of respondents (73%) considered gamification to be an essential or highly significant component of marketing, highlighting its rising importance in the industry. Furthermore, the overwhelmingly favorable views on gamification elements such as their effect on brand engagement and loyalty (75%), the enjoyment they offer (90%), and their role in enhancing brand awareness (80%) further affirm the efficacy of this strategy.

5.Result Gamification has emerged as a powerful tool for brands to enhance customer engagement, loyalty and satisfaction during events. By offering interactive and personalized experiences, gamification adds an element of fun and excitement making brand events more enjoyable for customers through the use of fun, challenges and rewards that support the active engagement and social interaction of the audience creating a strong emotional bond between the audience and the brand supports awareness of it and increases loyalty to it, as shown in diagram No.6 Incorporating gamification also allows brands to collect valuable data and insights into customer preferences and behaviors, which can inform future marketing strategies. By providing interactive and engaging experiences, gamification strengthens customer relationships and contributes to the overall effectiveness of a brand. This approach has the potential to enhance loyalty among customers who adopt desired brand behavior, ultimately helping brands achieve their marketing goals in the medium and long term.

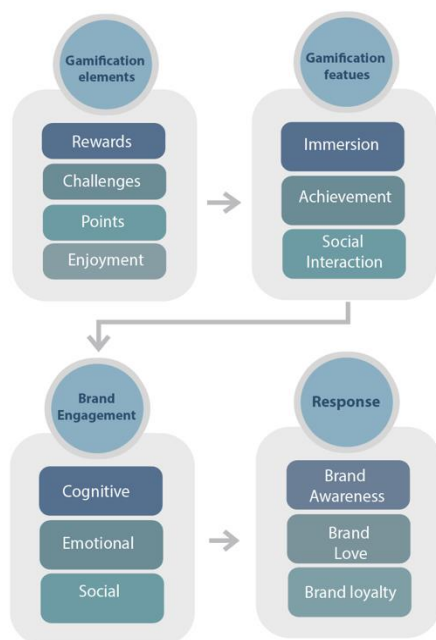


Diagram 6 (Gamification impact on event brand) (Designed by the Author)

The results of the research provide compelling evidence for the implementation of gamification as an effective approach to improve brand engagement and cultivate stronger emotional ties with consumers. By effectively incorporating

gamification into brand-related events, organizations can discover innovative pathways to generate memorable and significant experiences that enhance customer loyalty, awareness, and advocacy.

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