

# Games Beyond Gamification:

Transmedia Games, Pervasive Entertainment &  
Chameleon Branding

@[nathannmiller](#) - *Insight Curator*



Why is gamification important now?



Games change people's behaviour and mindstates because they are so engaging...

There are more than 10 million online gamers in the UK, France & Germany each playing more than 20 hours a week – that's more than a part-time job!



# Playfulness

## Games therapy for burns victims

The Nintendo Wii games console is being used as part of physiotherapy treatment for patients in South-East England.



Now physiotherapists are apparently joining the queue

Burns victims and those with hand injuries are being offered spells on the console to boost their recovery.

Playing on a Wii demands a user act out all the physical movements involved in sports such as tennis, golf and boxing.

## The Psychology of Video Games

### Framing and World of Warcraft's Rest System

with 23 comments

One of my favorite things about human psychology is how a punishment can be turned into a reward just by changing the way it's framed. A few years ago a friend of mine was serving on the board for a large conference and negotiating a contract with the hotel where the event would take place.<sup>1</sup> Part of the contract dealt with giving hotel room discounts to a limited number of attendees, but they were first come first served, after which the room price would go up. My friend wrestled with how to present this to attendees, grumbling about how he was having to tell people he was punishing them by raising the prices if they made last minute plans to attend the conference.

# Yet playfulness and games are ever-present in the everyday...

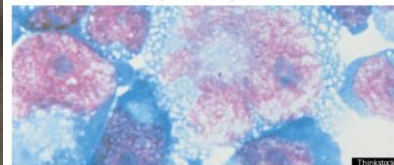


## XTREME XRUNCH KART | FREE iPhone Game from BabyCarrots.com

BunchOfCarrotFarmers 16 videos | Subscribe



## Gamers Decode AIDS Protein That Stumped Researchers For 15 Years In Just 3 Weeks (VIDEO)



The Huffington Post | Dean Praetorius | First Posted: 8/19/11 03:37 PM ET | Updated: 9/22/11 05:55 PM ET

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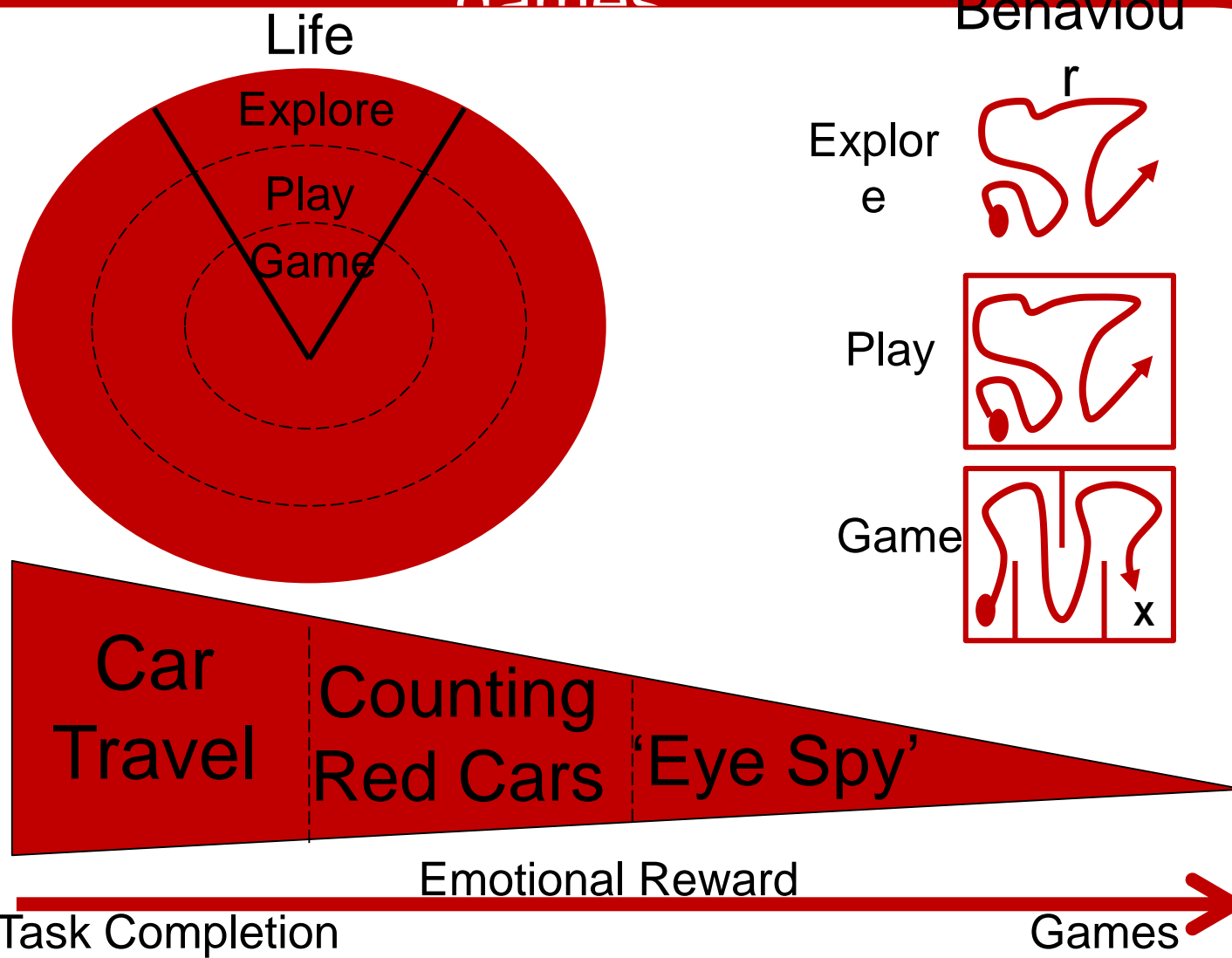
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The emotional reward we gain from playing prompts us to apply a 'play ethic' to everyday tasks, turning them into

games

Behaviour





## Merely Gamification?

Merely adding game mechanics to a product or service doesn't necessarily give it social utility to make it emotionally rewarding.

At Crayon we believe good game design needs the structure of the Four M's:

**Mystery, Mastery, Membership and Meaning.**



## Marketing & Gamification

Yet game-based campaigns can go beyond insertion of game mechanics and constrictive, online-only game structures to be impactful and engaging...



# Why So Serious? – The Dark Knight ARG

Similar campaigns from Tron, Lost and Halo2. Click us. We are links!

Click me! I'm a link to a video!

YouTube dark knight arg Search Browse

## Why So Serious? - An Overview of 42 Entertainment's Viral Campaign

danman007 10 videos Subscribe

**WHY SO SERIOUS?**  
A TRANSMEDIA EXPERIENCE WITH  
OVER 10 MILLION PARTICIPANTS  
IN OVER 75 COUNTRIES THAT PLAYED  
ACROSS HUNDREDS OF WEB PAGES,  
INTERACTIVE GAMES, MOBILE PHONES,  
PRINT, EMAIL, REAL WORLD EVENTS,  
VIDEO AND UNIQUE COLLECTIBLES.

4:14 / 4:27 CC 360p

Like Add to Share 12,007

TRON: LEGACY - "Flynn Lives" ARG Recap Video (Alternate Reality)

IndustrialVibe 56 videos Subscribe

0:26 / 4:41

Like Add to Share 9,866

The Lost Experience

stieveff 16 videos Subscribe

The Lost Experience 2006  
Unique initial  
Over 50000 unique players  
2006

1:48 / 2:05

Like Add to Share 81,062

The I love Bees Phenomenon

spider24 67 videos Subscribe

AUGUST 24  
< THE ZERO HOUR  
> CALLED INTO THE  
"REAL WORLD"

0:59 / 1:12

Like Add to Share 56,482





# What Made 'Why So Serious?' A Great Game Campaign?

10 millions players from 75 countries played across continents and the web, collaborating and competing with people they'd never met before in a 'walk-in trailer' or blogger outreach on steroids.

Space expansion, social expansion and time expansion.

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Nike Grid

Click  
me! I'm  
a link to  
a video!

YouTube  Search Browse

## Nike Grid - Run to Start

NikeGrid 18 videos



0:26 / 0:30 360p

12,511

Uploaded by NikeGrid on 9 Oct 2010

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# What Made 'Nike Grid' A Great Game Campaign?

Over the course of two weeks 3125 people signed up to Nike Grid. They collectively went on over 30,000 runs, running over 12,500 miles between them, using London as their gameboard.

In the same period there were over 6,000 unique visits to the game leader boards and interactive maps on [nikegrid.com](http://nikegrid.com). 4,777 people like the Nike Grid Facebook group, with the community still engaging with the site despite the campaign only lasting 2 weeks nearly a year ago, with comments like "When's the next Grid I can't wait!!!"

Space expansion,  
social expansion  
and time  
expansion



# MINI Getaway

Click me! I'm a link to a video!



## MINI Getaway Stockholm Case

by Jung von Matt Stockholm **PLUS**  
9 months ago



New Balance and VW have also run similar campaigns to this one. Click us. We're links!



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# What Made 'MINI Getaway' A Great Game Campaign?

Over the course of a week over 11,000 players chased a virtual MINI Countryman using the app on their phone. The virtual car travelled more than 1500 km. The average gaming time per person was 5 hours 6 minutes. With followers from 90 different countries, it became a cultural movement to some extent.

Space expansion,  
social expansion  
and time  
expansion





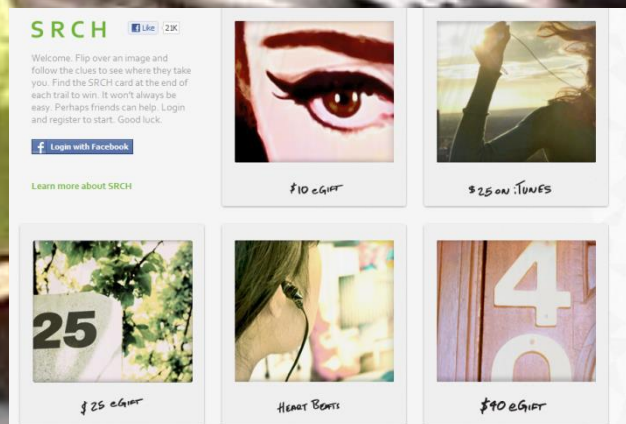
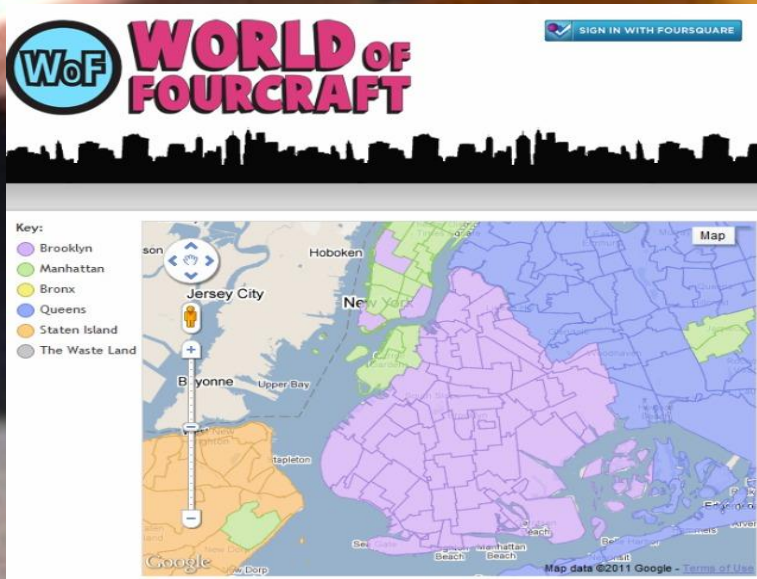
# What Are Pervasive Games?

Pervasive games are games which *expand the space, time and social elements of gameplay* to blur experiences on the boundaries of ordinary life and play.

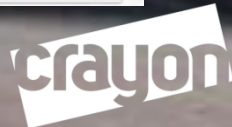
# Genres of Pervasive Games

Alternate Reality Games  
Tag Assassination  
Street Sports  
Playful Performances  
Urban Adventure Games  
Reality Phenomena Games  
Pervasive LARPs

## Geo-Location Games (links)



Why not use Oyster card game Chromaroma & Foursquare to turn London into a big game of Monopoly?





# The Elements of Pervasive Games

**Pervasive games**

=

**offline participation (expanded gameplay space)** Mystery and Mastery

Brand interactivity.

+

**storytelling brand experience (expanded social gameplay)**

Membership

Brand authenticity.

+

**ubiquitous media (expanded gameplay time)** Meaning

Brand engagement and community.

**crayon**

# 1) Space Expansion

The Whole Word as the  
Playground!



## 2) Social Expansion

Playing With Outsiders

### 3) Time Expansion



Always-on, Ambient Gameplay



**Score: 964,000,000,000,000**

(You rock!)

How Are Pervasive Games More Useful Than Gamification?

**Earn 1,000,000,000,000 points**

Gamification is easy to do badly.

# To learn more here is some further reading...

- [Pervasive Games: Theory and Design, Experiences on the Boundary Between Life and Play – Markus Montola](#)
- [Evaluation Strategies for Pervasive Games – Andre Kuntze](#)

Or come and speak to me:

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