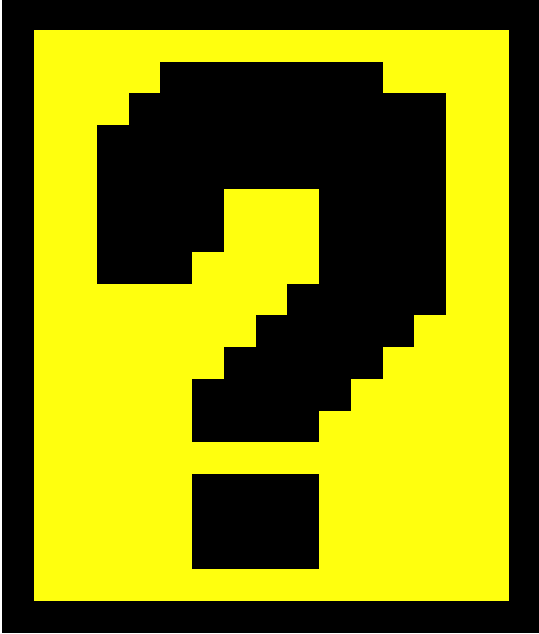




GAMIFICATION

BY JESSICA LAU



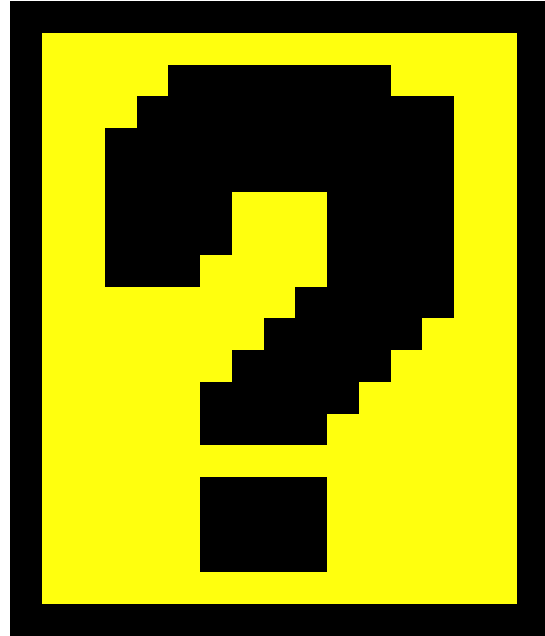




JUMP EXAMPLE

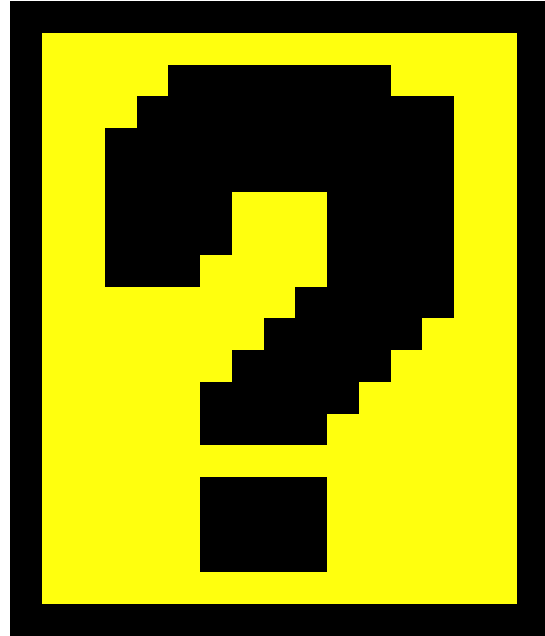


Amassed **100 million players**
within two weeks of its December launch



WHY

IS IT RELEVANT TO
OUR INDUSTRY?



WHERE

CHINA & CHINESE
CONSUMERS ARE AHEAD



MEET THE PRCs GLOBAL SHOPPERS



150M Chinese Tourists in 2017
220M by 2020

 Nearly **50%** of TR shopping spend
in **2017**
were from Chinese Travelers

 **8%** own a passport...



MEET THE HENRYs




“High Earners, Not Rich Yet.”

CHINESE MILLENNIALS

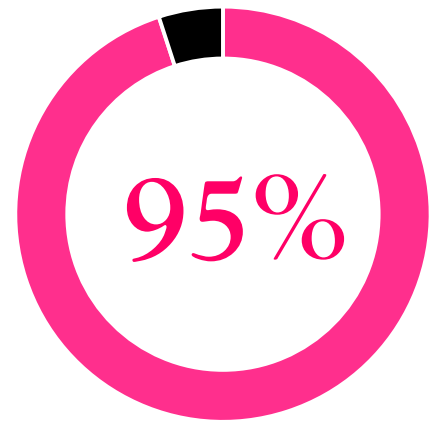
THE CONSUMER OF 2020

 **6,000** USD per trip

 **74M** = Travel Ready Millennials
who will graduate
in the next 10 years = **HENRYs**



THE HENRYs,



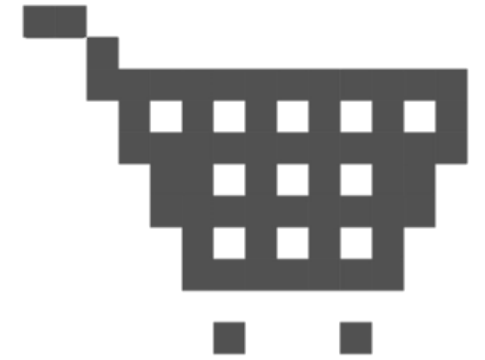
Are MOBILE FIRST



HOW

TO ENGAGE

THE GLOBAL CHINESE SHOPPER



What is **GAMIFICATION**?



FUN WAY

TO INTERACT WITH
CONSUMERS



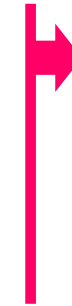
STAND OUT

FROM THE COMPETITION



EMOTIONAL

ENGAGEMENT



ULTIMATE GOAL

TO TRANSFORM THE
PLAYERS INTO A CUSTOMER



WHAT LUXURY BRANDS CAN LEARN FROM POPULAR MOBILE GAMES IN CHINA



Many luxury brands believe

GAMIFICATION

cannot fit their brand positioning...

and could hurt their **premium perception**

BUT it is changing =
We have to be
CONSUMER CENTRIC



DIOR Introduced its latest **STORE** in SHANGHAI

❖ **Collect items** from the latest collection

❖ Chance to **win tickets** to the opening event



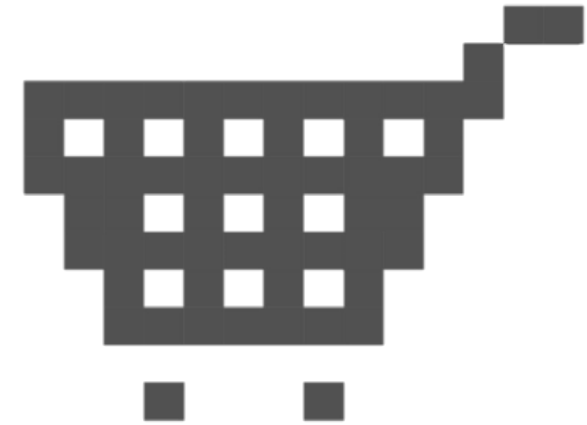
Interactive Treasure Hunt by Dior



TIPS

TO MASTER GAMIFICATION

- Know your audience and focus on **PRC Global Shoppers**
- Understand and **PLAY** Popular Games Yourself in CHINA
- Games are fun, interactive but what are players winning = **INCENTIVES**
- KEEP IT **SIMPLE**, the best games are relatively simple and short contests





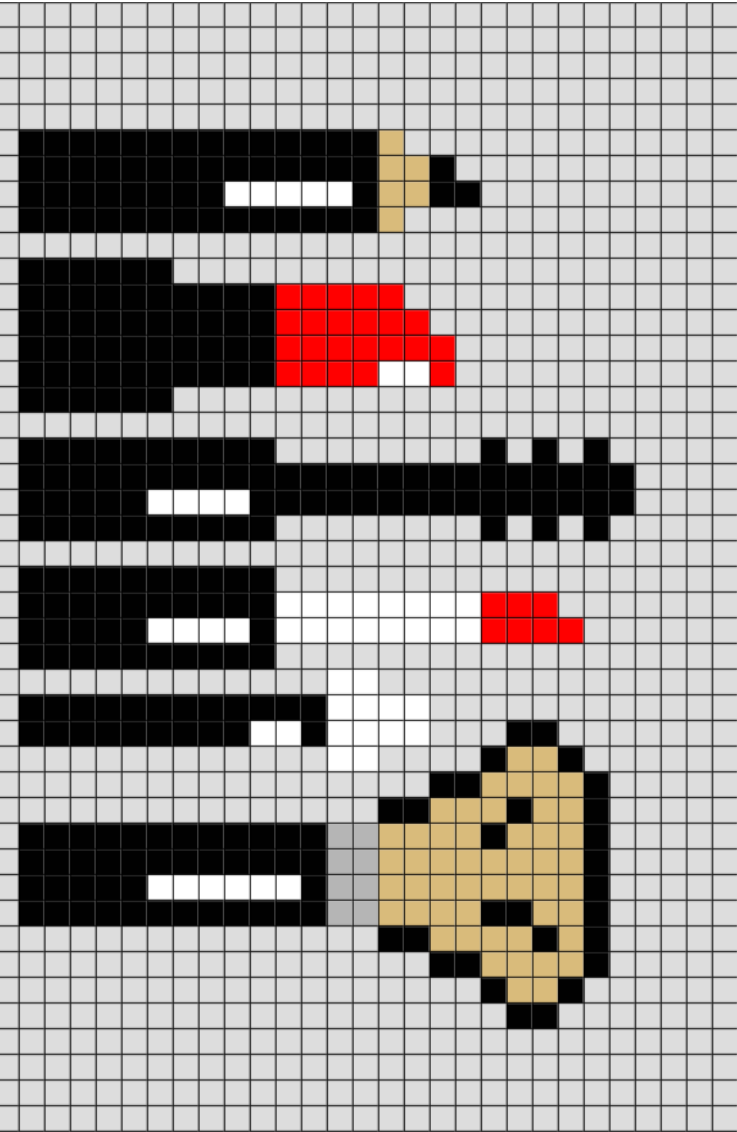
TIPS

TO MASTER GAMIFICATION

- Have **CLEAR** Terms and conditions and timeframe: e.g. limited edition games
- Define clearly what are the **KPIs** for the brand and how to assess the success of the campaign
- Work with strong partners and always look out for **NEW** technologies such as AR, AI



SUCCESS



CASE STUDIES



ENGAGE YOUR CUSTOMERS
RECRUIT NEW CUSTOMERS



KISS KISS GAME

GUERLAIN

ENGAGEMENT VIA GAMING

- DELIVER High levels of enjoyment and addiction
- Social Function

- KEY: players share items, scores and compete with people around

- Chance to convert players into **shoppers**
- Rated Most Engaging Game by Jing Daily of 2017

GUERLAIN

ROUGE G GAME

ENGAGEMENT VIA GAMING

- Create awareness before China Launch
- Timer with ranking to increase competition

O2O: Winners can collect the product offline

- Drive traffic to stores



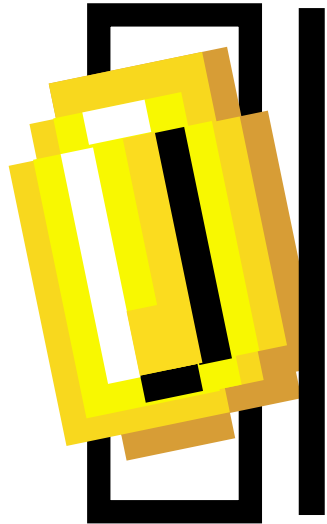


FUTURE OF GAMES

**CUSTOMER DATA ACQUISITION
TARGETED CONTENT**



Beginnings of SOCIAL CRM in TRAVEL RETAIL?



PRESS ANY KEY

⟨ TO CONTINUE ⟩