

KRDS

Facebook Marketing Agency

Gaming Conference India 2011






Preetham Venkky

<http://facebook.com/ideasmaverick>

The image shows a screenshot of a Facebook profile for Preetham Venkky. The profile header includes the name "Preetham Venkky" and a bio: "Studied Industrial Management at BMS College of Engineering, Bangalore", "Lives in Bangalore, India", "Married to Shanti Sekhar", "From Bangalore, India", and "Born on 28 March". There are also options to "Add your current work information", "Add languages you know", and "Edit Profile". Below the bio is a row of five photos. The left sidebar contains navigation links: "Wall", "Info", "Photos (28)", "Notes", "Friends", "Married to Shanti Sekhar", and "Friends (1003)". The main content area shows a post from "Arjun Modak's album" featuring Preetham Venkky and a photo of a group of people. Below this is a "Mobile Uploads" section with a photo of Preetham Venkky and a caption: "Here's wishing all my fellow Facebookers! a safe New Years' Eve and a Fabulous 2011. May you be granted all your wishes :) See you on the other side!". A link is provided: http://www.jaunted.com/files/3873/Genie_Lamp_for_Tin_Air.jpg.

Game Mechanics for *Virality*

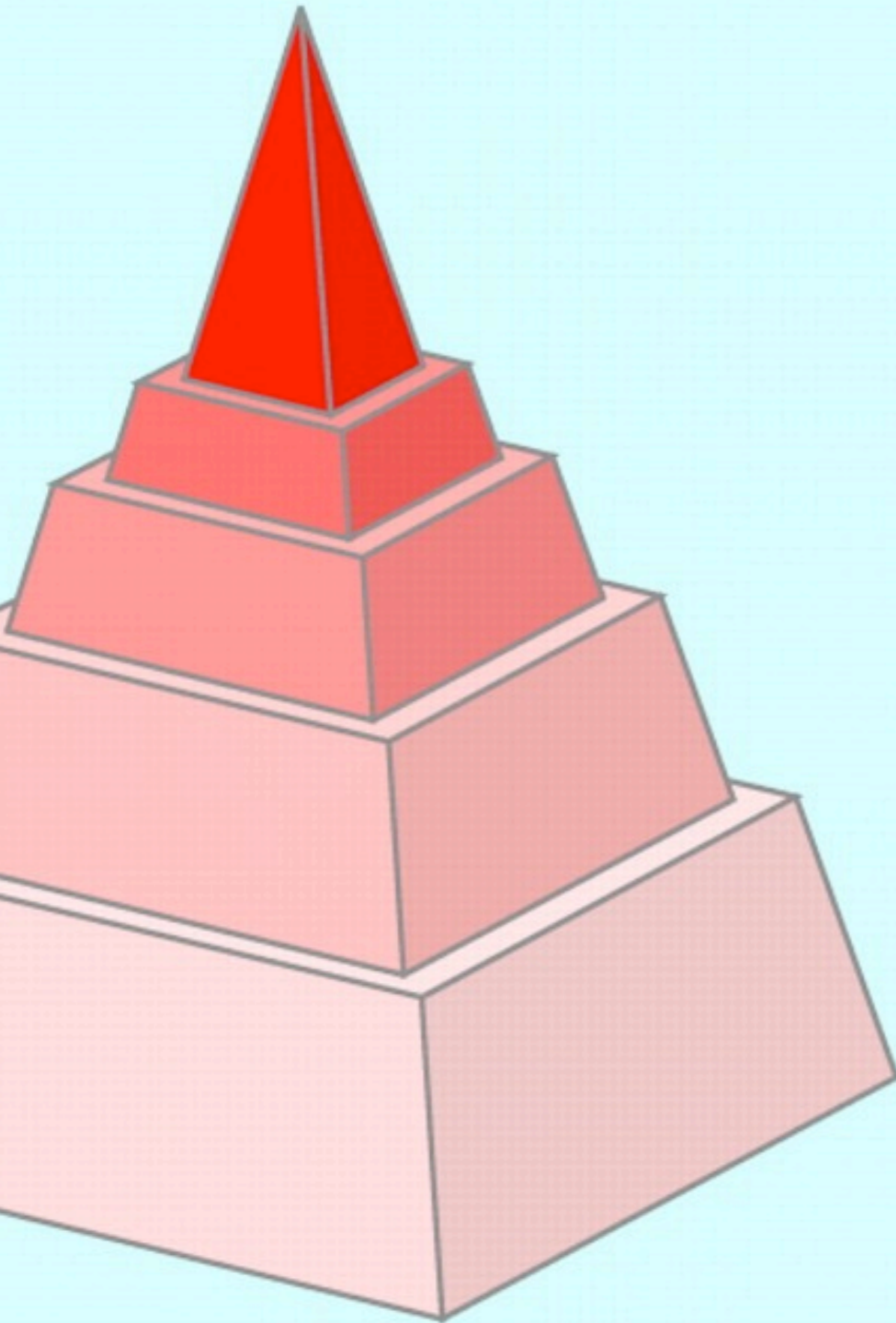
AGENDA

-  Life as a Game
-  Game Mechanics
-  Virality

Life as a Game

Just not an efficient one

Game Layer to satisfy Social Needs



- Self actualisation
 - Self esteem
 - Belonging
 - Safety
 - Physiological needs
- } (A large black curly brace on the right side of the list groups the top three items: Self actualisation, Self esteem, and Belonging.)

We set out to reward The Chocolate Bar's frequent customers' love of sweets and their sense of humor at the same time. To do this, we designed a loyalty card with a dental chart on it. Every purchase is rewarded with a punched tooth. After 16 teeth are punched, the customer is entitled to a complimentary chocolate of their choice.





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There can be no
Prestige
without mystery

- Charles De Gaulle (French General)

Cub Uniform

Union Flag

Gallantry/Meritorious
Conduct Awards

Scout Logo

Chief Scout's
Silver Award

Group Name Tape

Region/County/Area Badge

District Badge

Leadership Stripe

Group Badge
(if not worn on scarf)

Partnership Awards

Challenge Badges

Group Badge
(if worn on scarf)

Occasional Badges

Moving-on Award

Joining-in Awards

Activity Badges and
Staged Activity Badges

Membership Award



- Ranks
- Pins
- Ribbons
- Medals
- Stars



Game Mechanics

Simple Game Construct Rules

Achievement

A virtual or physical representation of having accomplished something. These are often viewed as rewards in and of themselves.

Example: a badge, a level, a reward, points, really anything defined as a reward can be a reward.

Appointment Dynamic

A dynamic in which to succeed, one must return at a predefined time to take some action. Appointment dynamics are often deeply related to interval based reward schedules or avoidance dynamics.

Example: Cafe World and Farmville where if you return at a set time to do something you get something good, and if you don't something bad happens.

Loss Avoidance

The act of inducing player behaviour not by giving a reward, but by not instituting a punishment. Produces consistent level of activity, timed around the schedule.

Example: Press a lever every 30 seconds to not get shocked.

Cascading Information Theory

The theory that information should be released in the minimum possible snippets to gain the appropriate level of understanding at each point during a game narrative.

Example: showing basic actions first, unlocking more as you progress through levels. Making building on SCVNGR a simple but staged process to avoid information overload.

Blissful Productivity

The idea that playing in a game makes you happier working hard, than you would be relaxing. Essentially, we're optimized as human beings by working hard, and doing meaningful and rewarding work.

Example: World of Warcraft players play on average 22 hours / week (a part time job), often after a full days work. They're willing to work hard, perhaps harder than in real life, because of their blissful productivity in the game world.

Platform-agnostic Gaming

Games that can be played across multiple platforms

Example: Games that be played on iPhone, Facebook, XBox with completely seamless cross platform gameplay.

Endless-ness

Games that do not have an explicit end. Most applicable to casual games that can refresh their content or games where a static (but positive) state is a reward of its own.

Example: Farmville (static state is its own victory), SCVNGR (challenges constantly are being built by the community to refresh content)

Envy

The desire to have what others have. In order for this to be effective seeing what other people have (voyeurism) must be employed.

Example: my friend has this item and I want it!

Free Lunch

A dynamic in which a player feels that they are getting something for free due to someone else having done work. It's critical that work is perceived to have been done (just not by the player in question) to avoid breaching trust in the scenario. The player must feel that they've "lucked" into something.

Example: Groupon. By virtue of 100 other people having bought the deal, you get it for cheap. There is no sketchiness b/c you recognize work has been done (100 people are spending money) but you yourself didn't have to do it.

Micro Leader-boards

The rankings of all individuals in a micro-set. Often great for distributed game dynamics where you want many micro-competitions or desire to induce loyalty.

Example: Be the top scorers at Joe's bar this week and get a free appetiser.

Progression

A dynamic in which success is granularly displayed and measured through the process of completing itemized tasks.

Example: a progress bar for activity completion like in LinkedIn

Social Mechanics

A game element that requires multiple people to play (or that can be played better with multiple people)

Example: Farmville making you more successful in the game if you invite your friends, the social check-in.

Communal Discovery

The game dynamic wherein an entire community is rallied to work together to solve a riddle, a problem or a challenge. Immensely viral and very fun.

Example: DARPA balloon challenge.

Virality

Spreading the Geme



Task Completed in *just* **9 hrs**



Pitch

We're giving \$2000 per balloon to the first person to send us the correct coordinates, but that's not all; we're also giving \$1000 to the person who invited them. Then we're giving \$500 whoever invited the inviter, and \$250 to whoever invited them, and the remaining \$250 goes to charity.

Send this FarmVille Gift request?

To: **Lila Rose Kim** ✕

[Add Personal Message](#)

Preview:

 **You have a FarmVille Gift request.**



Amy Jo Kim sent a request using FarmVille:

Here is a Cow for your farm in FarmVille. Could you help me by sending a gift back?



Case Study

Air France



Air France

Page

318 044 personnes aiment ça.



+ 250,000 likes in 10 days !
(early March 2011)

A real incentive to click the 'Like' button

The image shows a screenshot of the Air France Facebook page. The page header includes the Facebook logo, a search bar, and the Air France profile name with a 'Like' button. The main content area features a large banner for the 'AIRFRANCE TRAVEL CHALLENGE'. The banner has a background image of sailboats and a red button that says 'TO PLAY CLICK ON I LIKE'. Below the button, it states '4 ROUND-TRIP TICKETS TO WIN EVERY DAY, TO THE DESTINATION OF YOUR CHOICE!' and includes a small note '* 2 tickets for two persons'. A blue arrow points to the 'CLICK ON I LIKE' button. Below the banner, there is a section titled 'TO TAKE PART IN THE COMPETITION' with a photo of a white building with a blue dome. The text says 'guess where today's photo was taken and you could win the round trip of your choice.' The left sidebar shows the Air France logo, navigation links (Wall, Info, Welcome!, Photos (1,248), Video, Travel Challenge, Book Now, On Board), and a list of likes from other Air France entities (Air France USA, Air France Music, Delta, KLM, Air France UK). The page footer contains links for 'Competition rules', 'Find out more', and 'Private Data'.

Inspiring prizes matching Air France's business

Thursday 03 March
POLINESIA FRANCESA
 They have won: 2 tickets to an Air France destination of their choice




Dolores

Wednesday 02 March
NEW YORK
 They have won: 2 tickets to an Air France destination of their choice





Christele Sonia

Monday 28 February
DUBAI
 They have won: 2 tickets to an Air France destination of their choice




Angela

Sunday 27 February
MADRID
 They have won: 2 tickets to an Air France destination of their choice





Danta Ogunsola

Saturday 26 February
TOKYO
 They have won: 2 tickets to an Air France destination of their choice





Marsha Beate

Friday 25 February
NIZZA
 They have won: 2 tickets to an Air France destination of their choice




Mirjam

Monday 07 March
SAN FRANCISCO
 They have won: 2 tickets to an Air France destination of their choice




Shantel

Sunday 06 March
PARIS
 They have won: 2 tickets to an Air France destination of their choice





Marie Luce Francis

Saturday 05 March
ROMA
 They have won: 2 tickets to an Air France destination of their choice




Cris


Friday 04 March
MEXICO
 They have won: 2 tickets to an Air France destination of their choice




Débora

Taking part is
Simple and Fun

TUESDAY 08 MARCH
GUESS WHERE TODAY'S PHOTO WAS TAKEN!



Where was this photo taken?

- Beijing
- Bangkok
- Singapore

Post on your profile (If one of your friends plays by clicking on your post, you become their sponsor and increase your chances of winning)

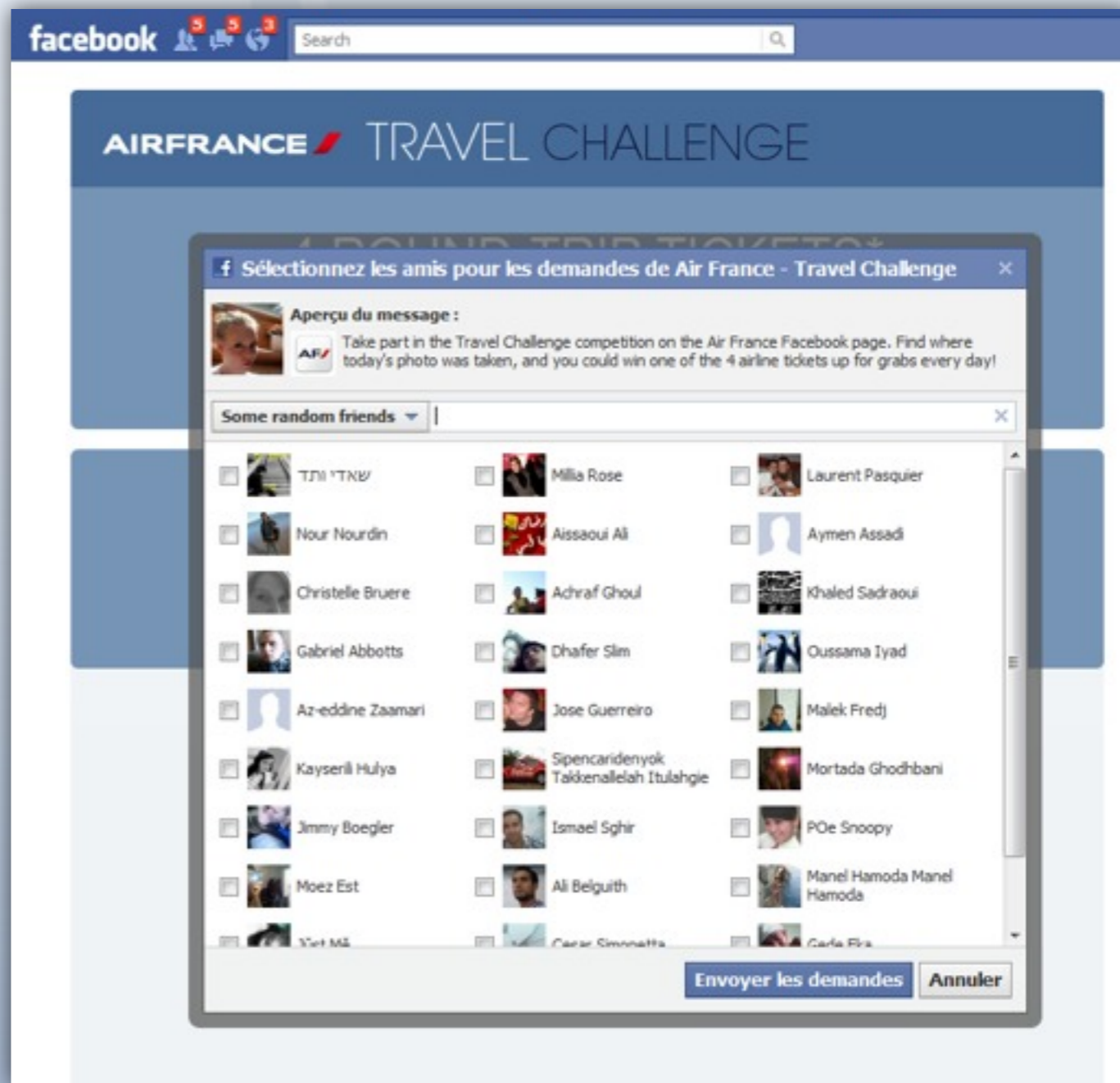
I VALIDATE MY CHOICE

A real incentive to share

Invite all your friends to play. If one of them wins, you automatically win too!

Results posted in 09 : 03

INVITE MY FRIENDS



To Wrap Up!

-  KRDS is a **100% Facebook Agency**, No. 1 in France with an ever growing expertise throughout Europe and India.
-  KRDS is recommended to advertisers by Facebook (Preferred Developer Consultant) and is Facebook India's top partner.
-  KRDS has experienced teams in Design, Development and Project Management to offer world class applications to clients with an active presence on Facebook.

KRDS

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