Alena Smalianets
Science tutor *P. Palubinski*
BSUIR (Minsk)

GAMIFICATION MARKETING: PRINCIPLES AND BEST PRACTICES

Gamification, defined as the integration of game techniques into non-game contexts such as learning, marketing, business, and everyday life, constitutes a nascent area of research. It encompasses a multi-disciplinary framework, incorporating game design, behavioral economics, neurobiology, and behavioral and cognitive psychology. The active implementation of gamification in business settings can be traced back to the emergence of information technology and the proliferation of video games. Fundamental components of gamification include the incorporation of hierarchical levels, rewards, special player statuses, virtual currencies or points, and ranking systems.

The gamification market is experiencing substantial growth, as indicated by its increasing market size. According to the report from "Markets and Markets", the market was valued at $9.1 billion in 2020 and is projected to reach $30.7 billion by 2025, reflecting a notable growth rate of 27.4 % [1].

The primary objective of gamification is to actively engage and retain participants, leveraging game technologies to address customer problems, facilitate skill acquisition, or enhance sales performance. When implementing gamification strategies in a business context, it is recommended to adhere to fundamental principles, including voluntary participation, clear rules, balanced progression, motivation, reward systems, and the absence of punitive measures.

Gamification has found applications in various domains, such as marketing, training, and social environments. Game technologies are sometimes employed to address urgent global challenges, expedite problem-solving, or facilitate bug identification. The integration of gamification, accentuated by appealing graphics, immersive narratives, and enticing rewards, assists developers in bolstering sales.

In marketing, gamification is harnessed to attract new customers, retain existing ones, boost sales, and enhance brand recognition. By incorporating game elements into product and service promotions, marketers effectively heighten user engagement. The key constituents of gamification in marketing include status indicators, new product introductions, and the provision of complimentary items. Captivating interactive projects not only foster customer loyalty and acquisition but also prompt users to share their achievements on social media platforms. This results in amplified brand mentions and enables companies to cost-effectively promote themselves through user-generated content [2].

Gamification, like any emerging trend, comes with its own set of advantages and disadvantages. The primary advantages include increased engagement, enhanced customer loyalty, improved learning and development outcomes, and the collection of valuable data. On the other hand, the main cons encompass challenges related to implementation complexity, potential user rejection and lack of motivation, and the overabundance of game elements. The drawbacks of gamification become apparent when

companies draw inspiration from the game industry without a solid understanding of human psychology, resulting in ineffective achievement systems and internal ratings.

Nonetheless, it is important to acknowledge that these disadvantages can be mitigated through the application of a specific principle proposed by Kevin Werbach, a renowned professor and author of the influential book on gamification titled "For the Win: How Game Thinking Can Revolutionize Your Business". This principle, known as the six D's, involves defining objectives, describing the desired outcomes, delineating the implementation process, devising appropriate strategies, "do not forget", and effectively deploying the gamification initiative [3, p. 85].

In conclusion, the integration of gamification techniques leads to heightened engagement across various domains. The incorporation of game mechanics into processes results in enhanced productivity among employees, increased interest and participation in learning activities, and improved adherence to exercise routines among individuals. This technology proves effective in driving desired outcomes. Notably, the anticipation of rewards significantly boosts motivation, which extends beyond materialistic incentives.

REFERENCES:

1. Gamification Market Growth Drivers & Opportunities [Electronic resource]. – Mode of access: https://www.marketsandmarkets.com/Market-Reports/gamification-market-991.html. – Date of access: 05.03.2024.
2. What is Gamification? – Gamification with Dr Zachary Fitz Walter [Electronic resource]. – Mode of access: https://www.gamify.com/what-is-gamification. – Date of access: 05.03.2024.
3. Werbach, K. For the Win: How Game Thinking Can Revolutionize Your Business / K. Werbach, D. Hunter. – Philadelphia : Wharton Digital Press, 2012. – 148 p.

Darya Trokhimovich
Science tutor *L. Vasilevskaya*
BSEU (Minsk)

ROLE OF ARTIFICAL INTELLIGENCE IN MARKETING AND ADVERTISING

Artificial intelligence (AI) plays an increasingly significant role in the modern world, penetrating into various spheres of human life, from the development of technology and analyzing large amounts of information to the development of medicine. The sphere of advertising and marketing has not become an exception. The aim of the research is to evaluate the effectiveness of using AI in advertising.

AI (Artificial intelligence) marketing is a type of marketing which involves the use of tools and technologies of artificial intelligence for content generation, processing and analyzing information about marketing campaigns, customers, sales, building development forecasts and solving other tasks [1].