CASE STUDY
GAMIFICATION IN FOOD INDUSTRY

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CASE 1  

Foodzy helps keep track of what you eat during the day and rewards certain healthy or fun eating habits with badges.

There’s also a social element to Foodzy, allowing users to discover new products that others you know like as well as which of them have eating habits that are similar.

Foodzy translates calories to “bits,” with the equation being that 20 calories equals 1 bit. This system makes for easy calculations for users — they can figure out how much they eat, as well as how much they should eat depending on their goals (to maintain, lose or gain weight).

Foodzy works with local food databases in every country so that products available in a user’s country are suggested in the service when searching for them. The hope is that users will continue to build upon the “master” database Foodzy has put in place and this crowdsourcing will enhance the user experience for everyone, not matter what country they live in.

Long term plans for Foodzy include launching an API for easy integration with other online networks and apps, as well as relevant hardware like a Wi-Fi scale, Xbox Kinect or Nike Plus. Such integration will enable Foodzy to look at your exercise and weight along with eating habits so that a diet plan can be created based on overall fitness activity.
Let’s walk through the experience which I had on their website -

Home page

Home/Landing page of Foodzy.com gives clear proposition of what they do as moving banner ads indicates personalized food stats etc. Here user can sign either by an email or by Facebook login
**Personalized touch**

After login (either by Facebook account or by email), user has to enter his personnel information i.e. height, weight, location, gender etc. Based on this information personalization will be done (we will see this later in the article)
**Personalized tracker – daily intake + tip + weight checker + adding friend**

One can observe personalization again as tracker is present, which ask for your food intake input, weight and provides user the tips and also an option to “add the friends”
Badges

When you add your product first time in the tracker you will receive the message on right side of screen showing “You just unlocked the Foodzy Freshhead Badge”. Although it seems normal text only but the word “Badge” and “circular symbol of badge” makes it interesting.
Some more badges for you

There is separate section for “badges” which shows which all badges are gained by user and which all are still pending. Also when user mouse hover over pending badges then it shows the task needs to be perform in order to gain that particular badge.
Thus Foodzy.com implements common Game mechanics in its business aspect so as to engage user into non-game activity i.e. eating nutritional food. If we look at Game Mechanics then they are –

1. Personalization
2. Social nature – Adding friends to view there eating pattern
3. Sharing – user can share it’s diet through social platforms
4. Badges – Introduction of badges based on completion of certain diet task motivates user as “Badges” gives “Bragging Rights”

You can explore this particular website – http://www.foodzy.com and track your nutrition intake along with some Gamification mechanisms.

Meanwhile below are few more examples emphasizing role of game elements in brand development and marketing.

(Please note - All three cases, presented below, are from varied sources (Wikipedia and blogs) and thus I don’t have any contributions in them.)
CASE 2 Whole foods

- In a recent game-infused promotion, Whole Foods partnered with ePrize to launch a Facebook-focused campaign, called “Give Your Friends the Bird,” in which consumers can enter to win $250 gift cards. Consumers were required to “like” the Whole Foods Facebook page in order to participate. By answering a series of quiz questions, players were able to opt into the contest up to 10 times per day.

- More recently, Whole Foods rolled out the “14-Day Blast Off” campaign, which challenged consumers with a set of missions that focus on making healthy life choices such as getting daily exercise. Throughout the course of 14 days, badges were released as participants completed one mission of healthy living per day. The missions were designed to ease the players into healthy living with slow gains. For example, the program began by encouraging players to eat one more serving of vegetables a day, followed by adding fruit to the diet, then cooking with less oil, and so forth.

“The people going to Whole Foods and looking for organic food are there because they are looking for more ways to be healthy and live a healthy lifestyle,” said Sara Kowal, VP of Innovation at ePrize. “Instead of just putting information out there in an article or blog, the campaign allows you to create those missions and really make it more fun and engaging.”
CASE 3  *McDonalds* –

- The “Pick n’ Play” game didn’t need anyone to download anything, just the GPS function was used to ensure the mobile device was in the game area. This took place in Stockholm, Sweden and McDonald’s deem it to be such a success, they plan to roll out more digital screens playing Pick n’ Play in the future.

- The other game called ‘Catch One’ used the same technologies (mobile, GPS, digital screens) but this time passers-by used the camera function on the phone in order to take a picture of a fast-moving food item. If they were successful in taking the photo, they go to their local store, show the waiter the picture and get the free goody.
CASE 4 *Gourmet Burger Kitchen*

GBK, an unassuming little iPhone app from Gourmet Burger Kitchen aims to revolutionize customer loyalty.

Let me talk you through the experience:

You sign up and get given a unique customer ID number which you present to the GBK staff when you place your order. The home screen displays your total visits to the burger chain, visits this month, and your rank. The latter is part of a series of game mechanics that are aimed to engage users.

Flip across to the next tab and you’ve got your notifications panel where I’m immediately congratulated for having completed the worthy challenge of signing up. With this I’ve unlocked a badge and consequently a voucher: next time I go for a fix of burger fuel I get a free homemade dipping sauce. How about that! Other rewards include free cheese on your burger and the ‘Fireface’ badge, which gives you extra jalapenos. Ouch.

The other tabs include a branch locator which shows you the nearest Gourmet Burger Kitchen to you and a menu
with their vast array of – by the looks of things – damn tasty burgers. (They’ll even do you a five dollar shake).

And although there’s clearly room for improvement (no social login option on sign-up, no ability to order food from within the app, and an oddly located refresh button), what we’re seeing here is pretty significant for the marketing world. It marks a shift we’ve been seeing for a while now, from physical loyalty cards to virtual ones that are used in conjunction with a technology framework that simply allows for a lot more. With an app you can quickly create new and different incentives to appeal to each of your different consumer groups, not to mention all the data that an app like this can feed back to GBK, allowing them to gain insights into whom their customers are, along with customer behavior.

So after this case study of Gamification in Food Industries we are able to understand how game mechanics are being use by brands of Food Industry to increment sales, product marketing and people engagement. We will continue our quest to notice role of Gamification in marketing products, engaging people and promoting brand.

We will cover different industries in coming posts, till then enjoy Gamification.

Ps – Please share your experience, if any, of Gamification in Food Industry.