



BRAND GAMIFICATION

TBA

PROGRAM OVERVIEW

This 2-day program teaches Brand Gamification to thrive in the competitive business environment, as experiential marketing and brand gamification are crucial instruments for corporate success. Incorporating game-like features into marketing initiatives is known as brand gamification, and it can be a highly effective strategy for attracting customers and fostering brand loyalty. With the help of these marketing strategies, businesses can give consumers memorable and engaging experiences that may increase engagement, brand loyalty, and sales. Brands may stand out in a crowded market and establish emotional connections with their customers by utilizing experiential marketing, which focuses on developing distinctive and interactive experiences for customers.

LEARNING OUTCOMES

- Recognize the fundamental concepts and principles of experiential marketing and brand gamification.
- Create customer personas after analyzing the target audience.
- Create and implement effective experiential marketing campaigns.
- Incorporate gamification tactics into the marketing campaigns.
- Utilize analytics, determine and assess the effectiveness of marketing campaigns.
- Utilize case studies and best practices to address actual marketing challenges.

COVERAGE AREAS

- Consumer psychology driving brand interaction and product purchase, exploring motivation, emotion, cognition, and their marketing implications.
- Defining target demographic through customer persona, market segmentation, and adaptive tactics aligned with preferences.
- Impactful experiential campaigns based on successful cases to achieve marketing objectives.
- Gamification strategies like leaderboards, badges, and awards to enhance engagement and customer satisfaction.

LEAD FACILITATOR

Dr. Saima Hussain

Associate Professor and Head of Department – Marketing
PhD Marketing, SZABIST, Karachi - MS Marketing, SZABIST, Karachi
MBA Marketing, IoBM, Karachi - BS Computer Science, FAST-NU, Karachi

WHO SHOULD ATTEND

Marketing professionals across diverse sectors, individual marketing managers, directors, brand managers, digital marketing specialists, event marketing professionals, and creative minds within marketing agencies.

Individuals seeking to elevate their marketing prowess and stay informed about cutting-edge trends and methodologies in experiential marketing and brand gamification.

LEARNING METHODOLOGY

Interactive lectures
Group discussions
Hands-on exercises
Real-world marketing challenges
Games

INVESTMENT

RS. 65,000
(excl taxes)

DATE

TBA

TIME

9 AM - 5:30 PM

VENUE

KSBL

National Stadium Road, Opp. Liaquat, National Hospital, Karachi