

Appealing to the individual: Marketing using Gamification

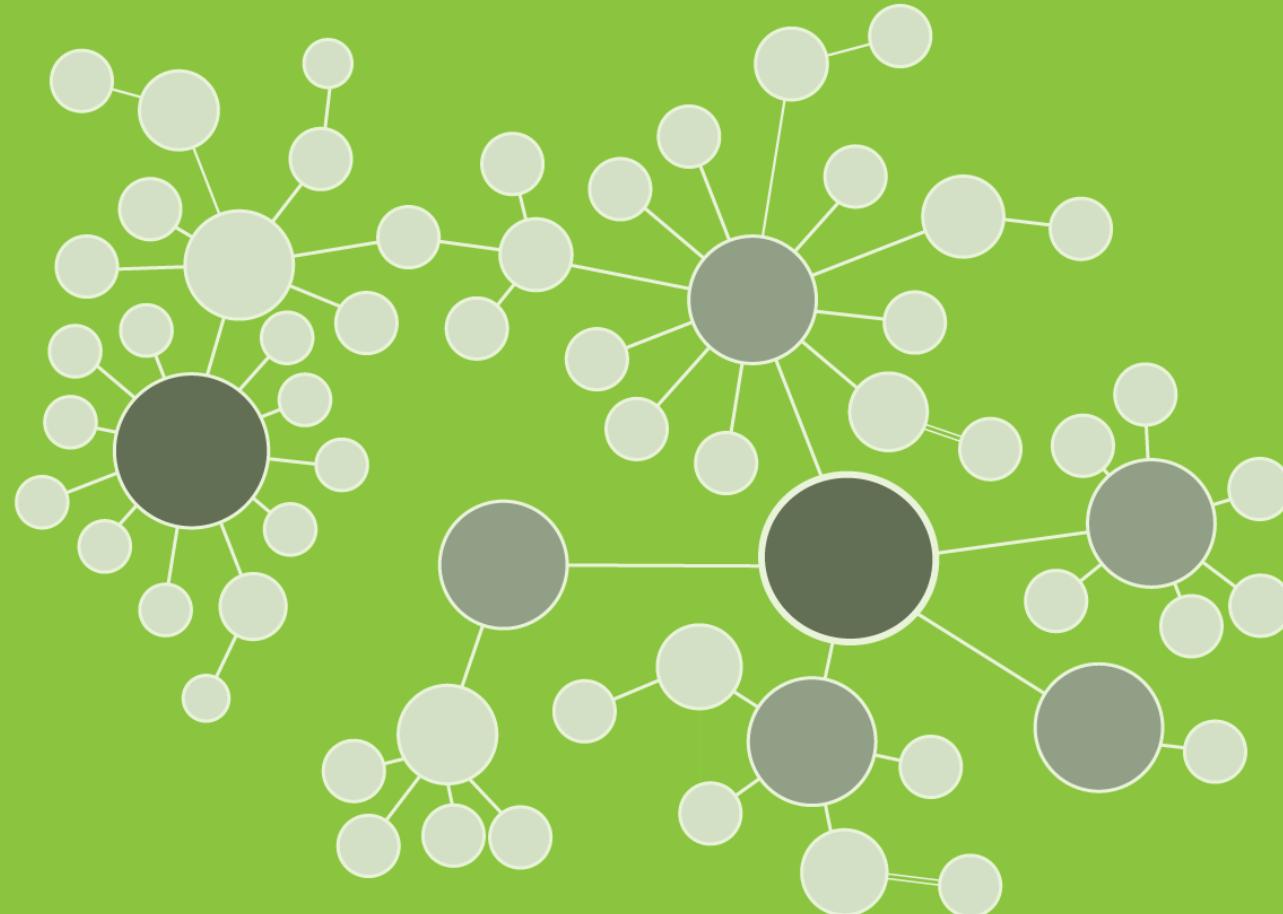


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Appealing to the motivations of individuals using **gamification principles**



Building community through competition



A series of short sprints



Marketing through action: Mini-Challenges

