Appealing to the individual: Marketing using Gamification
Appealing to the motivations of individuals using **gamification principles**

- **SOCIALIZER**: building a community
- **EXPLORER**: learning more
- **ACHIEVER**: effecting change
- **KILLER**: earning points!
Building community through competition
A series of short sprints
Marketing through action: Mini-Challenges

Specific and directive start
Message tailored to gamer type
Social delivery mechanism
Quick satisfaction
Mini-Challenge close