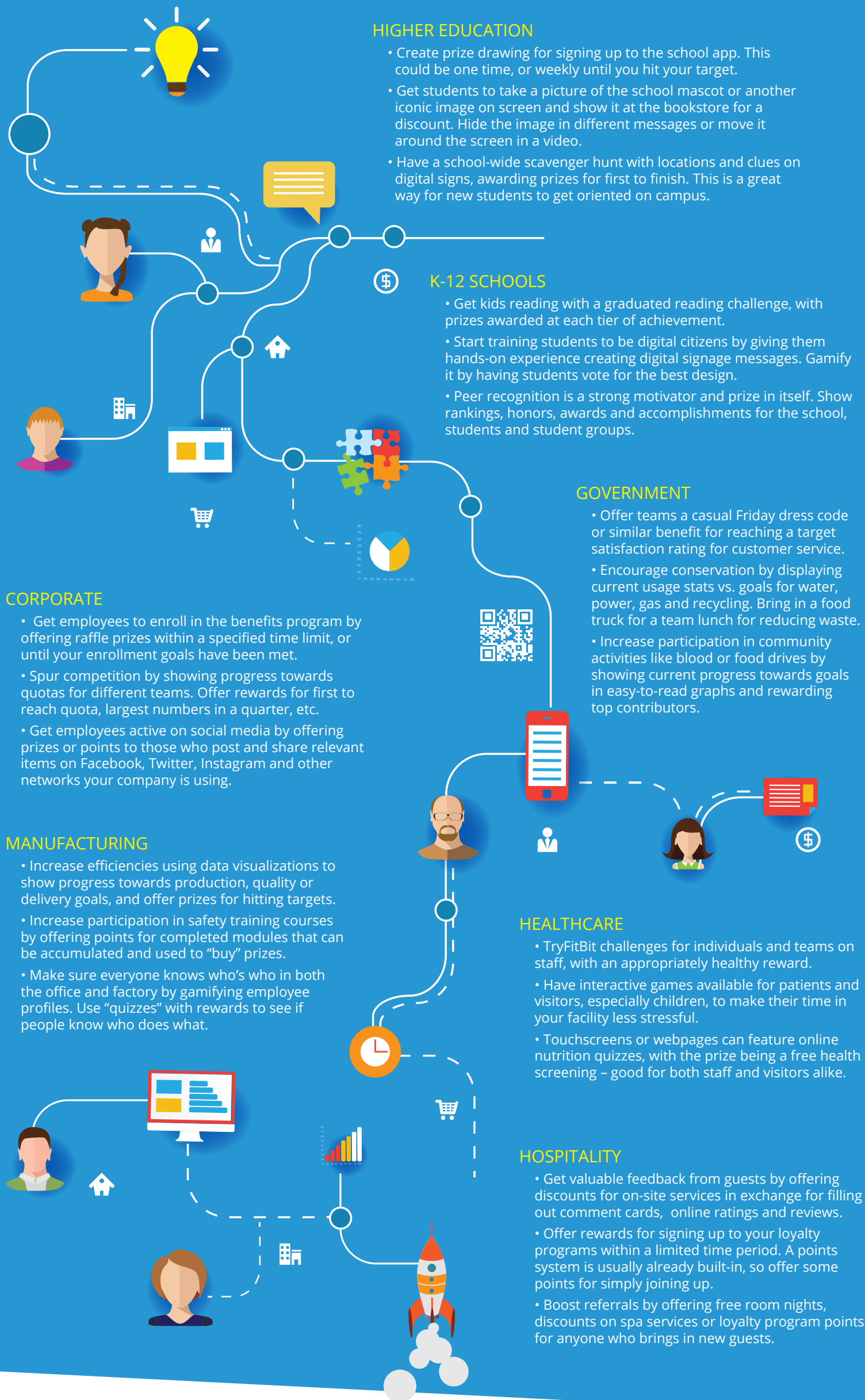




GAMIFICATION IDEAS FOR 7 MARKETS

Gamification is using things we normally associate with games – like a set of rules, competition and rewards – to get people interested and engaged. Here are some specific ideas for gamification in various markets to use on your digital signs. But take a look at all of them – what works in one market might also work in another. Always think of who your specific audience is, what might appeal to them as a prize, and what behavior you are trying to encourage.



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