

Creative Ideas for building games

This document is intended to stimulate ideas for creating your own game. Take any of the channels on the left and map them to a purpose on the right. Get creative, have fun, ideate!

We can't wait to see your game!



Map any channel to a purpose to foster ideation.

CHANNEL

Social Media
Email Marketing
Grand Opening
Virtual Event
Live Event
Corporate Conference
Education
Employee
Website
New Product
Prospect
Retail Store
Customer

PURPOSE

Survey
Contest
Giveaway
Rewards
Fun
Subscriptions
Trivia
Lead Capture
Competition
Incentives
Discounts
Tests / Quizzes
Entertainment