



KEY DEMOGRAPHICS

AGE RANGE :18-25

GENDER : 70% MALE AND 30% FEMALE

LOCATION :UNIVERSITY OF ILLINOIS

KEY PSHYCOGRAPHICS

LOVES TO HANG OUT WITH FRIENDS IN CLUBS,PARTY

PREFER INDOOR GAMES RATHER THAN OUTDOOR GAMES

LOYAL TO ONE OR TWO SPORTS

STRONGLY VALUES FRIENDSHIP AND COMMUNITY

CHALLENGES

COMFORTABLE AND SAFE SPACE

INDOOR GAMES ATTRACTED THEM BECAUSE OF

ONLINE **GAMES** WHERE THEY CAN GO ANYWHERE AND SEE THE WORLD THROUGH THE EYES OF THE PERSON YOU'RE PLAYING AS

ONLINE GAMIFICATION COMPONENT IS DESIGNED TO LURE YOUR FOCUS AND CORDON OFF THE OUTSIDE WORLD.

CHANNELS

FOLLOW ATHELETS ON SOCIAL MEDIA

WATCHE SPONSORED VIDEO ON YOUTUBE

CAMPAIGNS