



# Challenges Overview

# Virgin Pulse Challenges

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### Personal Challenges

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- Personal Habit Challenges

# Corporate Challenges

## **Step Challenges: Basic, Destination, Staged**

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Charity Step Challenges

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Promoted Healthy Habit Challenges

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Spotlight & Custom Challenges

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Member Marketing

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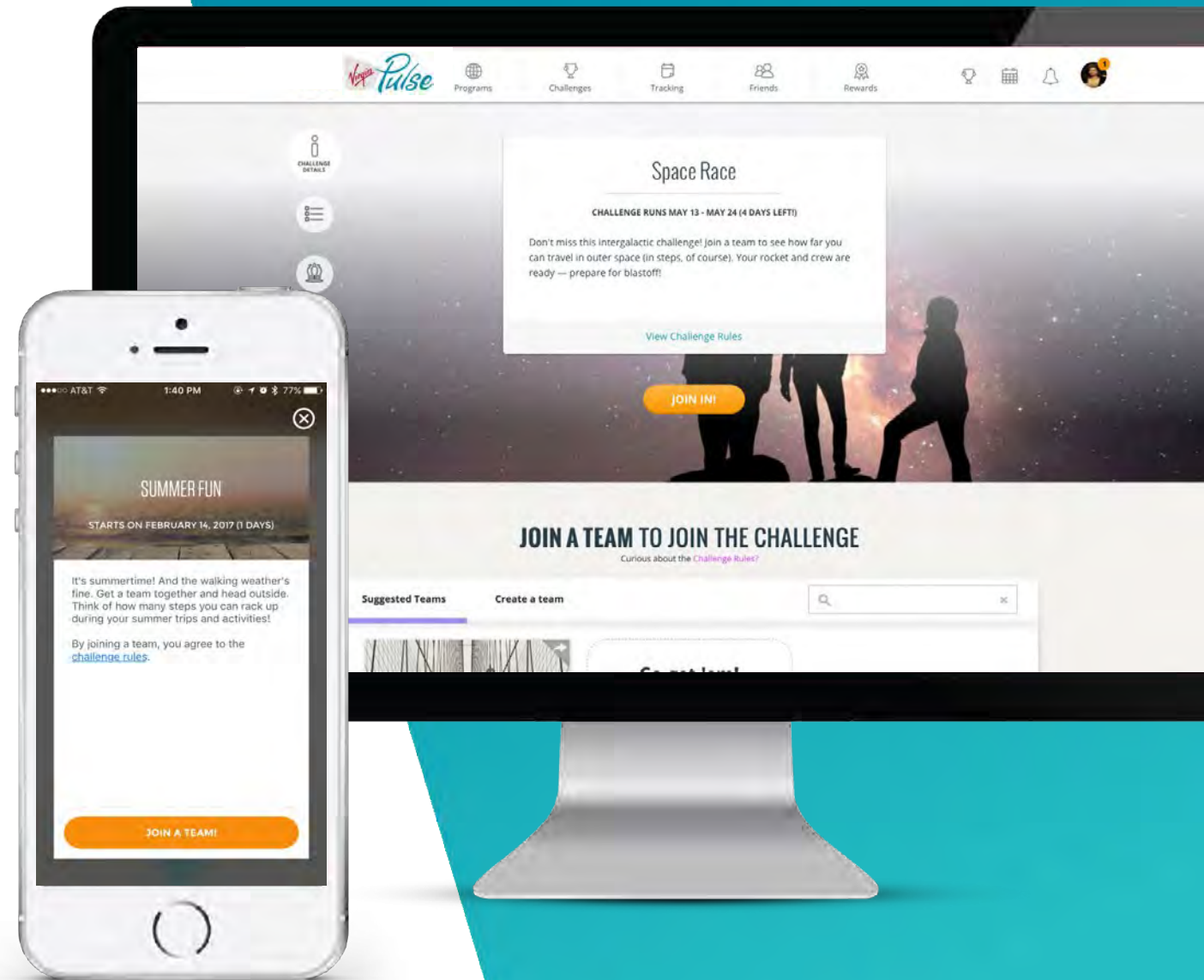
Client Admin Tools & Reporting

# Basic Step Challenges

## Overview

Basic Step Challenges are a simplified small group experience with teams focused on reaching the top of the leaderboard by racking up their step counts.

Choose from a library of 18 themes, or easily create a challenge with your own content. Basic Challenges allow you to quickly get a challenge up and running for your entire population or just a sub-portion of your members.

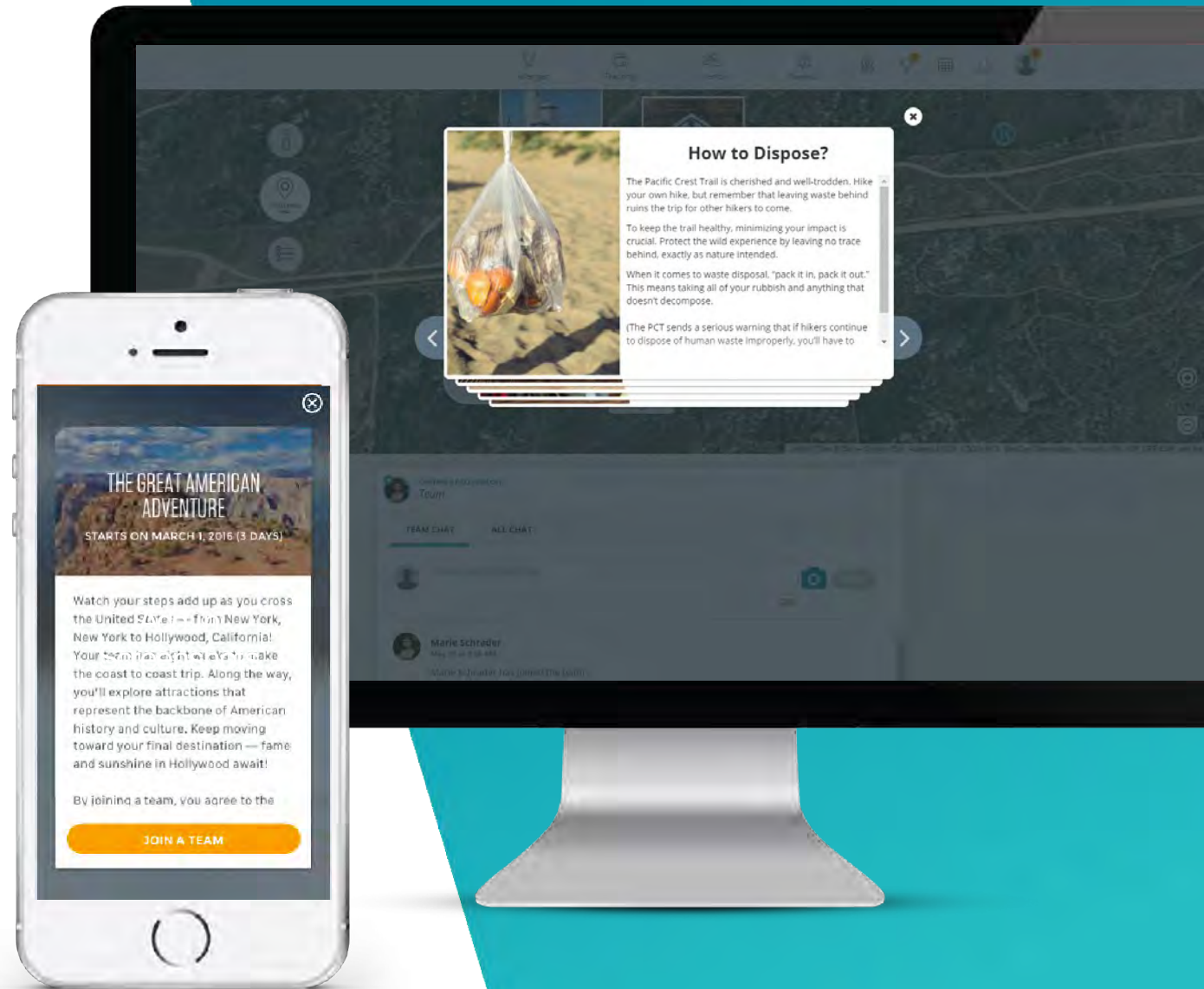


# Destination Step Challenges

## Overview

Destination Step Challenges are an immersive team-based experience where teams travel to new destinations, learning about the location and discovering recipes along the way, virtually exploring the world on an interactive map interface.

Choose from a library of 18 themes and run the challenge for your entire population or just a sub-portion of your members.





# Destination Step Challenges

## Details

### Configuration Options

- **Team Structure:** Small user-created teams
- **Rules:** Default content can be adjusted
- **Audience:** Enter member base or subset based on organizational hierarchy
- **Step Converter:** Tool to allow non-step based activity with a self-entry Step Converter Tool
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Emails:** Pick select email dates and turn individual emails on or off, including destination arrival emails
- **Rewards:** Designate rewards for top teams and/or individuals\*
- **Leaderboards:** Pick from a selection of org hierarchy leaderboard options\*
- **Step Caps:** Determine a daily step limit and average steps per day per member, which influences how fast stages are unlocked\*

\*These features are only configurable if your Virgin Pulse team is setting up the challenge

### Challenge Themes

- **Adventures in Africa**  
(15 destinations)
- **Amazing Architecture**  
(20 destinations)
- **Appalachian Trail**  
(8 destinations)
- **Bridges Around the World**  
(15 destinations)
- **European Expedition**  
(9 destinations)
- **Food Around the Globe**  
(22 destinations)
- **Great American Adventure** (9 destinations)
- **Great Escapes**  
(25 destinations)
- **Mindful Exploration**
- **North American Nomad**  
(19 destinations)
- **Pacific Crest Trail**  
(13 destinations)
- **Rhythms that Move You**  
(15 destinations)
- **Scale the Summits**  
(8 destinations)
- **South American Step-Off**  
(23 destinations)
- **U.S. National Parks**  
(9 destinations)
- **Walk the Wonders**  
(8 destinations)
- **World at Play**  
(15 destinations)
- **World Tour**  
(45 destinations)

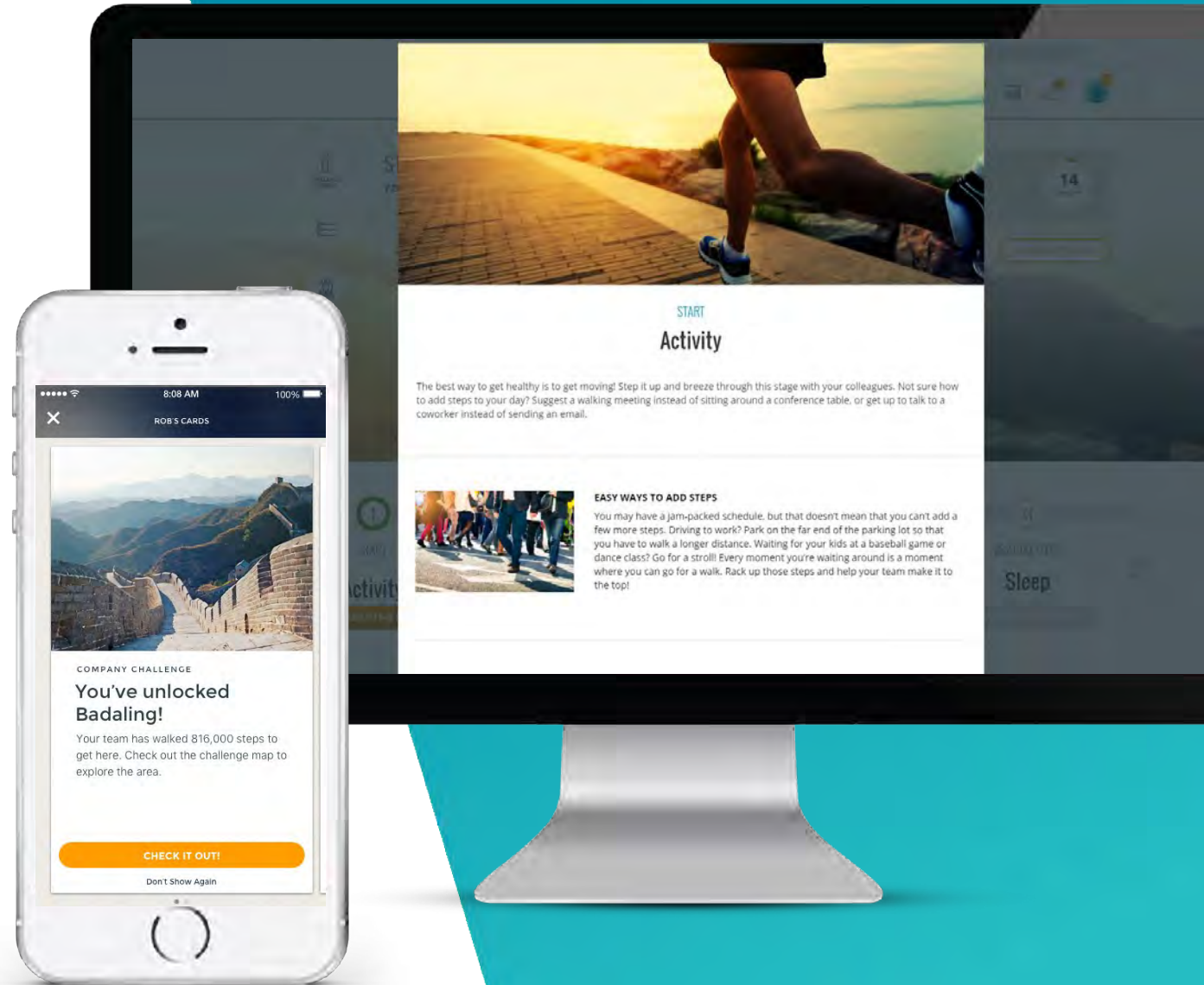


# Staged Step Challenges

## Overview

Staged Step Challenges are a team-based experience where members unlock five stages as they progress in the challenge, learning about the stage along the way.

Choose from a library of 11 themes and run the challenge for your entire population or just a sub-portion of your members.



# Staged Step Challenges

## Details

### Configuration Options

- **Team Structure:** Small user-created teams or Org Hierarchy-based teams
- **Rules:** Default content can be adjusted
- **Audience:** Entire member base or subset based on organizational hierarchy
- **Step Converter:** Tool to allow non-step based activity with a self-entry Step Converter Tool
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Emails:** Pick select email dates and turn individual emails on or off
- **Rewards:** Designate rewards for top teams and/or individuals\*
- **Leaderboards:** Pick from a selection of org hierarchy leaderboard options\*
- **Step Caps:** Determine a daily step limit and average steps per day per member, which influences how fast stages are unlocked\*

*\*These features are only configurable if your Virgin Pulse team is setting up the challenge*

### Challenge Themes

- Explore the Mediterranean
- Fall Into Fitness\*
- Great Wall of China
- Hawaiian Islands
- Path to Fulfillment
- Productivity Power-Up
- Relax, Renew, Refresh
- Step It Up to a Better You
- The Inca Trail
- Time Machine
- Washington, D.C.

*\*Fall Into Fitness is US English only challenge*





# Corporate Challenges

Step Challenges: Basic, Destination, Staged

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## **Charity Step Challenges**

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Promoted Healthy Habit Challenges

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Spotlight & Custom Challenges

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Member Marketing

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Client Admin Tools & Reporting

# Charity Step Challenges

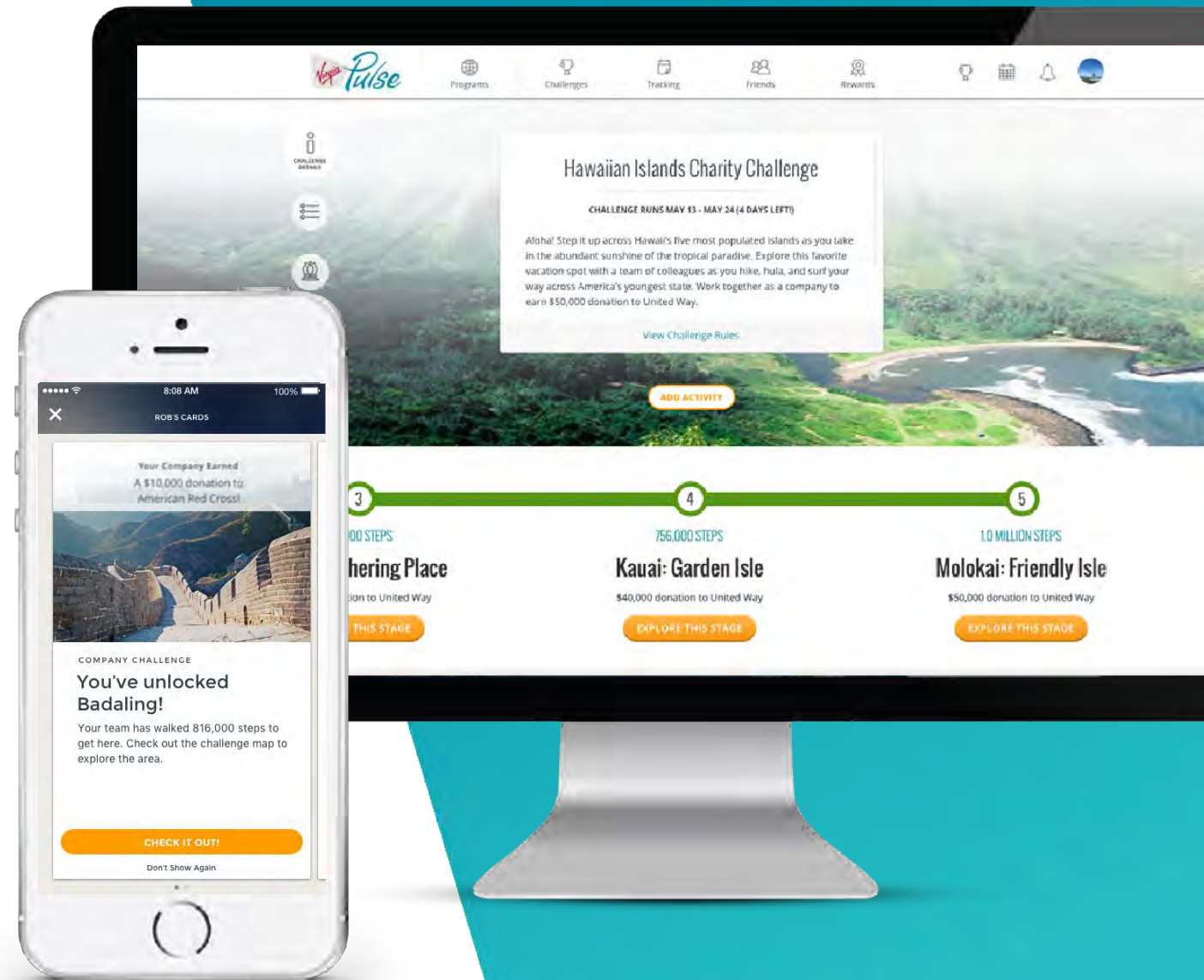
## Overview

Leveraging the foundation of the Staged Step Challenge experience, Charity Challenges enhances the interface to highlight any employer sponsored off-platform reward like:

- donation to a charity
- extra day off
- office lunch

Stages are unlocked by the entire participating population and the different milestones at each stage boosts motivation! Rewards at reach stage can be cumulative or incremental achievements.

Choose from 11 themes in the Staged Challenge library and run the challenge for your entire population or just a sub-portion of your members.



# Charity Step Challenges

## Benefits



### For you

- Tie wellbeing into your philanthropic efforts
- If there's no budget for individual rewards
- Creates buzz and increases engagement



### For your people

- Celebrate working toward a common goal as a company
- Not just focused on competition!

# Charity Step Challenges

## Details

### Configuration Options\*

- **Team Structure:** Small user-created teams or Org Hierarchy-based teams
- **Rules:** Default content can be adjusted
- **Audience:** Entire member base or subset based on organizational hierarchy
- **Step Converter:** Tool to allow non-step based activity with a self-entry Step Converter Tool
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Emails:** Pick email dates and turn individual emails on or off
- **Rewards:** Select an off-platform reward to be highlighted during the challenge
- **Leaderboards:** Pick from a selection of org hierarchy leaderboard options
- **Step Caps:** Pick a daily step limit and average steps per day per member, which influences how fast stages are unlocked.

*\*Charity Challenges can only be created with the support of your Virgin Pulse Team*

### Challenge Themes

- Explore the Mediterranean
- Fall Into Fitness\*
- Great Wall of China
- Hawaiian Islands
- Step It Up to a Better You
- The Inca Trail
- Washington, D.C.

*\*Fall Into Fitness is US English only challenge*



# Corporate Challenges

Step Challenges: Basic, Destination, Staged

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Charity Step Challenges

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**Promoted Healthy Habit Challenges**

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Spotlight & Custom Challenges

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Member Marketing

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Client Admin Tools & Reporting



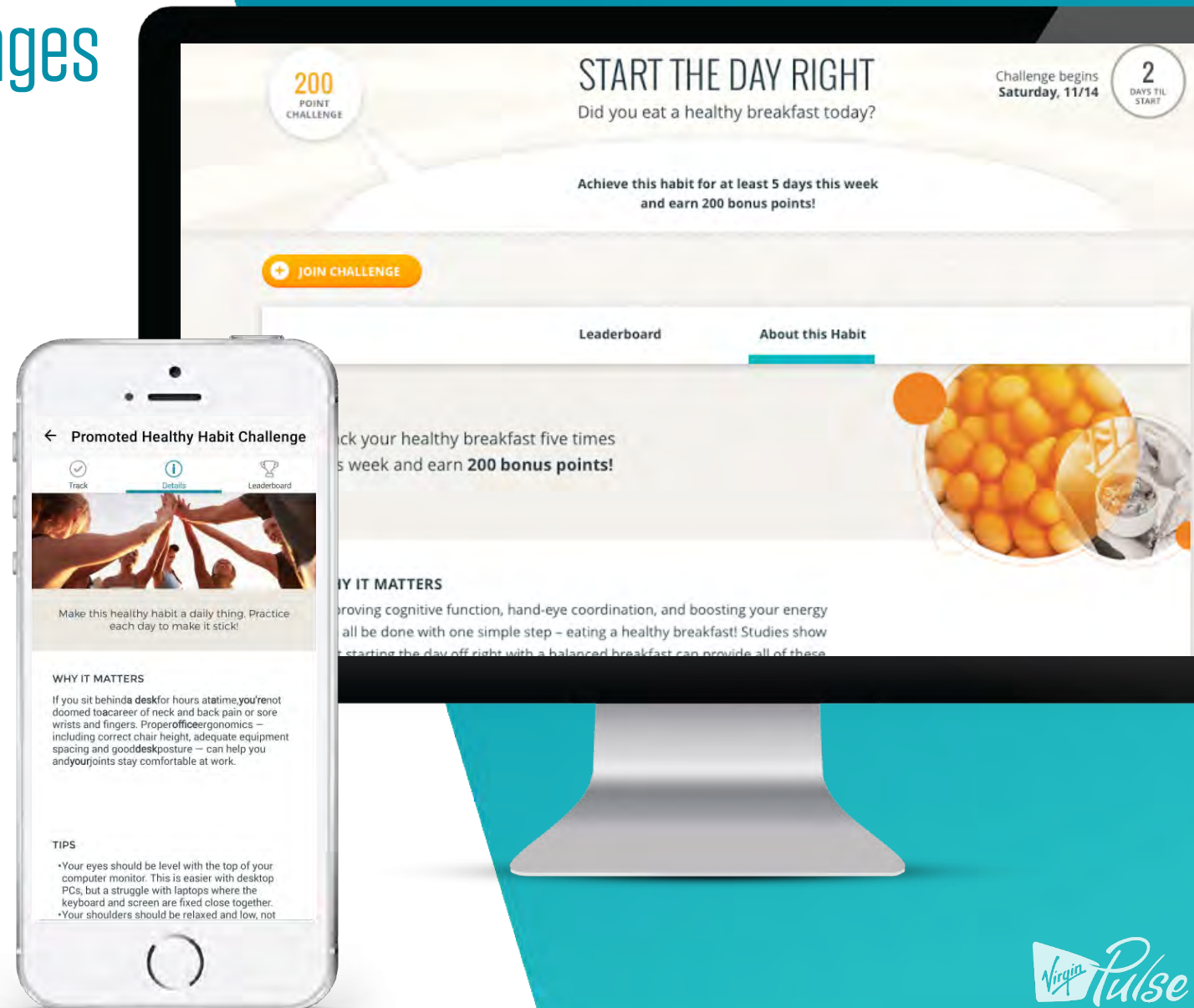
# Promoted Healthy Habit Challenges Overview

Help your employees better manage their finances, act sustainably, or embrace diversity.

Every month Virgin Pulse will launch a one-week Promoted Healthy Habit Challenge (PHHC) encouraging individuals to focus on a different topic each month of the year.

The challenge will help educate members “Why it Matters” and provide “Tips” to help your members achieve success.

Client’s can leverage Virgin Pulse’s habit library or create your own to align with organizational goals and objectives.



# Promoted Healthy Habit Challenges

## Benefits



### For you

- Focus on a non-step-based habit that is relevant to your organization and wellbeing priorities
- Option to create a custom habit and custom challenge directly in the Admin Portal
- Virgin Pulse-created monthly Promoted Healthy Habit Challenges takes all the work and decisions off your plate



### For your people

- Focus on one activity over a prolonged period of time to change habits
- Individual competition where members can learn why the habit matters and tips to say “yes” every day during the challenge

# Promoted Healthy Habit Challenges

## Details

### Configuration Options

- **Challenge Structure:** Individual challenge
- **Habit:** Pick a Yes/No habit from the Virgin Pulse library or create your own in the Client Admin Portal
- **Audience:** Entire member base or subset based on organizational hierarchy
- **Content:** Create your own description, Why It Matters, and optional Tips copy for the challenge
- **Image:** Customize the challenge with your own image or one from the library
- **Dates:** Adjust challenge timeline, duration, and deadline for team changes
- **Target:** Pick how many days members should say “YES” to the habit to win the challenges
- **Emails:** Decide if you want members to receive challenge emails
- **Rewards:** Designate rewards members who achieve the target\*

\*This feature is configurable if your Virgin Pulse team is setting up the challenge

## 2021 Virgin Pulse Monthly PHHC Themes

Month	Healthy Habit	Topic
January 11 - 17	<b>MOVE ON THE HOUR</b> Did you get up at least once an hour today?	Getting Active
February 8 - 14	<b>FRUIT IS SWEET</b> Did you eat fruit first when you craved something sweet today?	Eating Healthy
March 8 - 14	<b>WORDSMITH</b> Did you learn a new word today?	Learning New Things
April 12 - 18	<b>LITTER CRUSADER</b> Did you pick up litter you came across today?	Contributing to my Community
May 10 - 16	<b>SWEET TALK</b> Did you think and say positive things to yourself today?	Anxiety & Depression
Jun 14 - 20	<b>EXERCISE BREAK</b> Did you take a break for 5-minutes of exercise today?	Getting Active
July 12 - 18	<b>TIME FOR FRIENDS</b> Did you make time to connect with a friend today?	Building Relationships
August 9 - 15	<b>STRESS LESS IN 10 MINUTES</b> Did you practice a new stress-reducing technique today?	Reducing Stress
September 13 - 19	<b>LOOK UP</b> Did you avoid walking while looking at your phone today?	Being Productive
October 11 - 17	<b>WORLD HOLIDAYS</b> Did you learn about a holiday you're unfamiliar with?	Embracing Diversity
November 8 - 14	<b>ON BUDGET</b> Did you stick to your budget today?	Managing My Finances
December 13 - 19	<b>APPRECIATE OTHERS</b> Did you express gratitude to someone today?	Building Relationships



# Corporate Challenges

Step Challenges: Basic, Destination, Staged

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Charity Step Challenges

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Promoted Healthy Habit Challenges

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**Spotlight & Custom Challenges**

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Member Marketing

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Client Admin Tools & Reporting

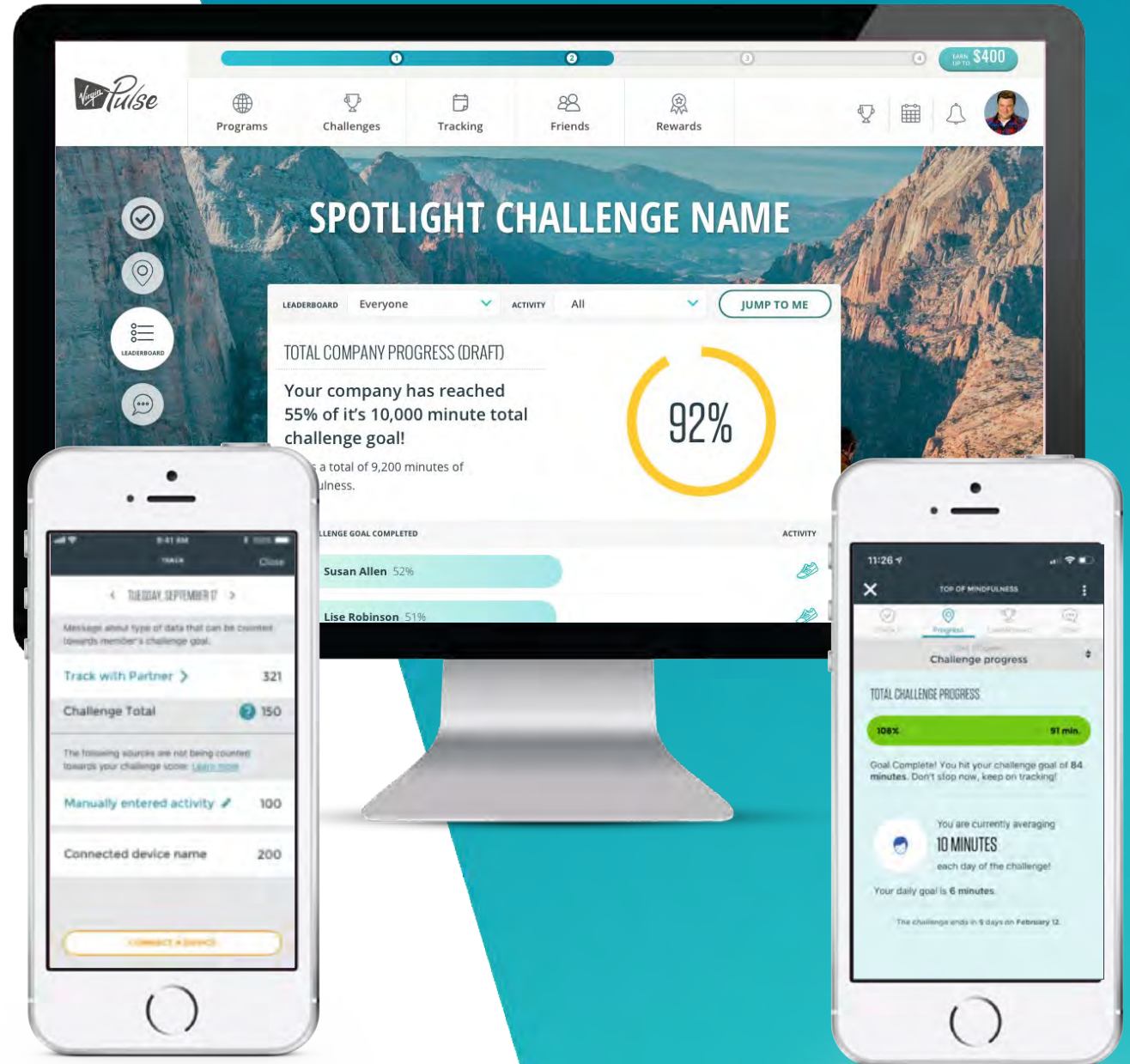


# Spotlight Challenges

## Overview

Spotlight challenges take a prescriptive approach that leads to long-term outcomes. This new challenge type goes beyond the traditional step-based challenge. Currently Spotlight challenges allows organizations to promote stress (and activity) to target these areas for improvement.

Motivate your members to try new habits and target less active and engaged employees.





# Spotlight Challenges

## The Advantages of Going Beyond Steps



### For you

- Offer a broader variety challenge types that appeal to more members
- Support and drive themed initiatives and health concerns (mental wellbeing) with Spotlight challenges
- Have your members sync seamlessly to Whil for validated measurements toward their goal. Non-validated is available as well.



### For your people

- Kick-start and establish new habits in stress
- Progress is celebrated along the way to reduce competitive pressure and foster a supportive social community
- Personalized goals for members which increases the likelihood of meeting goals and maintaining healthier habits
- Promote meaningful content around the challenge - integrate resources right in the challenge interface which will drive utilization

# Spotlight Challenges

## Configuration

### Standard Challenges

- Challenge dates (start, end, upload, archive)
- Contest organization: company, business unit, office, audience, or upload a list
- Emails: on/off & scheduling
- Leaderboards: company, business unit, office, friends, collective, & winner circle
- Allow manually entered data on/off

### Goals

- Goal type: daily or weekly
- Goal limits: no limits or min/max
- Goal recommendation copy

### Rewards

1. Join the challenge
2. Post a chat comment at least once a week for all weeks of the challenge
3. Track at least once a week for all weeks of the challenge

Available Percentage Rewards at each milestone for Spotlight challenges:

1. Reach 10% of your challenge goal
2. Reach 25% of your challenge goal
3. Reach 50% of your challenge goal
4. Reach 75% of your challenge goal
5. Reach 100% of your challenge goal + trophy "Crush Your Goal!"
6. Reach 110% of your challenge goal

*\*See the configuration workbook for more details*



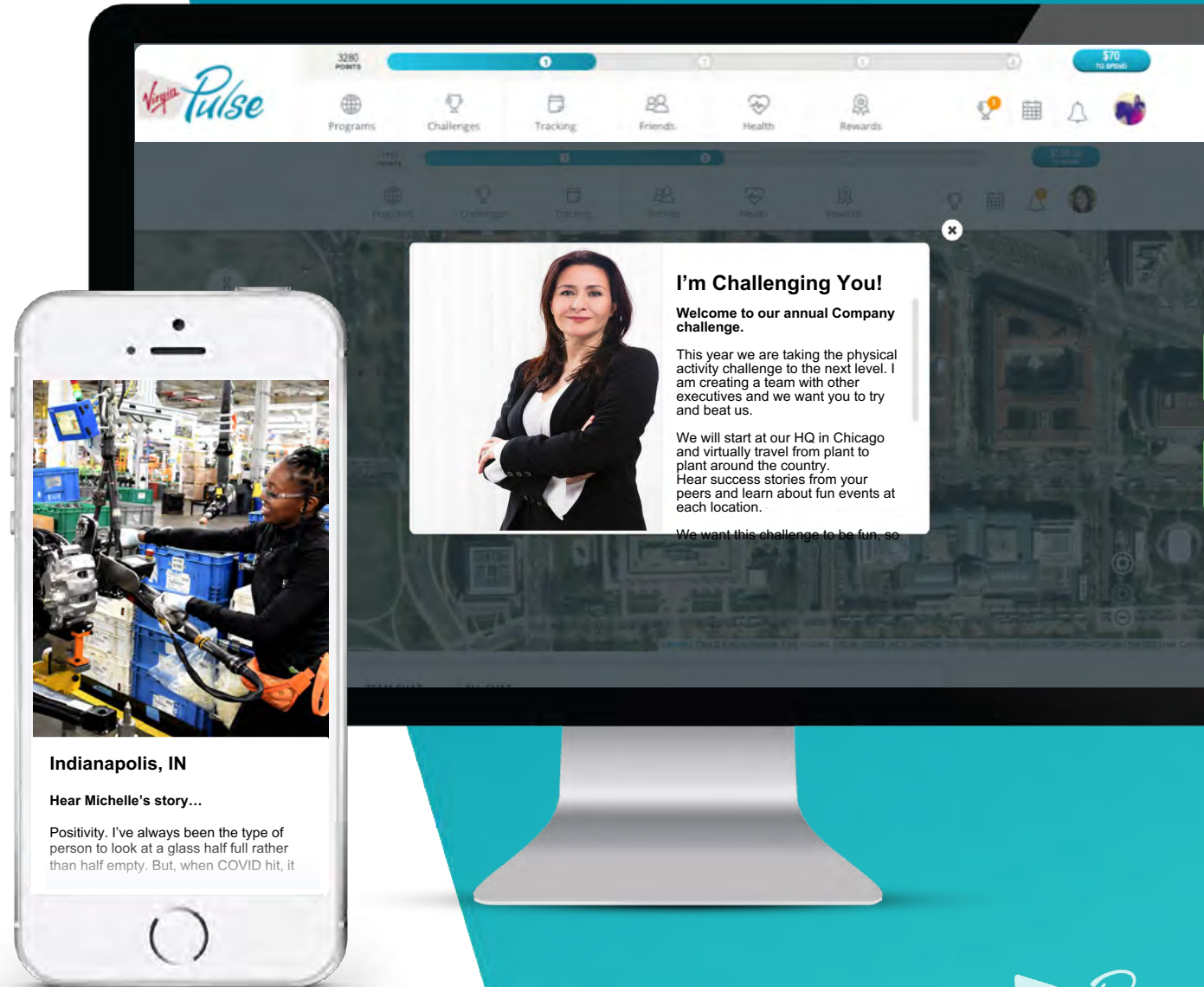
# Custom Client Challenges

## Put your company front and center

Custom challenges are a great way make a unique experience for your employees putting your company front and center.

Virtually travel from location to location, hear success from your colleagues, learn about the history of your organization, drive home your corporate values, or reinforce safety measures.

Custom challenges provide you the framework to educate and inspire your employees in a fun and creative way.



# Corporate Challenges

Step Challenges: Basic, Destination, Staged

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Charity Step Challenges

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Promoted Healthy Habit Challenges

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Spotlight & Custom Challenges

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**Member Marketing**

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Client Admin Tools & Reporting




# Member Marketing

## Step Challenge Materials

### Invite Email

Client Logo
JOIN NOW



**Get ready for your next team challenge!**

**Contest Name** starts on `{{ contestStartDate }}`. This is your chance to team up with colleagues to get active and start a little healthy competition. Here's how:

- Go to the team challenge page!
- Join a team (they'll be happy to have you)
- Or make your own team (lead the way, Captain)
- Make sure your activity tracker is connected to get credit for all your hard-earned steps


**About the Challenge**  
`{{ contestDescription }}`

**Challenge Rules**  
`{{ contestRules }}`

**JOIN CHALLENGE**

### Reminder Email

Client Logo
JOIN NOW



**Remember to join the challenge!**

`{{ contestTitle }}` starts soon. There's still time to join in before the action-packed journey begins.


Find an open team — or make a new one with your work friends. Together, you'll be more motivated to step it up, get active, and compete with rival teams.

**About the Challenge**  
`{{ contestDescription }}`

**JOIN NOW**

### Kickoff Email

Client Logo
CHECK IT OUT



**It's go time, Transformers!**

`{{ contestTitle }}` is starting and the competition is heating up.

Are you ready to go?


- Make sure your activity tracker is connected to get credit for all your hard-earned steps
- **Start racking up steps and upload them often**
- Post in the Chat to rally your teammates!
- Check the **Challenge Leaderboard** for the latest rankings

Remember, every step counts. Keep uploading your activity to move your team ahead.

**GO TO CHALLENGE**

### Destination Challenge Arrival Email

Client Logo
EXPLORE MORE



**Welcome to Test Destination!**

**Your team has walked 123456 steps to get here.** Check out the challenge map to explore the area.

Destination Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vel ultrices libero. Maecenas sed est tristique ligula vestibulum sollicitudin a ut eros.

**VISIT DESTINATION**

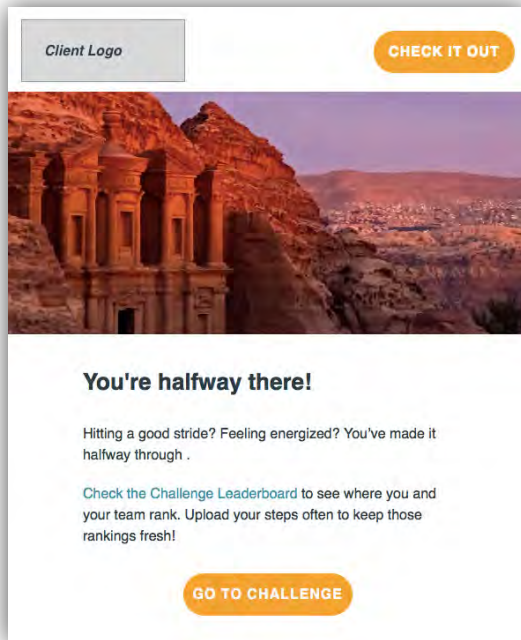
**This is the final destination. You beat the challenge! Congratulations!**



# Member Marketing


## Step Challenge Materials, cont.

Halfway Email



Client Logo

CHECK IT OUT



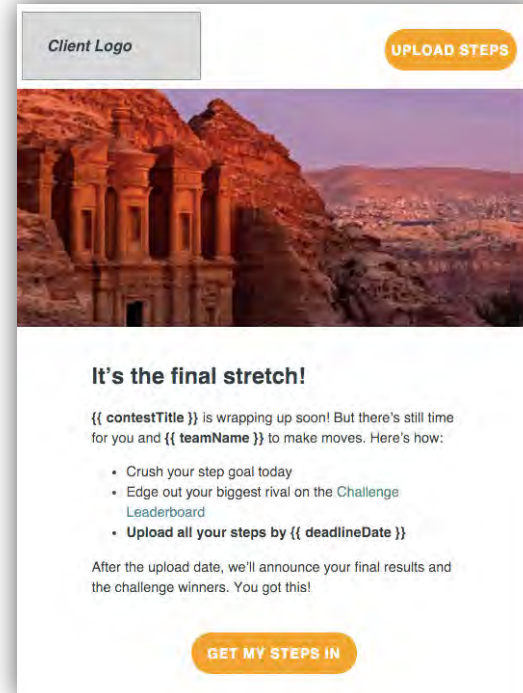
**You're halfway there!**

Hitting a good stride? Feeling energized? You've made it halfway through .

Check the [Challenge Leaderboard](#) to see where you and your team rank. Upload your steps often to keep those rankings fresh!


GO TO CHALLENGE

Wrap Up Email



Client Logo

UPLOAD STEPS



**It's the final stretch!**

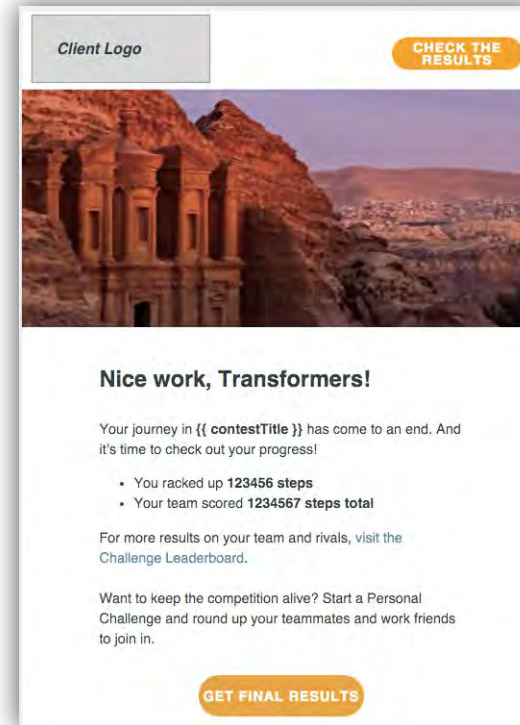
{{ contestTitle }} is wrapping up soon! But there's still time for you and {{ teamName }} to make moves. Here's how:

- Crush your step goal today
- Edge out your biggest rival on the Challenge [Leaderboard](#)
- Upload all your steps by {{ deadlineDate }}

After the upload date, we'll announce your final results and the challenge winners. You got this!


GET MY STEPS IN

Winner email



Client Logo

CHECK THE RESULTS



**Nice work, Transformers!**

Your journey in {{ contestTitle }} has come to an end. And it's time to check out your progress!

- You racked up **123456 steps**
- Your team scored **1234567 steps total**

For more results on your team and rivals, visit the [Challenge Leaderboard](#).

Want to keep the competition alive? Start a [Personal Challenge](#) and round up your teammates and work friends to join in.

GET FINAL RESULTS

Offline Asset



GET READY FOR THE NEXT TEAM CHALLENGE

**WALK THE WONDERS**

OCTOBER 1 - 31, 2016

THE SIGHTS ARE WAITING!

Join a team and step around the world. Each destination is a jaw-dropping wonder to explore up close. Step ahead and **earn xxx points!**

Visit the [mobile app](#) or [member.virginpulse.com](#)

QUEST LOGS 

# Member Marketing

## Promoted Healthy Habit Materials

Invite Email

Virginia Pulse SIGN IN

**Join the Fresh Air Challenge!**

Achieve the Fresh Air Healthy Habit for 5 out of the next 7 days. The challenge starts on Mar 19 and runs until end of day on Mar 25. Use the chat feature to share your strategy for achieving the Healthy Habit!

**JOIN THE CHALLENGE**

**Why It Matters**

Walking outside has incredible health benefits for your body and mind. It not only lowers your risk for heart disease and certain types of cancer, but it can prevent memory loss and improve your mood.

This week, take a stroll outside each day. Even a 20-minute daily walk can boost your health over time. Best of all? This workout is so easy, it's a "walk in the park."

Starts Today Email

Virginia Pulse CHECK THE YES-O-METER

**The Fresh Air Challenge starts today!**

Your goal is to achieve the Healthy Habit for 5 out of the next 7 days. Use the chat feature to share your strategy for achieving the Healthy Habit!

**CHECK THE YES-O-METER**

Ends Today Email

Virginia Pulse CHECK THE YES-O-METER

**The Fresh Air Challenge ends today!**

You have 2 more days to track for the Fresh Air Challenge!

**CHECK THE YES-O-METER**

Offline Asset

Reducing Stress

**FRESH AIR CHALLENGE**

March 19 - 25

Take a walk on nature's treadmill! Get outdoors **each day this week** to clear your mind!

1. Go to Challenges to join
2. Get fun tips
3. Track to earn **200 points**

bookings.pulse123 to sign up@pulse.com or the Virgin Pulse mobile app

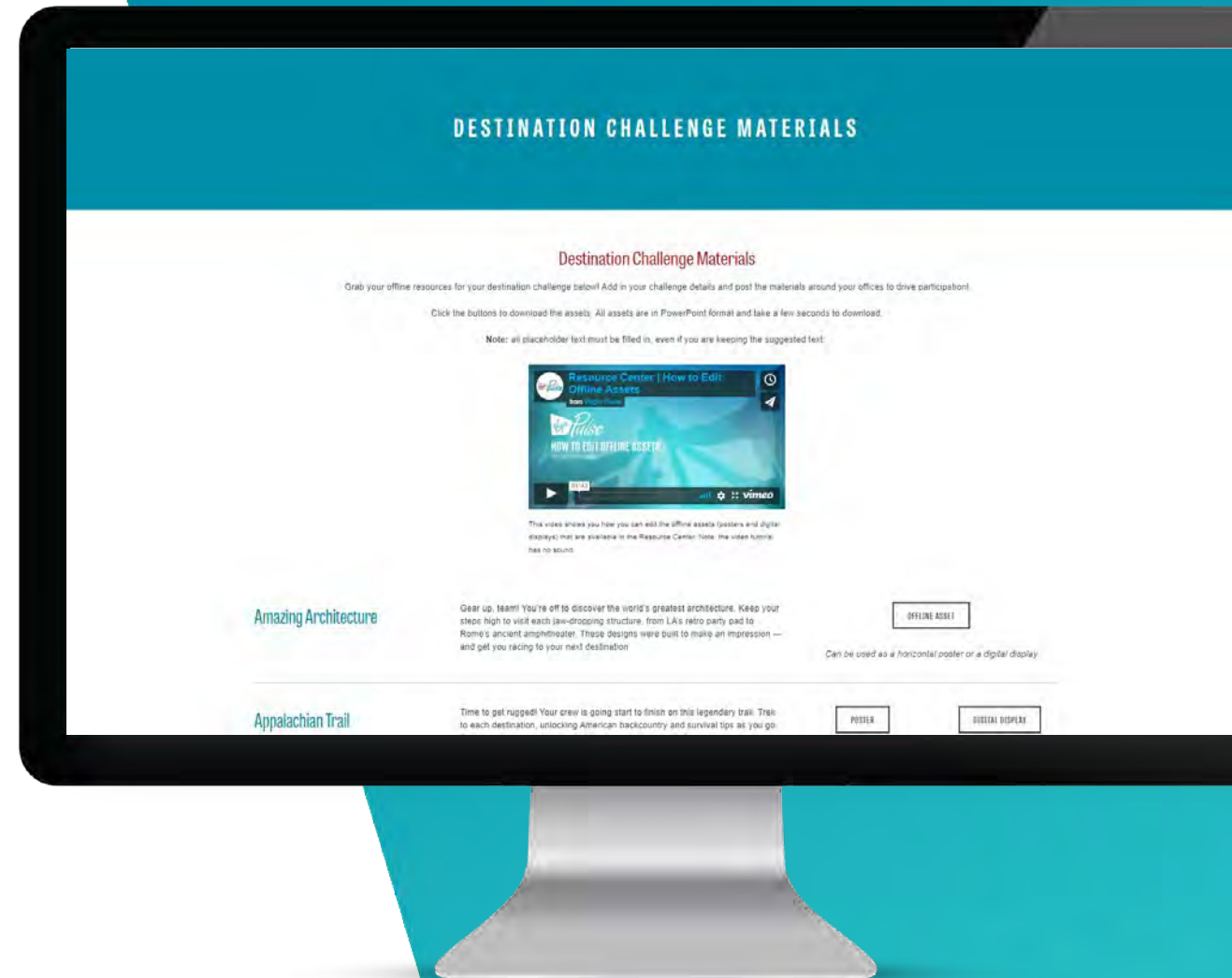
Download on the App Store or Get it on Google Play

Virginia Pulse

# Member Marketing Client Resource Center

Member Marketing offline assets can be found in the Client Resource Center to easily view, download, and post around your offices.

[resourcecenter.virginpulse.com](http://resourcecenter.virginpulse.com)



# Corporate Challenges

Step Challenges: Basic, Destination, Staged

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Charity Step Challenges

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Promoted Healthy Habit Challenges

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Spotlight & Custom Challenges

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Member Marketing

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**Client Admin Tools & Reporting**



# Client Admin Tools

## Setting Up Step and Promoted Healthy Habit Challenges



### Client Admin Portal

- Quickly and intuitively set up your own Basic, Destination, Staged, and Promoted Healthy Habit Challenges
- Pick your own dates, challenge audience, theme, and content to create a challenge that is relevant to your population

*A select number of challenges can also be built with support of your Virgin Pulse team*



### Client Resource Center

- Step-by-step directions and videos for creating your own challenges in the Client Admin Portal
- Member Marketing offline assets available to download and promote your challenge around your offices

*The Client Resource Center can be accessed at <https://resourcecenter.virginpulse.com/>*



# Client Admin Tools

## Reporting



### Client Admin Portal

Data is available in the Step Challenge Wizard for any current or past challenge that you've created. Additional reporting viewers can be assigned after the challenge is created. Data includes:

- Enrollment rate
- Total players joined
- Total teams created
- Total steps taken
- And more in the csv export option

### Analytics

Aggregate data for step and habit challenges is available in your Analytics tool. Data is available to answer the following questions:

- How many of our members participate in our corporate step challenge?
- How many of our members participate in promoted Healthy Habit challenges?

# Personal Challenges

## **Personal Step Challenges**

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Personal Habit Challenges

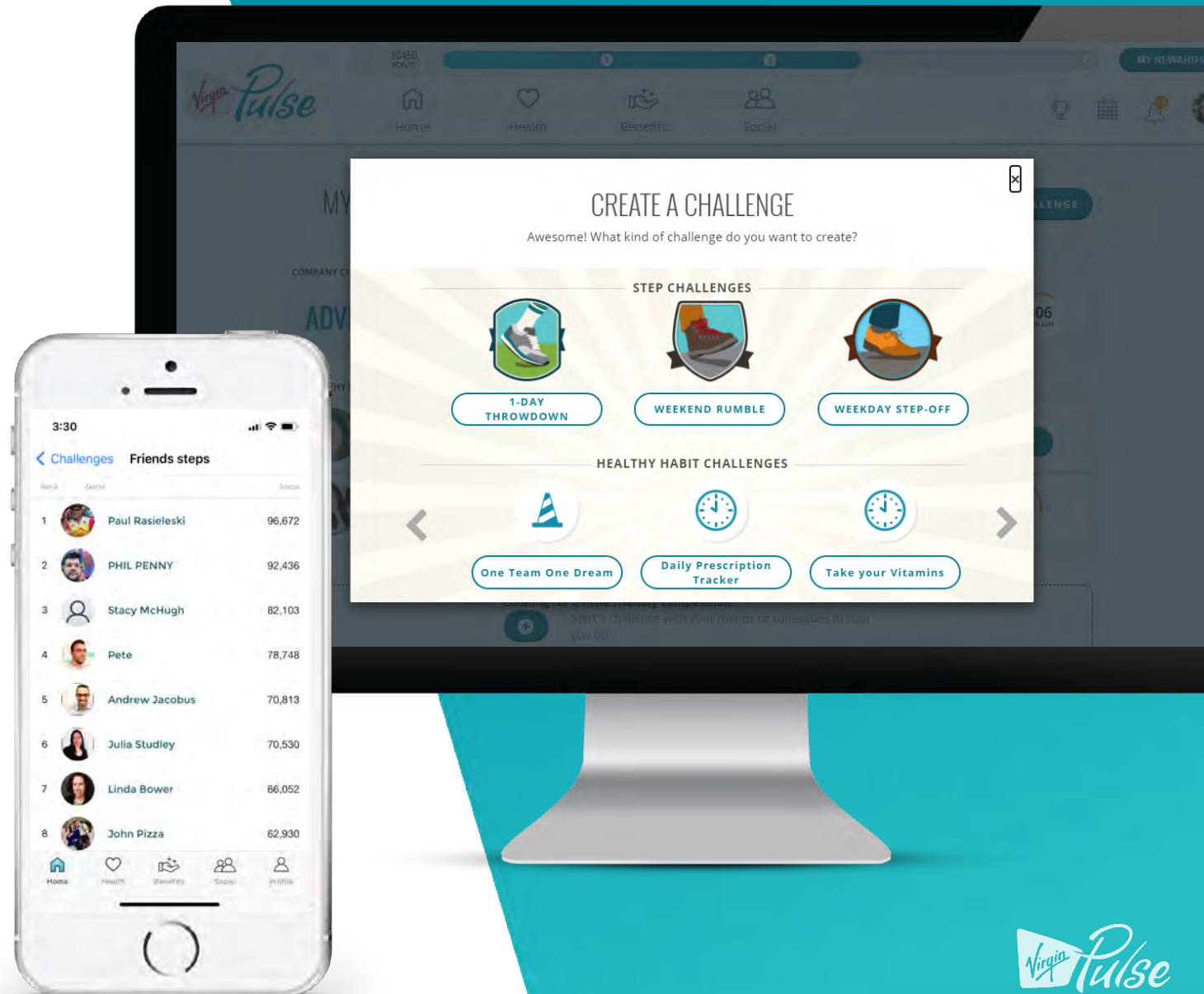
# Personal Challenges

## Step Challenges

Members can also have some fun by creating their own personal challenges and getting their friends in on the action. Members can create three different personal step challenges:

- 1 Day Throwdown
- Weekend Rumble
- Weekday Step-off

If your device or phone is synced there is no tracking required. All you have to do is get up and move.



# Personal Challenges

Personal Step Challenges

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**Personal Habit Challenges**

# Personal Challenges

## Habit Challenges

Empower your members to take the lead and create a challenge of their own. The easiest way to create a new habit is by doing it with a friend.

So pick a healthy habit and challenge a colleague, your department, or your office to join in with you.

Personal Habit Challenges last for 7 days and focus on any area of wellbeing including reducing stress, contributing to community, safety, eating healthy, managing finances, and many more.

