

i maginary

A charity campaign with Serious Games



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Also visit **www.seriousgames.it**, the
first Italian web community dedicated
to the Serious Games!



WHAT IS A SERIOUS GAME?

A **Serious Game is an interactive, virtual simulation** that looks like a game but has non-entertainment goals: education, training, social awareness and marketing.

imaginary proposes Serious Games to businesses that need support in training, marketing and market research activities, and wish to avail themselves of a new way of promoting and raising awareness.

SERIOUS GAMES IN SOCIAL CAMPAIGNS

Participation and **involvement** are the two objectives of **charity campaigns**. The cause presented to potential donors must be interiorised as much as possible, so that the message remains impressed.

In proposing **Serious Games** in the **non-profit sector**, *imaginary* intends to exploit the potential of games to stimulate **involvement and active participation** among users. The Serious Game offers a graphical representation of a social campaign, in which the player is the protagonist of the situation and, by taking up the cause, turns it into a personal priority.

The simple and interactive application catches the user's attention through its game orientation. The high level of involvement generated by the interactivity, favours the interiorisation of the content presented, increasing the effectiveness of the awareness-raising activity.

During the first stages of application design, *imaginary* works alongside the charity to collect the material and information necessary to convey the campaign message via a game. Once the story script has been written, parameters are defined and then measured during the interaction with the player. These parameters will contribute to calculate the final result and to create an important component for **user profiling**, as well as feeding **data back** to the charity, e.g. information about the player's preferences.

Simple actions to increase awareness can be easily accompanied by a **fundraising campaign**. A scene or link is inserted into the game so that, depending on the tools available to the charity (e.g. dedicated on-line fundraising application), donations can be channelled into the cause promoted.

To support and sustain the dissemination of the entire operation, *imaginary* presents and **promotes the games, free of charge**, on its own dedicated Serious Games portal (www.seriousgames.it), in its newsletters and in press releases published on major portals.



imaginary is responsible for the planning and development of Serious Games as well as the creation of interactive simulations for training and marketing. As a co-founder member of ANGILS and member of SAGSET, the main European network entirely devoted to Serious Games, *imaginary* takes an active part in several international research projects, teaming up with the leading players in the Serious Games market. With an interdisciplinary team combining communicative skills with educational, graphical, economic, technological and mathematical expertise, *imaginary* offers innovative and versatile tools based on reliable technologies and a user-friendly interface.

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