

PLAY WITH KNOWLEDGE

imaginary is responsible for the planning and development of **Serious Games**, as well as the creation of **interactive simulations for training and marketing**.

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

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Serious Games and Interactive Marketing



**"We don't stop playing because we grow old;
we grow old because we stop playing"**
[G.B. Shaw]

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**.

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**.

Serious Games are:

INTERACTIVE

the player is the protagonist

the choices made by the player shape the field of action, determine changes along the way and have a direct impact on the outcome of the game.



GRIPPING

curiosity and excitement

games draw attention, trigger curiosity and allow players to put themselves to the test, therefore favouring natural answers.



MOTIVATING

motivation and interest

the player is the real protagonist and his/her skills are decisive to reach the final goal.



EFFECTIVE

prompt responses

the simulation of a real situation trains the player for experience. Learning is straightforward and targeted and allows rapid understanding of the dynamics of the employment context.



Customer knowledge is an indispensable factor in maintaining company competitiveness and targeting **marketing strategy**. imaginary proposes the **Serious Game** as a **tool to profile company customers and to promote products, services or the brand** in general in an original and alternative way.

ADVERGAMES AND SERIOUS GAMES

The game conveys all the information needed to promote and interiorise the main features of the product, service and brand.

Within a Serious Game, it is possible to forecast all kinds of situations so that the choices made by the customers can **provide information about their preferences, their habits and their perception of the object** or the reality promoted.

Possible application environments:

WEB MARKETING

To **promote a new product** or campaign, actively involve customers and trigger word-of-mouth.

FAIRS AND EVENTS

To **draw attention to your stand**, imprint your brand and collect data so that visitors can be re-contacted.

SOCIAL AWARENESS

To raise awareness, educate and correctly address sensitive matters (nutrition, environment, energy, etc.). To identify yourself with what you believe in.

In strict advertising terms, the game can be directly traced back to the product or indirectly associated to the brand, as the company offers the game to its customers.