





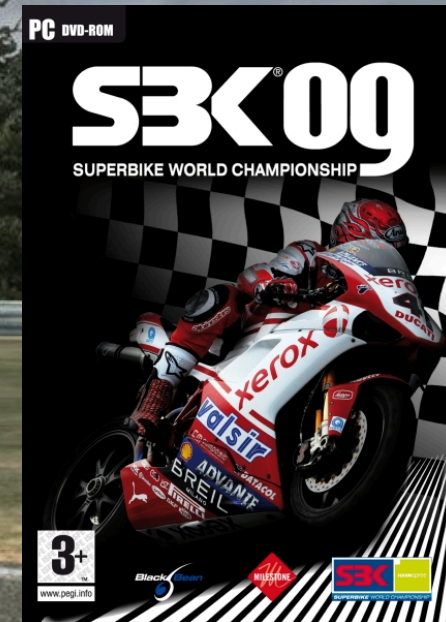
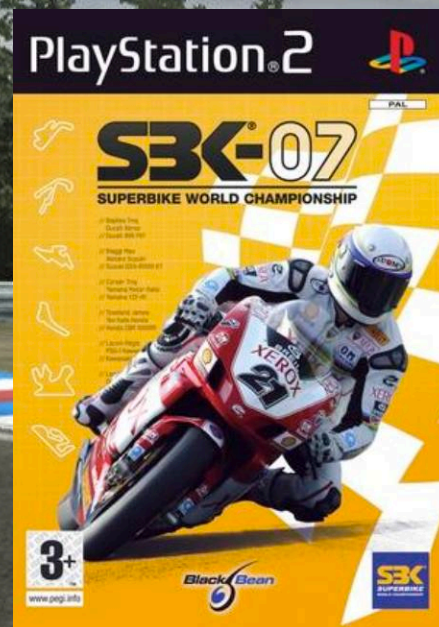
Hi!  
My name's Riccardo

Let's connect!

<https://www.facebook.com/riccardo.fedeli.5>

<https://www.linkedin.com/in/riccardofedeli>  
[r.fedeli@outsourcingfarm.com](mailto:r.fedeli@outsourcingfarm.com)









**KEEP  
CALM  
AND GET A  
ONE WAY  
TICKET**



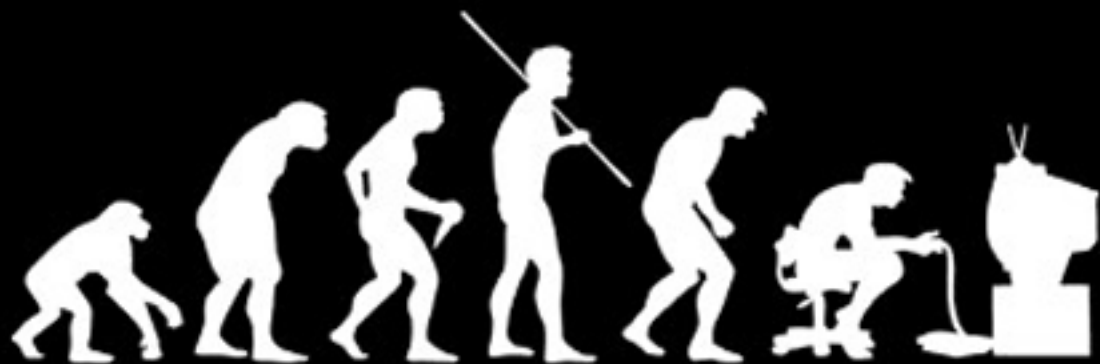


# of farm



...GAMES?





..and now?

“Games are powerful motivators, because they’re fun.”



Endorphins

Satisfaction

Dopamine

Learning and changing behavior





# KISS

KEEP IT SIMPLE STUPID

# How brands can use games?

Marketing → Advergames

Training → Serious and edugames

HR → Behavioral games



# Advergames

- ➡ Selling more!
- ➡ Brand awareness & engagement
- ➡ Market research and profiling
- ➡ Adding value to a product



Facebook game development for Cyprus Airways





Digital add-on to collectable toys

# Serious and Edugames

- ➡ E-learning
- ➡ Simulations
- ➡ Corporate tournaments



Clinical research database building simulation game

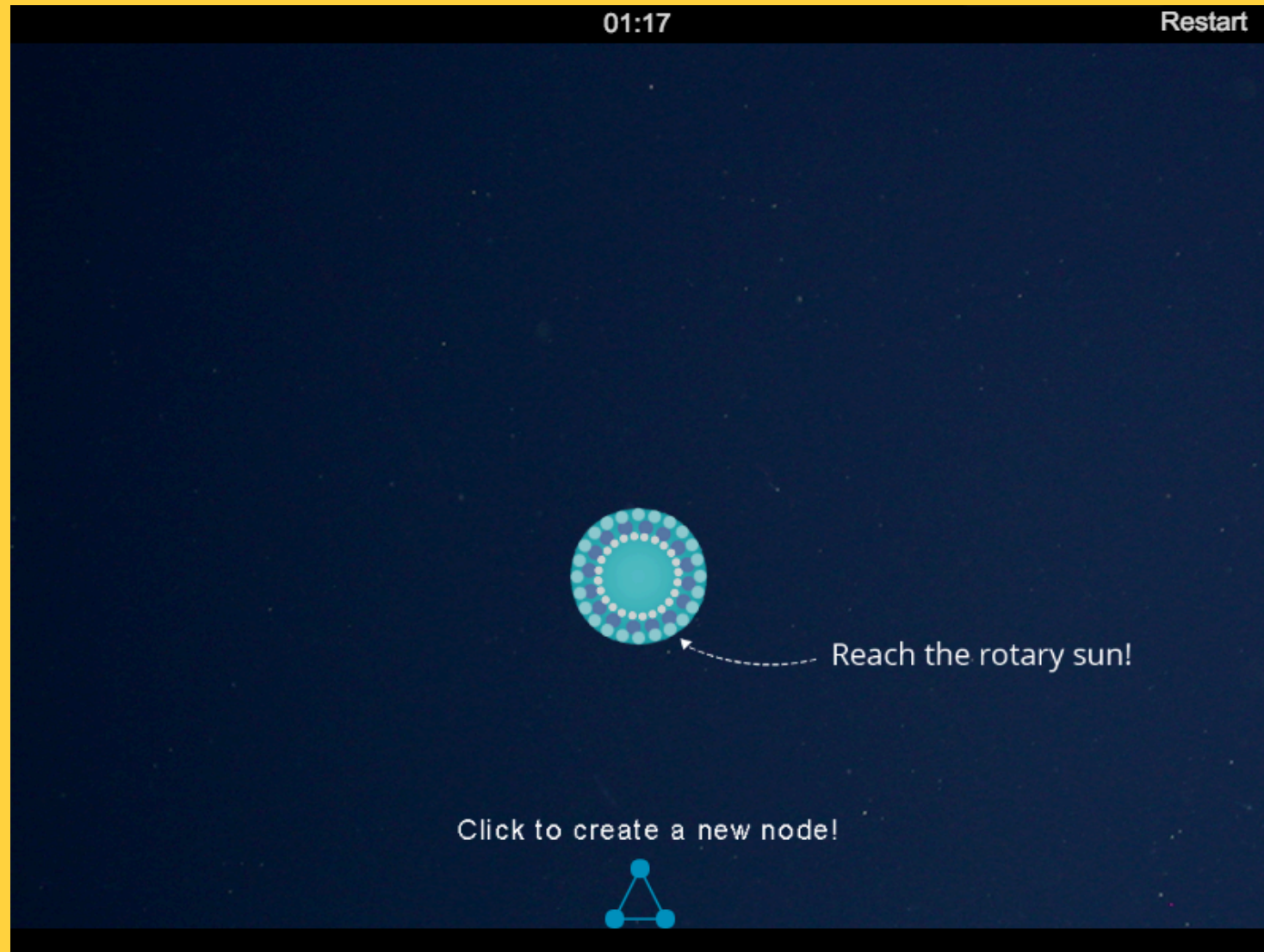
# HR

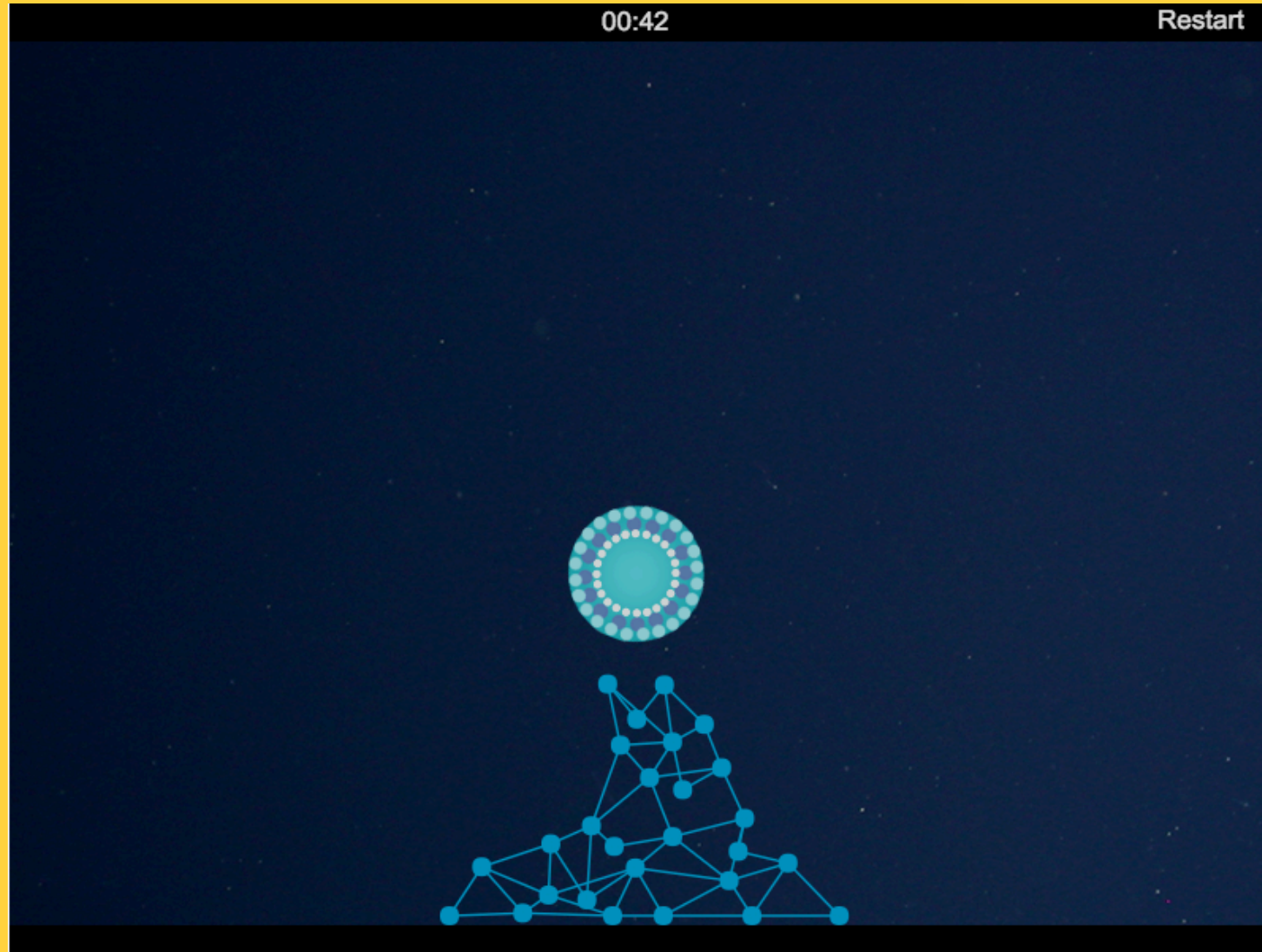
Your Next Job Application Could Involve a Video Game

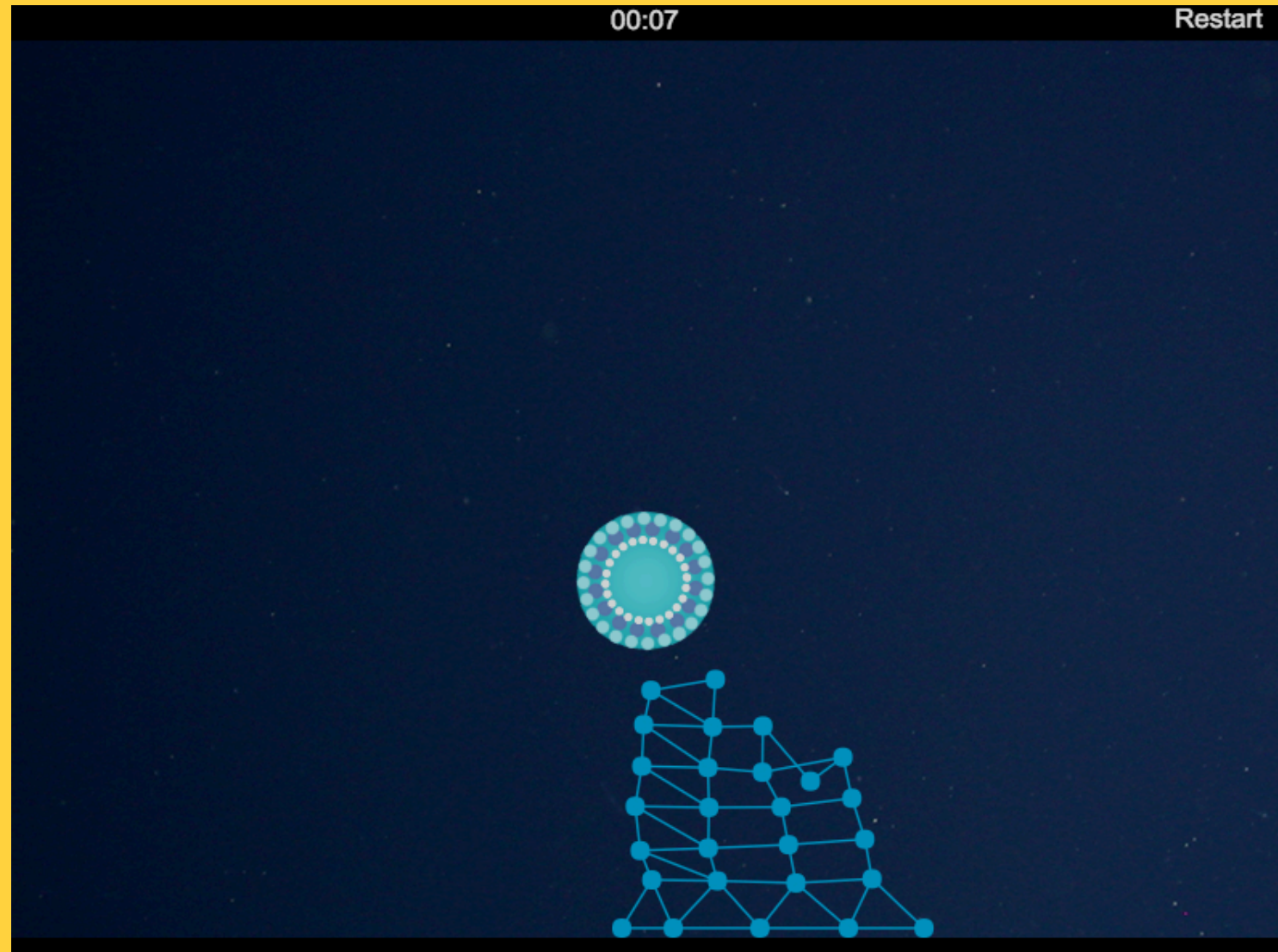
*The New York Times Magazine*

- ➡ Screening
- ➡ Understanding
- ➡ Profiling









# Gamification



Gamification is the application of game-design elements and game principles in non-game contexts



*Thanks!*