

طرق الابتكار بالتسويق الرقمي لألعاب الموبايل

Innovations of Digital Marketing
in mobile gaming industry

نور خريس

مؤسس شركة ميس الورد لألعاب الموبايل





MAYSALWARD
LIVE THE GAME

MOBILE GAMES

for Effective Brand Marketing



A unique opportunity for brands to
reach and engage with customers



Nour KHRAIS

Founder and CEO of Maysalward.

Mobile Game Studio since 2003

Focused on developing casual and hyper casual games.

#Maysalward #Maysalwarduk

www.maysalward.com

www.maysalward.uk (Hyper Casual Studio)



MAYSALWARD

is a blend of two Arabic words:

“**MAYS**” stands for “**Pride**”
and “**ALWARD**” stands for “**Lion**”

Pride of the Lion



Over the years, Maysalward has reached more than 50 million downloads, as well as 600,000 daily and monthly users across various platforms.



LIVE THE GAME

Here at Maysalward we take great joy in not just collaborating with world-renowned brands, but also creating our own original titles, characters and worlds.

DOMINOES PRO



VIRTUAL AND AUGMENTED REALITY

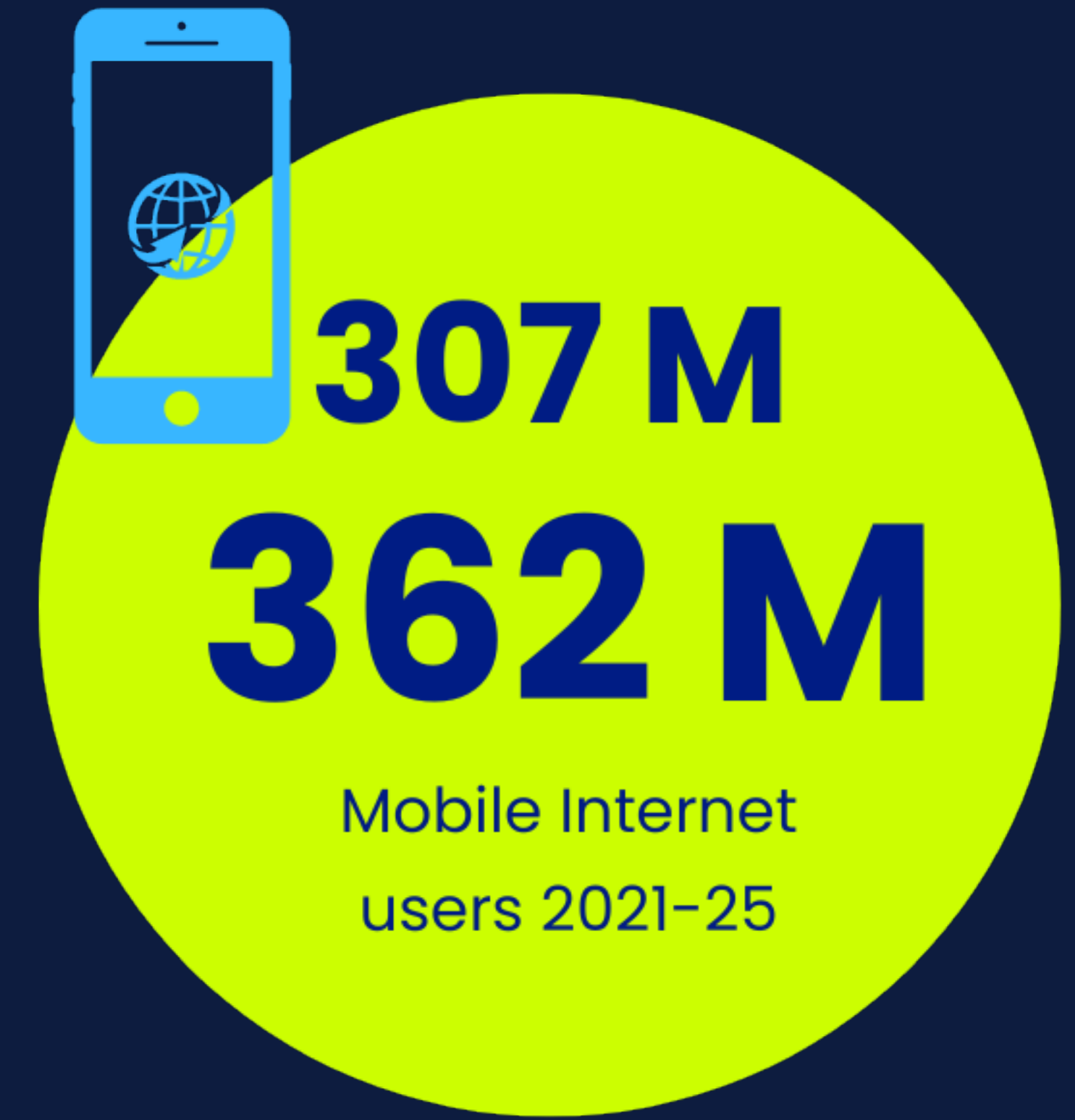
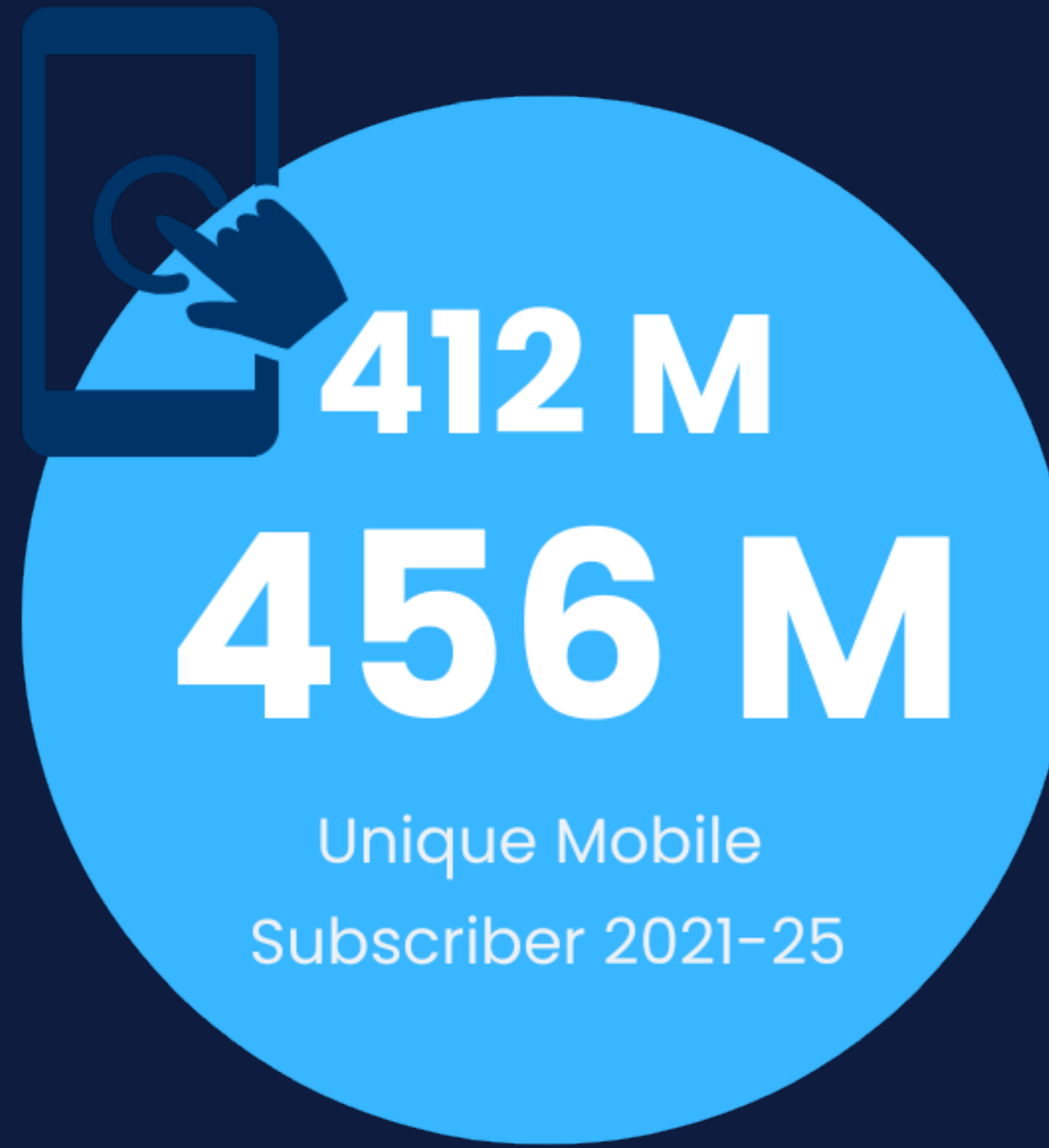
Our game designers passionate about exploring the frontiers of gaming technology. With over a decade of experience creating hit games for major entertainment clients, we can bring compelling gameplay and addictive playability, as well as rich experiences to alternate realities.





WHY MOBILE ?





7.3 million mobile user.

6.8 million Internet user.

6.83 million Active Social Media

Mobile in the region

Source:



MENA Market

Arabic Speaking Countries

MENA region has high business potential with large population, high mobile & smartphone penetration and increasing internet.

ARABIC **22 Countries**

POPULATION **+400 M**

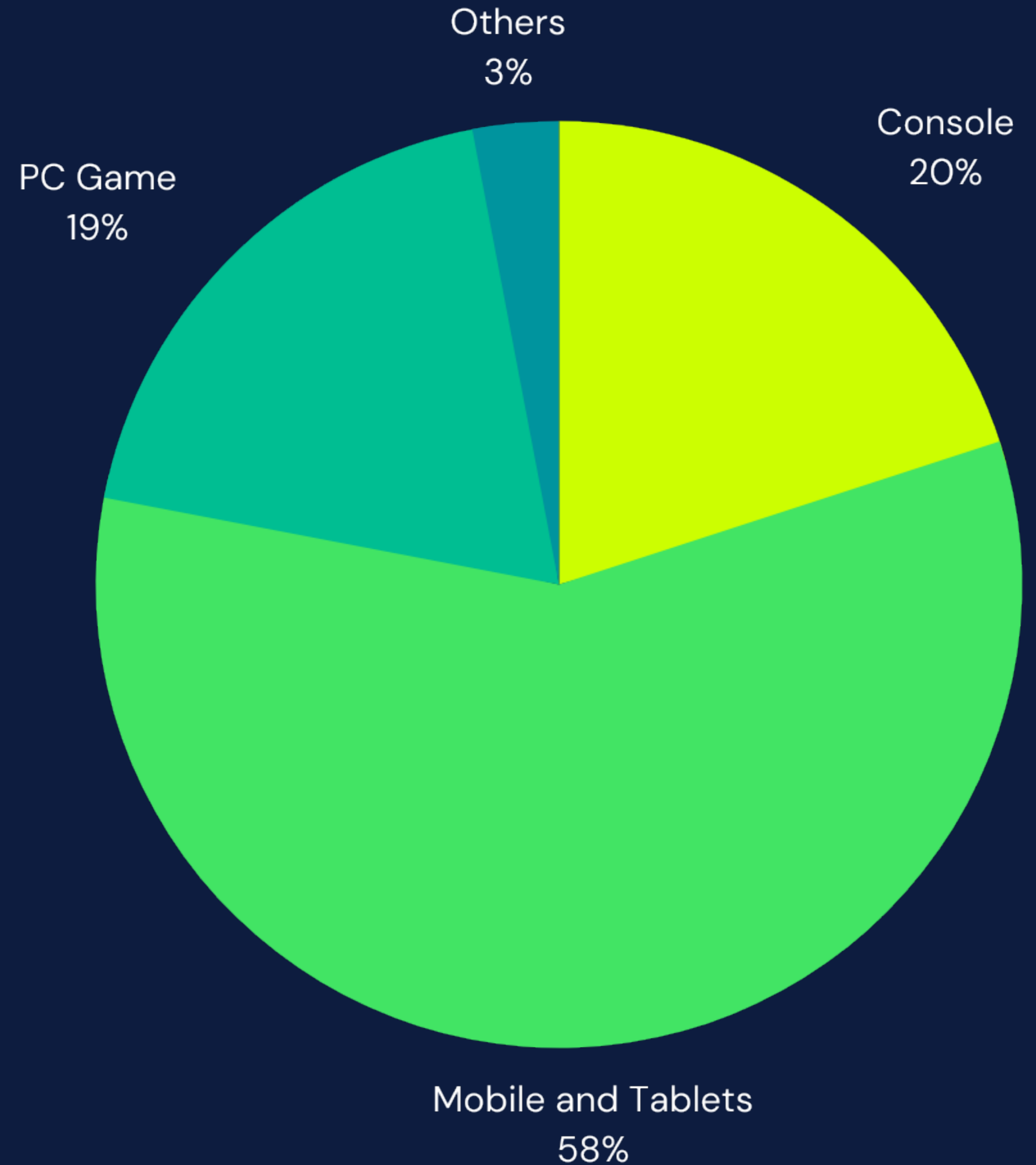
INTERNET
USER (2021) **+300 M**

UNDER 30
YEARS **> 55%**



**Mobile and
tablet games
make up 58% of
the market.**

the strongest growth rate in the world.



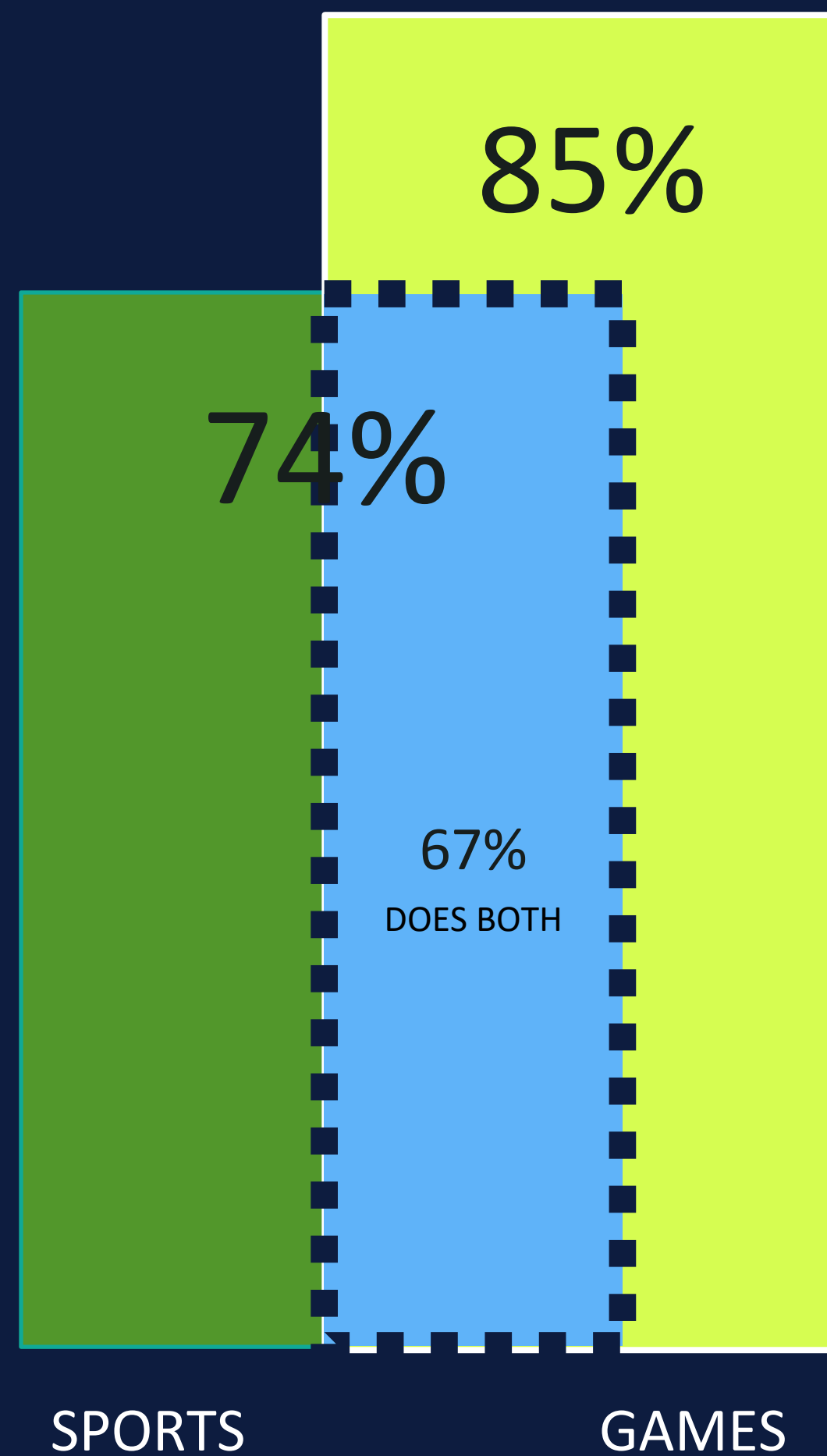
Why mobile games?

- Mobile gaming dominates the gaming industry with **10% YoY**.
- There are **2.51 billion** mobile gamers worldwide.
- **>45%** of the population will be mobile gamers by 2022.
- They are dopamine releasers.



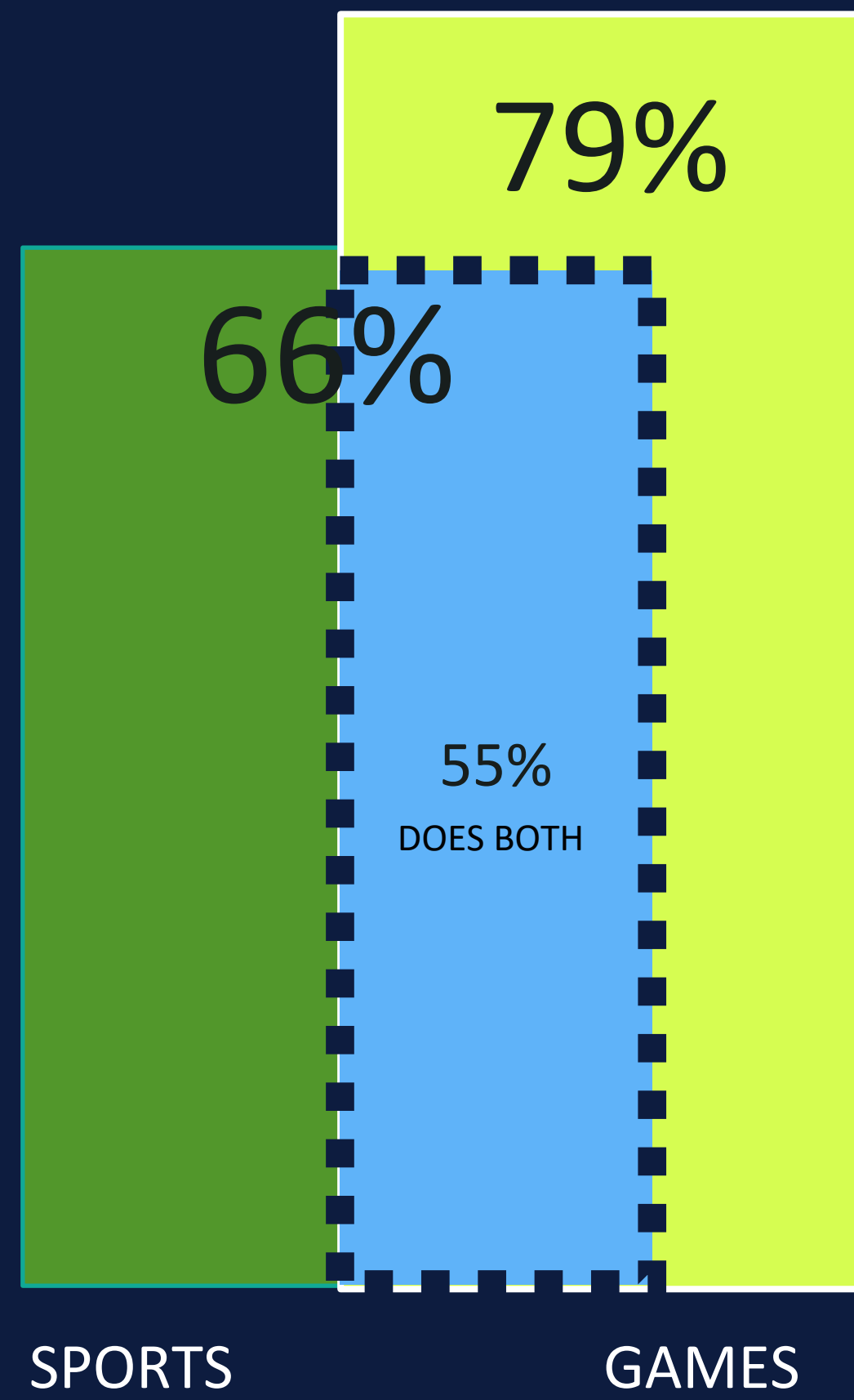
GEN Z

10-25 YEARS OLD



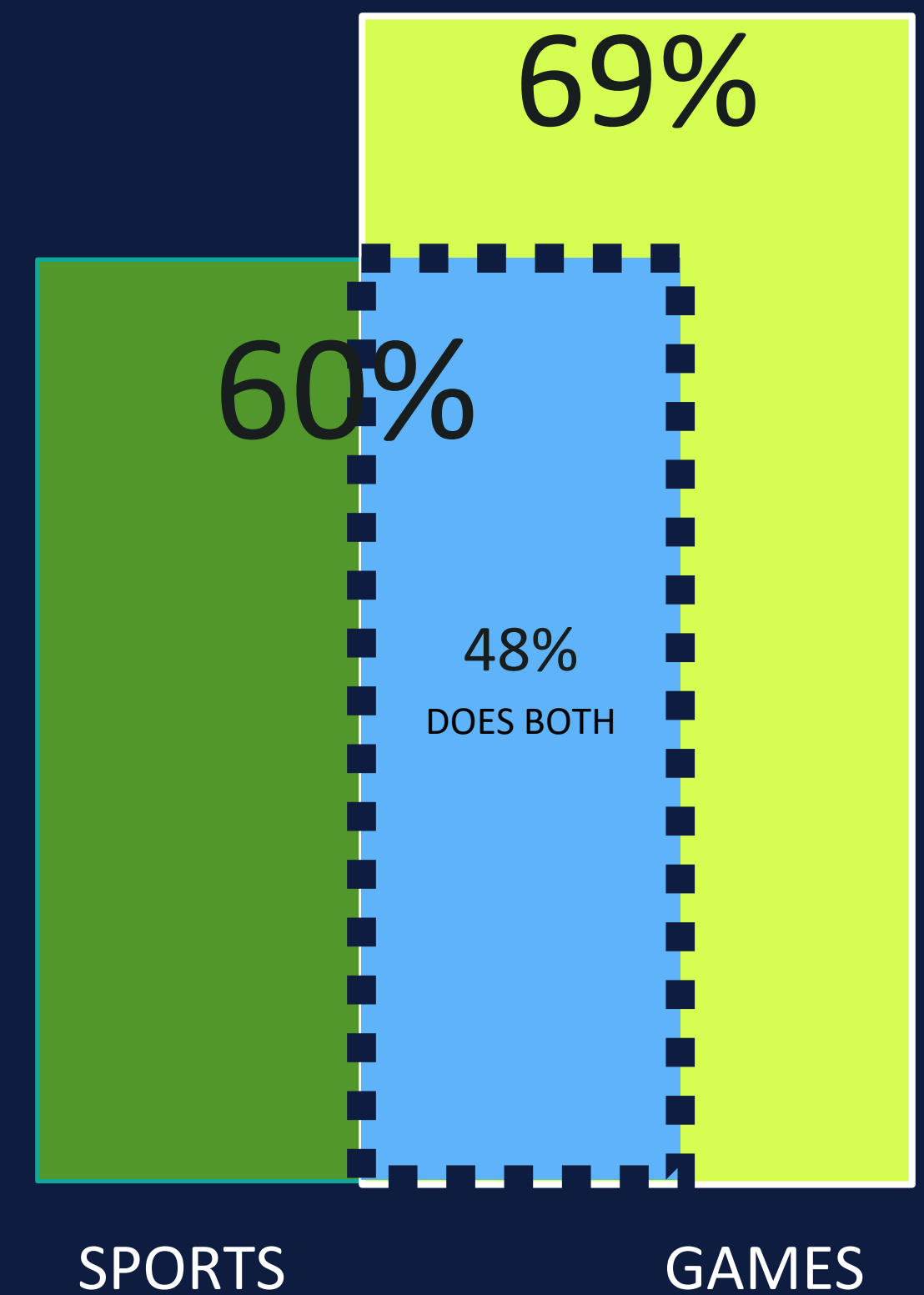
MILLENNIALS

26-40 YEARS OLD



GEN X

41-50 YEARS OLD





Gamification vs Game-based Marketing



What is gamification?

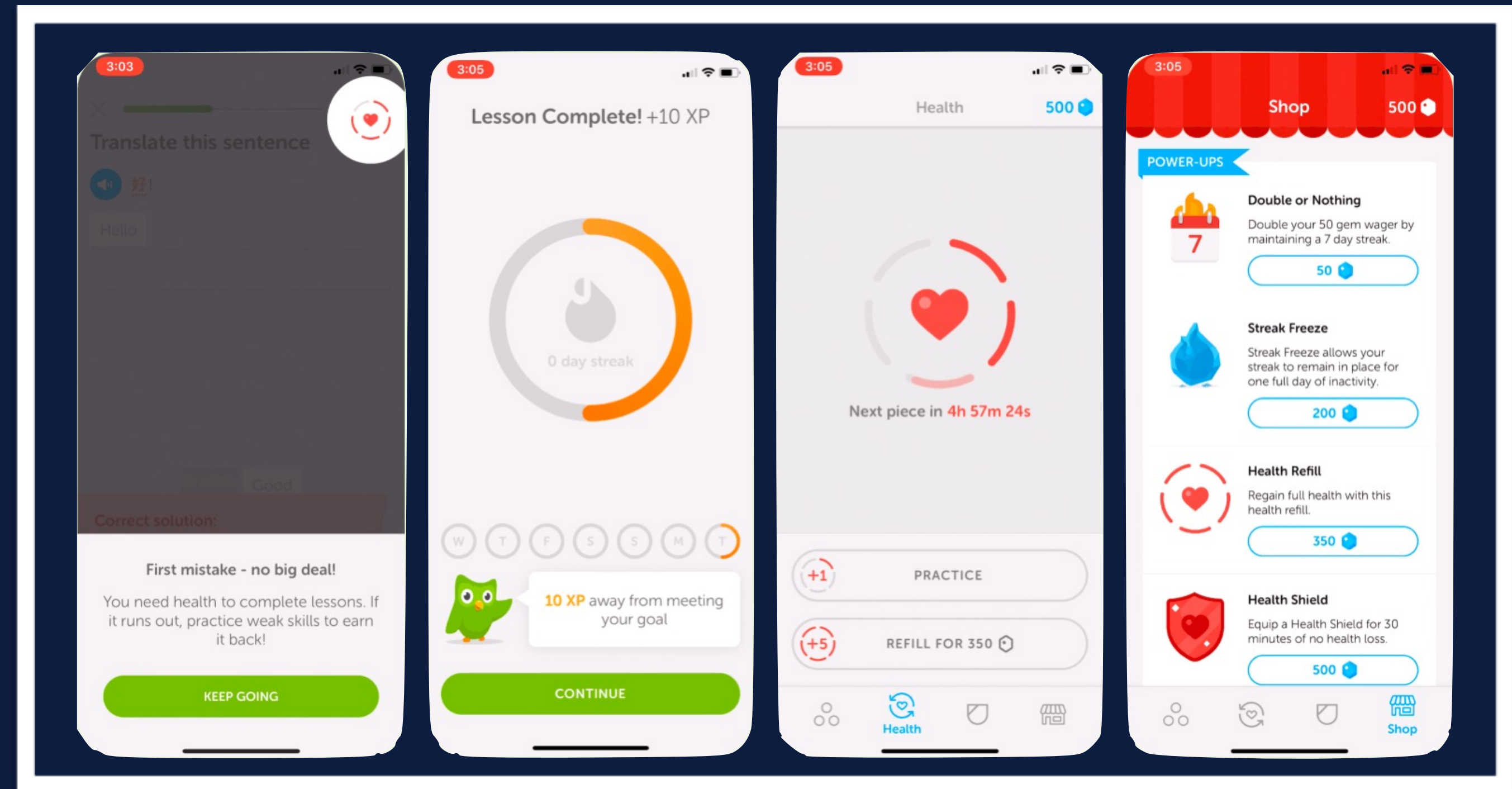
Gamification is the use of game elements in non-game contexts.

The end result is to increase loyalty, happiness, and productivity.



How to implement gamification in your business module?

- Point system 🏆
- Leaderboard 🏅
- Badges and Milestones 🚩
- Virtual Goods 🪙
- Visual progress 🧱
- Limited time tasks 🎯



With more than 300 million users worldwide, Duolingo has made a business of making language learning fun.



Case Study: Target wishlist



Over 100,000 wish lists were created, as well as 9,200 new Target.com accounts.

61% percent of users used the app multiple times a week, including 31 percent who used the app multiple times per day, generating over a million page visits to Target.com via the app.





Using gamification can help a company increase customer interactions by up to **40%**



72% of employees claim gamification inspires them to work harder.



What is Game-based Marketing?

Advergaming involves integrating brand messaging, product placement, and promotional offers into the gameplay experience in an **ACTUAL GAME**

Increase brand awareness and consumer interest through an engaging and interactive experience.



Why mobile Advergames?

- Reach
- Engagement
- Demographics
- Data collection



1983

ROOT BEER TAPPER





1999



Pepsiman was a successful advergame that helped to promote the Pepsi brand and demonstrate the potential of advergames as a marketing tool.



0

112

TOTAL

0:02:30

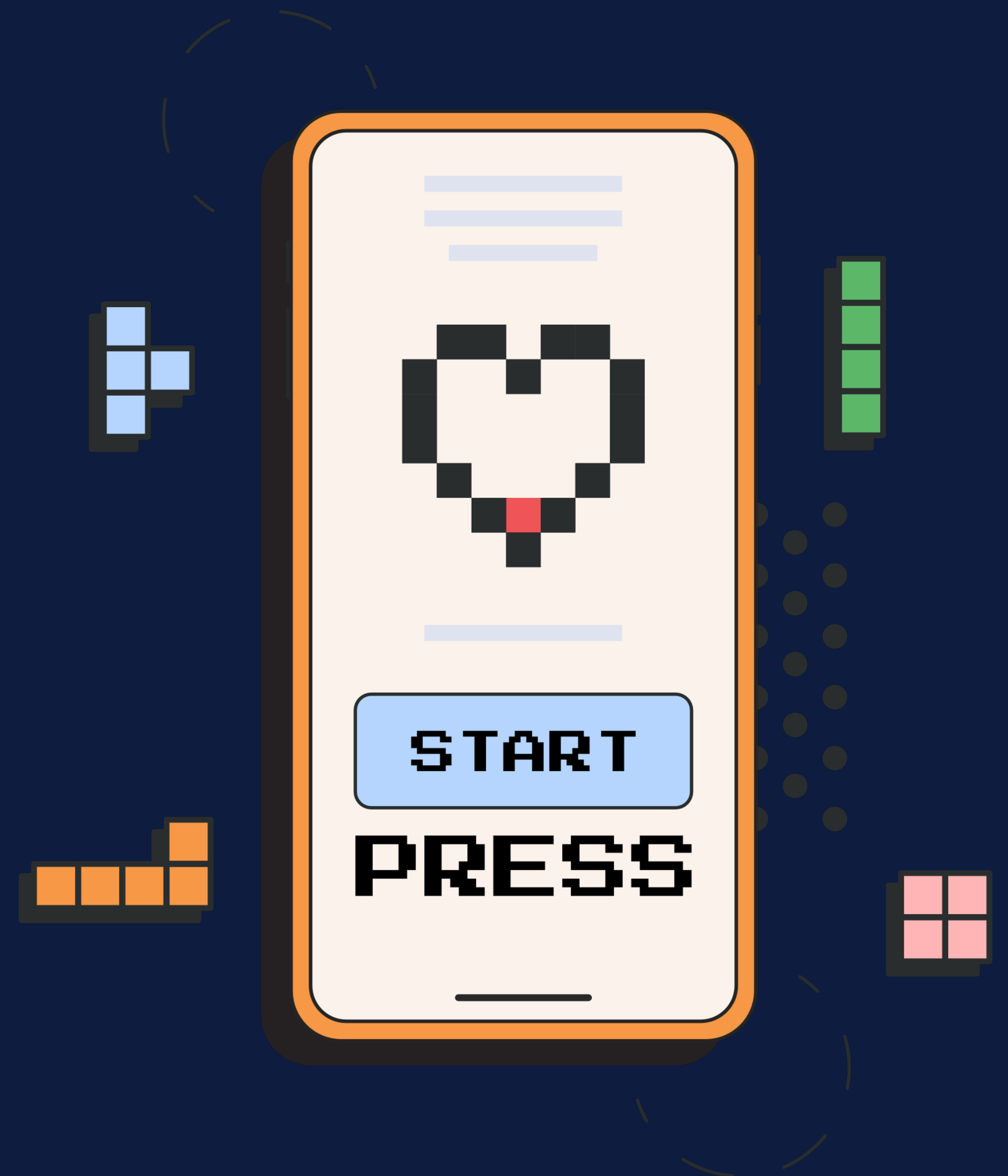


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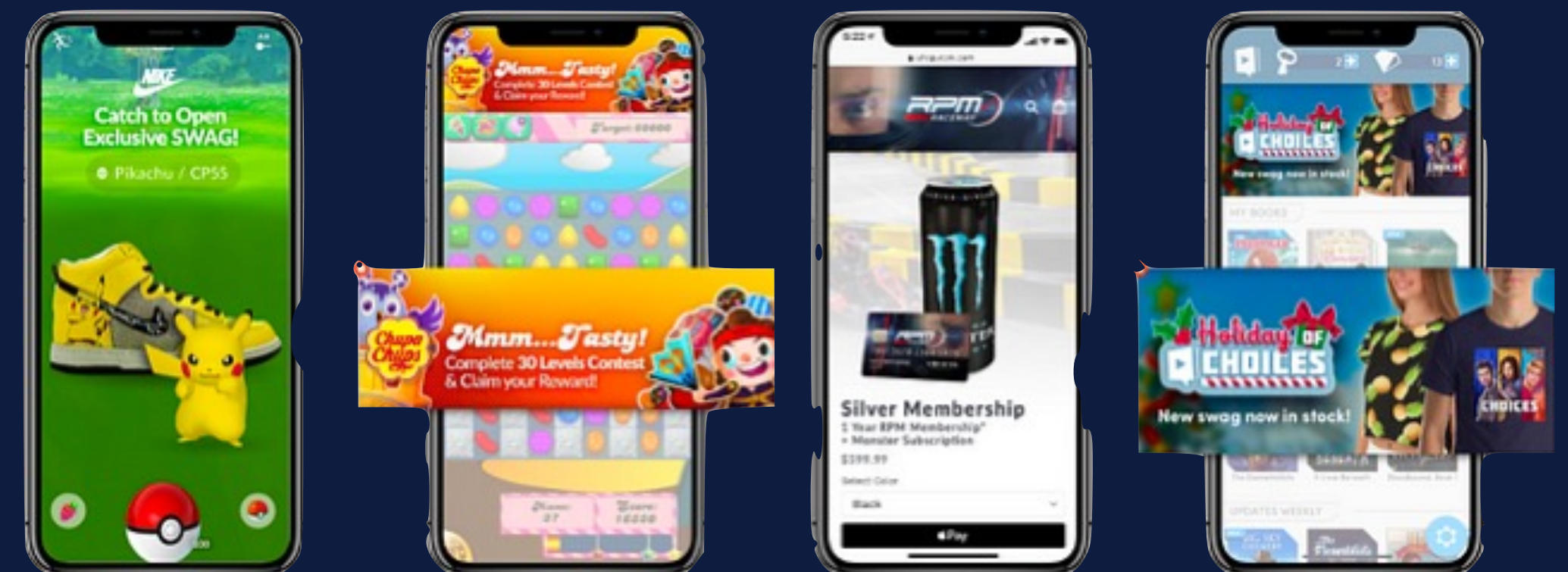
Why use Games in your digital marketing strategy?

1. Fun & entertaining 
2. Drives engagement 
3. Builds customer loyalty 
4. Data collection and analysis 
5. Increases brand awareness 
6. Promotes products and services 
7. Attracts and retains customers 



Game and brand Integration

- Product placement or brand-sponsored levels / challenges;
- In game notifications and banners;
- In-game purchases;
- Aligned storytelling and hidden Easter eggs.



Data Analysis

Games gives data researchers better ways to gather and study data.

- Better insight into customer likes and dislikes.
- More details about the targeted audience.
- How to identify and attract the suitable customers, and how to keep them happy once they become customer.
- Personalized services and ads.
- Increase in productivity of R&D and digital marketing.



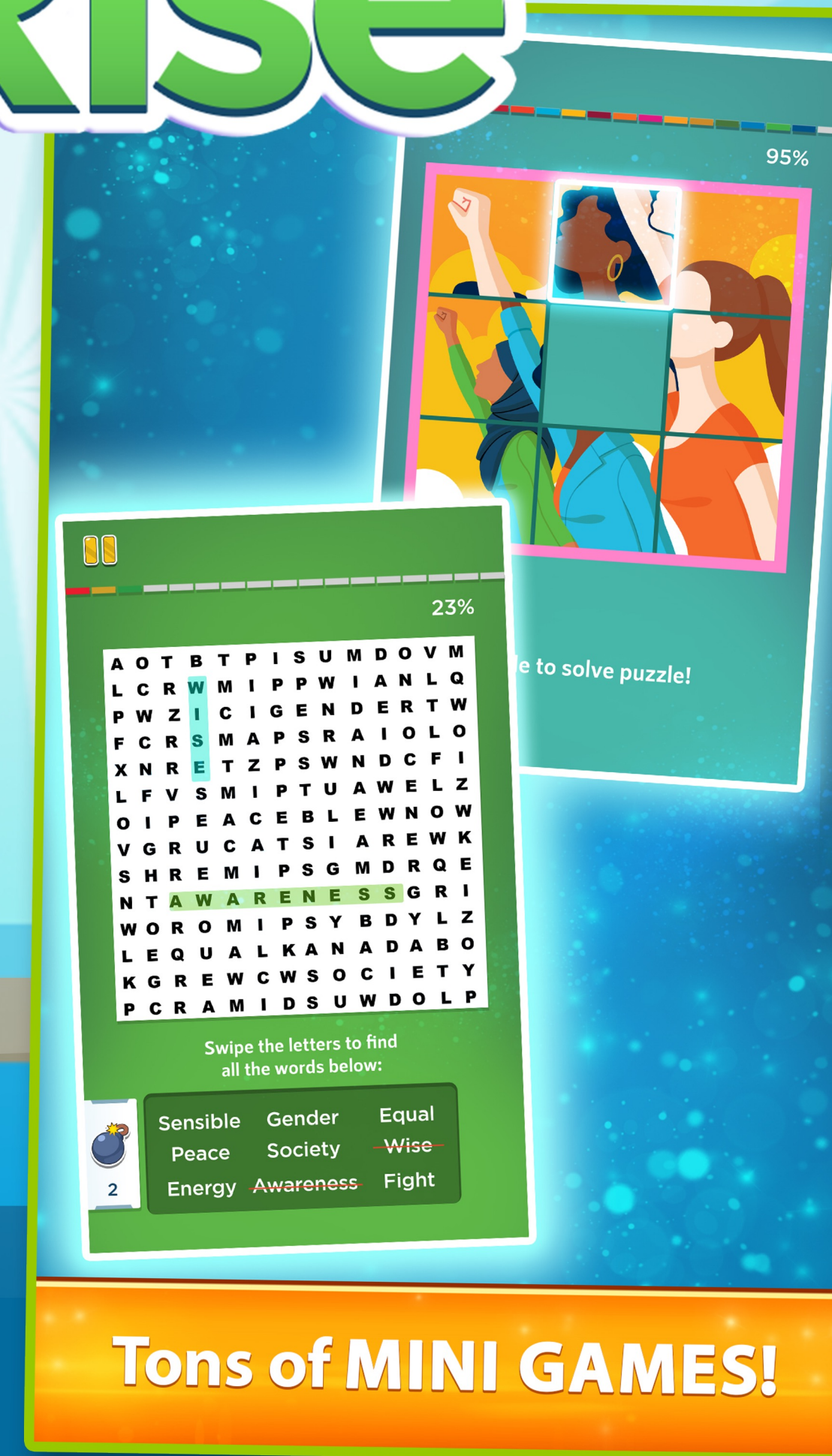
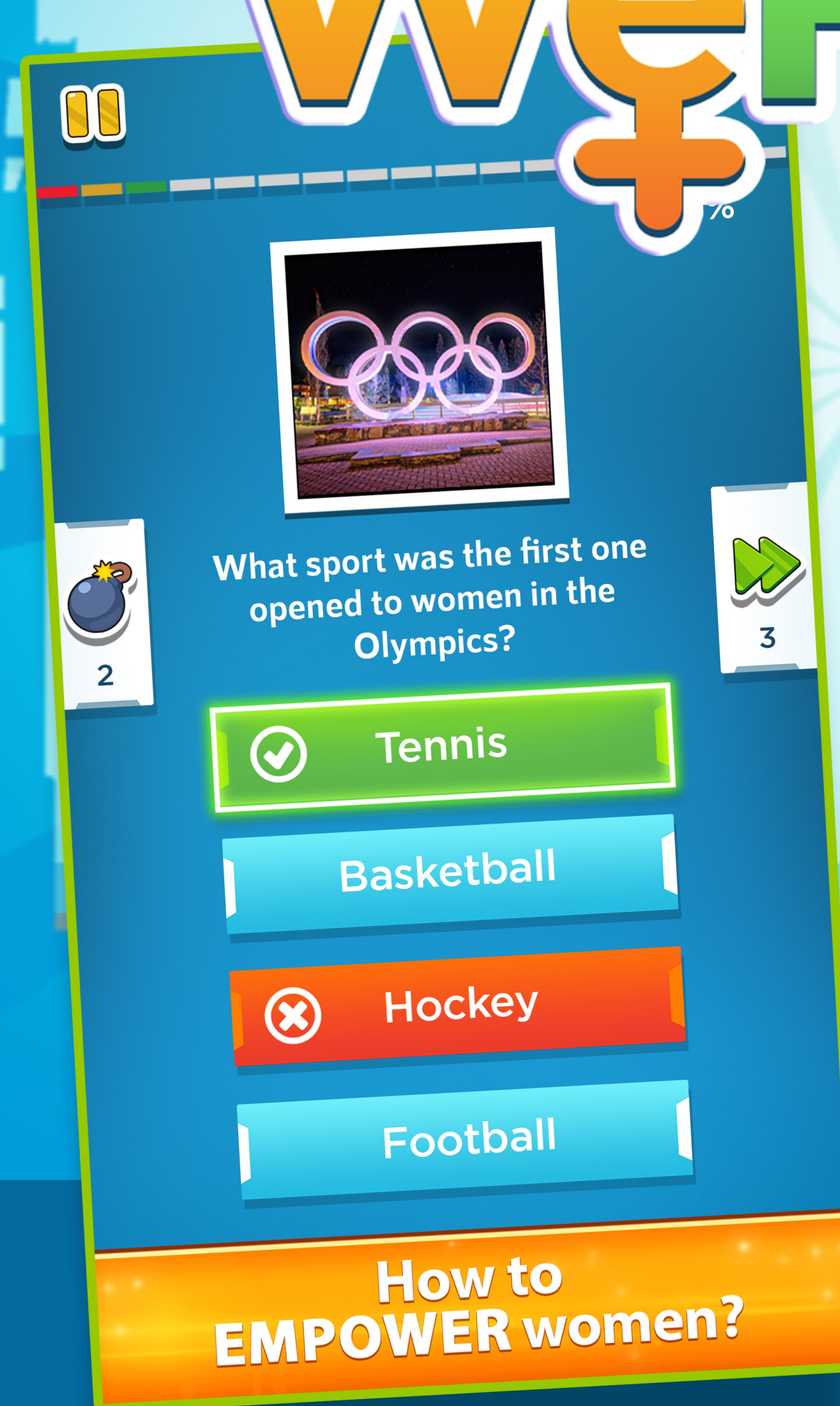
MAYSALWARD GAMES FOR BRANDS

Maysalward's team is creating and publishing engaging and immersive experiences by using innovative gaming technologies in collaboration with museums, public health sectors, tourism and cultural organizations and more, thus making an even larger impact on a social scale. After all; one of the team's core values is to **change how people engage on both online and in real-life scenarios via gaming mechanics.**



MAYSALWARD PARTNERSHIP WITH UN WOMEN IN A GAMIFICATION APP FOR WOMEN EMPOWERMENT

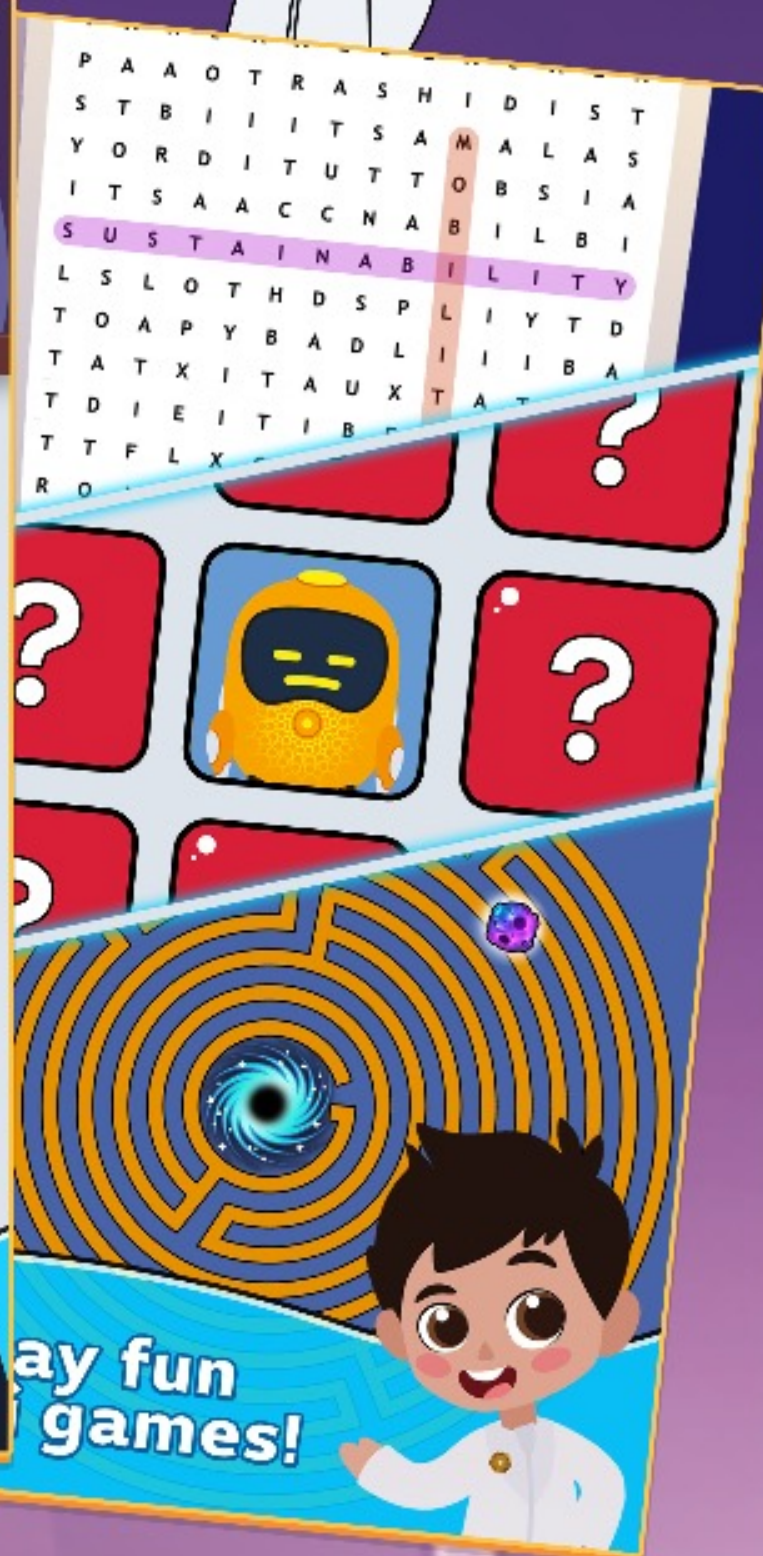
WeRise^{♀♂}





إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

Maysalward is awarded with Dubai Expo 2020's license until 2023 to develop & publish 4 mobile games.



مساري الوظيفي مستقبلي



Maysalward Worked with Local Brands in Advergaming



تعالوا نلعب لعبة "المنسفجي الصغير"
مع بعض في Kidzmo كثير راح ننسب!

راح نلاقيكم في Kidzmo في تاج مول الساعة ٥
يوم الأربعاء ٢/١٥ والثلاثاء ٢/٢١
لنزيّن وناكل أطيب منسف مع بعض

cozmo
It's a new day

الكسيح Kasih®
غير شكل!

Download on the App Store

ANDROID APP ON Google play

PROTECT Tetra Pak WHAT'S GOOD

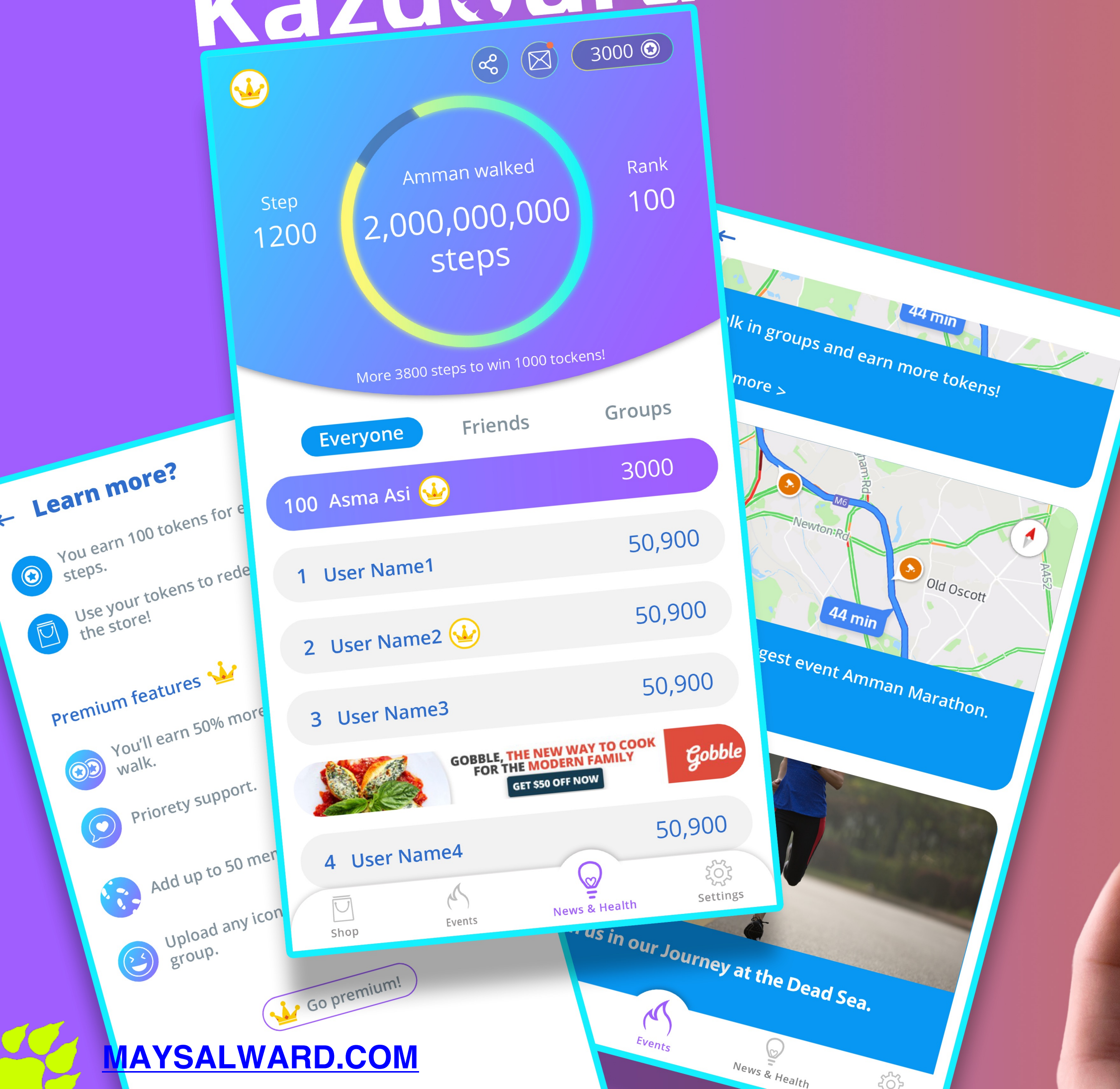
المنسفجي الصغير ACADEMY

www.kasihfood.com

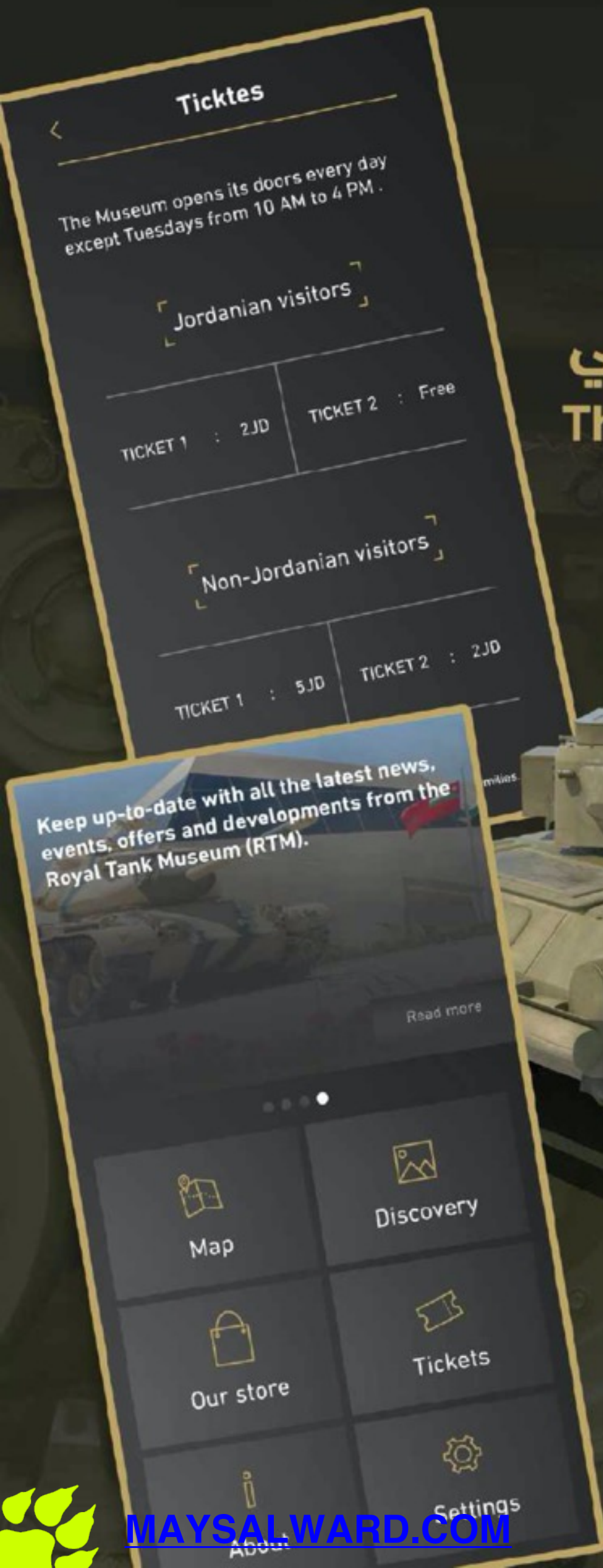
MAYSALWARD GAMIFICATION IN HEALTH AWARENESS & CHILDREN EDUCATION

Augmented
Reality (AR)
with a Popular
Educational
Cartoon!

Kazdoura



MAYSALWARD GAMIFICATION IN MUSEUMS- JORDAN



متحف الدبابات الملكي
The Royal Tank Museum

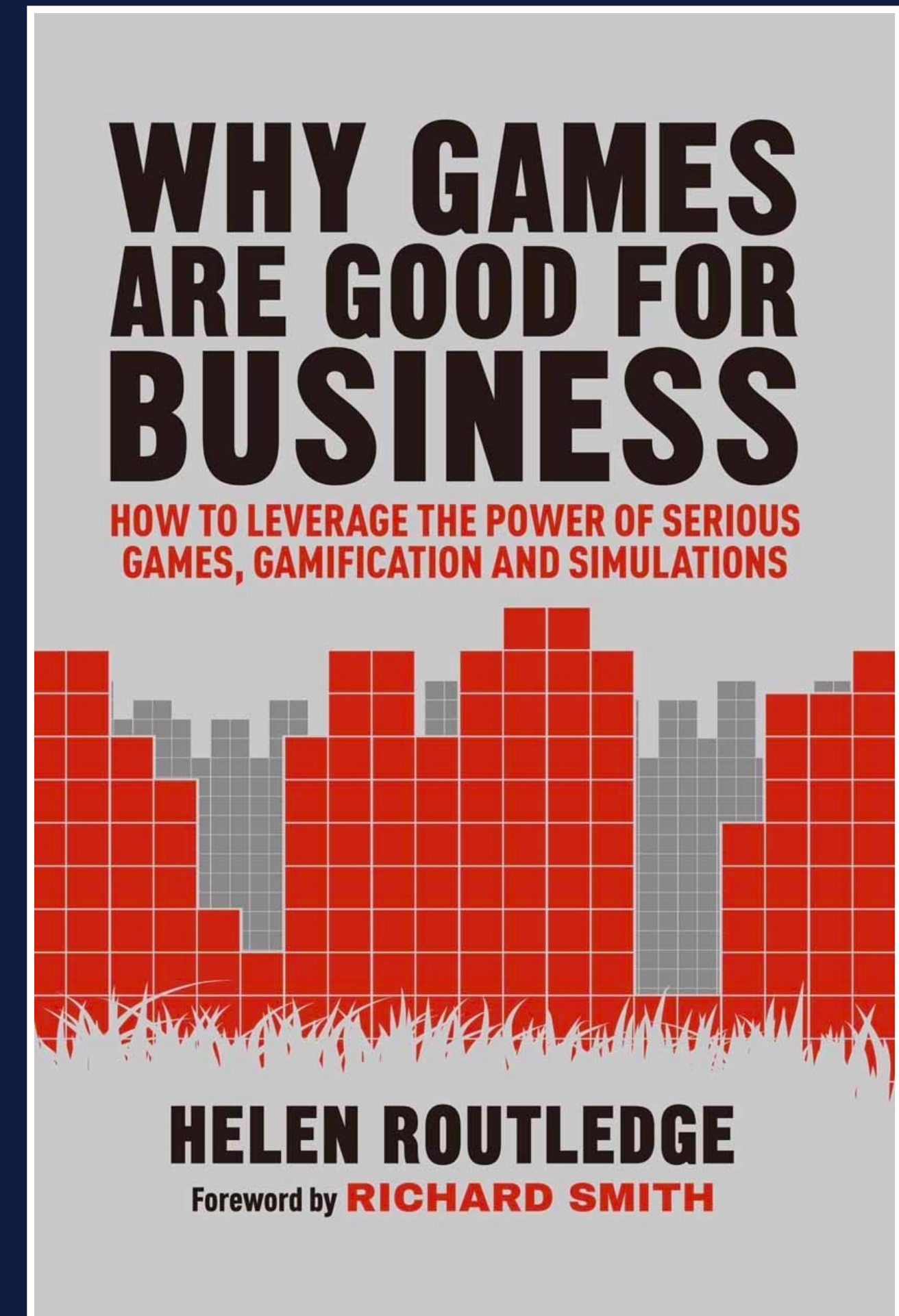
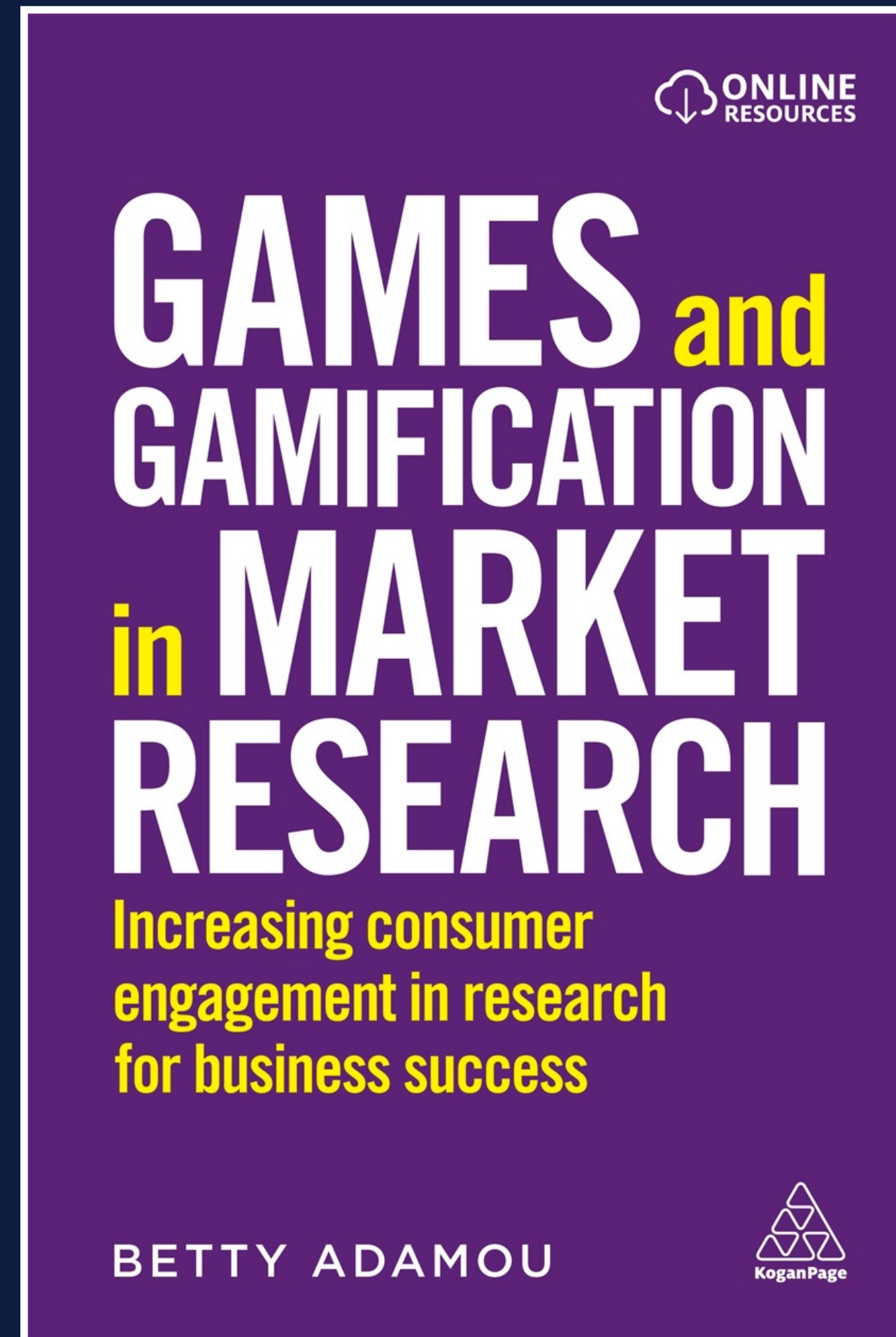
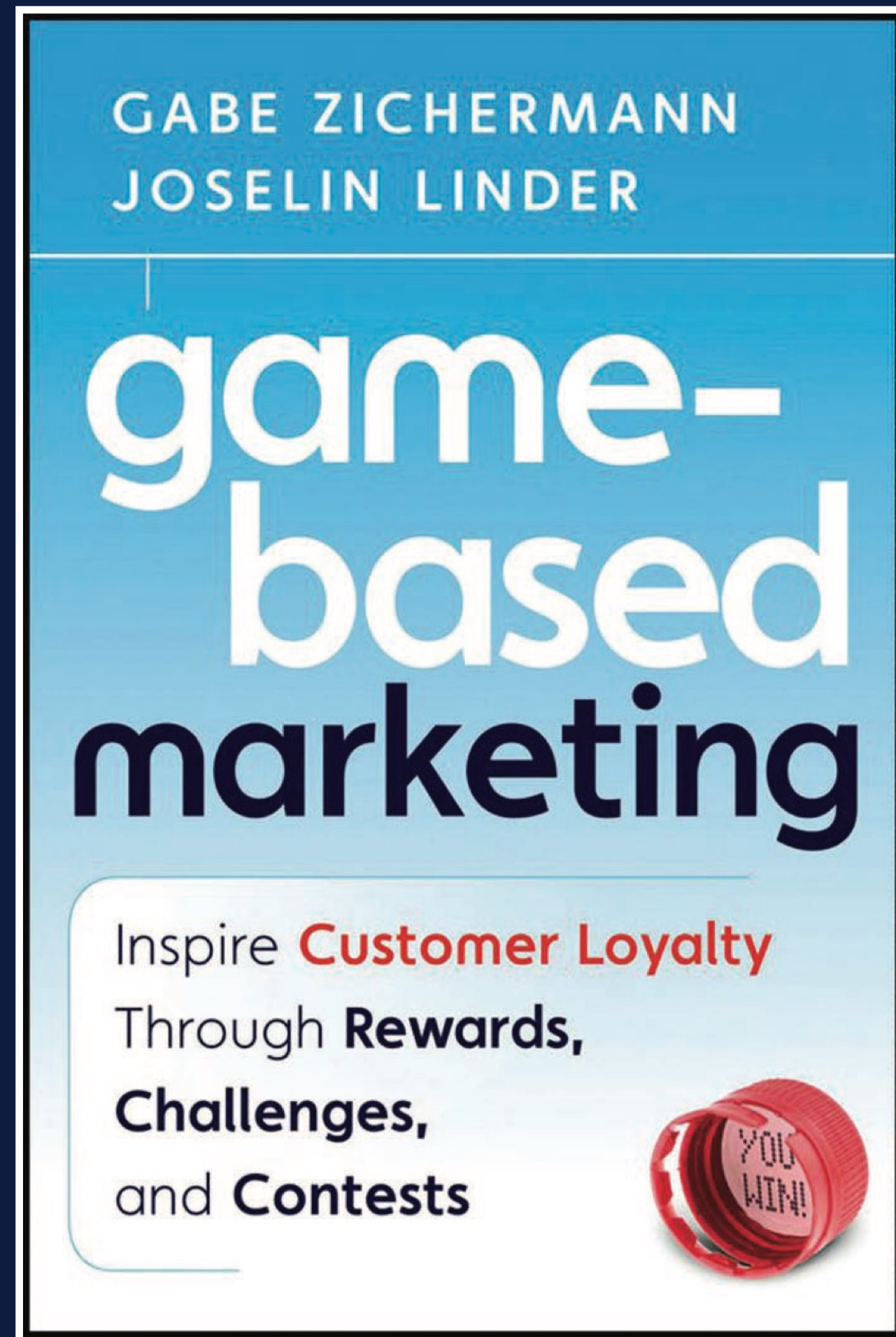


MAYSALWARD GAMIFICATION IN PUBLIC AWARENESS-QATAR

(Delivered through a local partner)



Recommendation to read





ميسالورد
عيش اللعبة



MAYSALWARD.UK
HYPER-CASUAL STUDIO

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