

Fantasy Games

Background

Game for Learning designs, builds and delivers interactive, on-line fantasy games for business, finance and media.

We create fantasy games based on innovative and forward-looking ideas that can follow a traditional fantasy game style format, a business or trading exchange or a prediction style competition.

We have designed and delivered a number of unique on-line fantasy games for banks, recruitment companies and media in the UK and internationally.

Our team comprises individuals drawn from diverse backgrounds including financial services, training, technology, media design and entertainment, together bringing over 30 years of learning and visual communication, design, and games experience.

We developed our first on-line fantasy stock market investment trading game back in 1995, which at the time was one of the first web-based fantasy stock trading games of its type. Called 'The Great Game™' the game and has evolved considerably in-line with technological changes and player expectations and the current version can be seen on-line @ <http://www.thegreatgame.com>.

Fantasy Games can used for

Additional Revenue

Games can be developed as a 'pay-to-play' model enabling owners to create an additional revenue channel.

Customer Acquisition and Retention

Our fantasy games are engaging and amusing and can act as an extremely effective attention and retention tool for customers.

Traffic Generation

Fantasy Games are proven attractors providing added value sticky content. Players continually revisit games many times a week and sometimes continually through out the day to

check their progress and to play the game.

Data Aggregation

Games can include a registration process, in game questionnaires, surveys, etc;

E-mail Marketing

Opt-in databases and aggregated data to support targeted e-mail marketing

Brand Promotion

Fantasy games can be branded and structured to target a specific audience demographic to further promote or reinforce existing brand values. Games can be developed to support or supplement Brands and can be tied into real-life sporting events.

Sales Promotion

A Fantasy Game embedded or wrapped around a sales or promotional campaign can further contribute to the process of targeting or promoting specific products.

Social Communities

Ames can be used to build communities.

Training

Games can be structured to teach players about just about anything!

This document presents some of our fantasy games and related case studies.

The Property Game

Game for Learning has developed an innovative and fun to play on-line property game to teach players about property investment. The game is currently being rolled out with a number of partners

Called 'The Property Game' it is a short 5 minute browser based game that is fun, compelling and educational. The game presents a 3d rendered visualisation of the UK and using a virtual fund players can buy and sell property to build their portfolio.



THE PROPERTY GAME

Game for Learning



THE PROPERTY GAME

Game for Learning



Dresdner Kleinwort Wasserstein

In 2002, we created the award-winning DrKW Webtrader, an online stock trading game developed for the investment bank specifically for university students in the UK and across the world.

The project objectives

Initially, the objective was to find students with a trading aptitude, but so successful was it that it became a marketing tool for the bank to differentiate its offering on the University “milk round”.

We had already been running our own stock trading game “The Great Game” for three years when we were approached by DrKW to build a private-label version.

The brief specified the need for it to be youthful while business-like, and we worked with their designers to deliver and fit the existing brand. As client Terrence Perrin said, “we felt this would be an innovative way to encourage students, perhaps with little or no knowledge of financial markets to develop a taste for what is involved in a career as a trader.”

The main objective was to promote the company’s graduate recruitment programme, and several games were run over 36 months, and timed to coincide with the season for recruiting summer interns.

Our strategy

To make the game easier to play and encourage mainland Europeans to buy UK stocks, we combined the share price listings for the London, Paris and Frankfurt stock exchanges to express them all in Euros - something that had never been done before.

We built and ran the whole game, providing game support, email marketing, data aggregation, and also built systems to interrogate the data base.

Logout My Details Rules Prices Winners Support A game by Finance Media

EW Webtrader Control Week 8 - Last Day Today Webtrader options...

Webtrader Exchange Trading Floor - Trader Name: epbanking 14:52 Fri 15 Mar 2002 Exchange: Open

Company added to Sharewatch, Step 3 - Add to Portfolio? < Back to Step 2

Enter the number of Shares you would like to buy and press the Buy button. Alternatively, press the Back to Step 2 link to add more companies to your Webtrader Sharewatch, or press Cancel to view your Webtrader Portfolio and Webtrader Sharewatch. (Prices are displayed in Euros)

Company	Bid (€)	Ask (€)	High (€)	Low (€)	Current Share Holdings	Estimated Purchase Cost (€)	Number of Shares to Buy
Degussa Ag	35.00	35.01	48.00	34.68	0	395.11	11 (11 Maximum *)

* You cannot invest more than 20% of your Webtrader Portfolio in shares for a single company. The Estimated Purchase Cost calculation uses the maximum number of shares you are allowed to buy. [] = pending trades.

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EW Webtrader Control Week 8 - Last Day Today Webtrader options...

Portfolio Summary - Trader Name: epbanking 15:01 Mon 15 Apr 2002 Exchange: Closed

Portfolio Summary

Starting Value (€)	20,000.00
Current Value (€)	24,451.03
Profit or Loss this month (€)	4,451.03
Cash Account (€)	397.65
Last Trade on:	Friday Mar 15 2002
Portfolio value at last trade (€)	24,428.26
Profit or Loss since last trade (€)	22.77
Trading Charges (€)	760.00

Statistics

Registration date	Thursday Feb 14 2002
Portfolio Last Reset / Reset Count	No Resets / 0
Overall Banking (Portfolio % change)	1 out of 2400 (+22.51%)

Allocation of Portfolio Holdings

Degussa	19.52%
Commerzbank Ag	20.17%
Abbey National Plc	18.85%
Shell Transport And Trading Company (The)	20.88%
Vodafone Airtoch Group Plc	19.99%
Available Cash	1.63%

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Logout My Details Rules Prices Winners Support A game by Finance Media

EW Webtrader Control Week 8 - Last Day Today Webtrader options...

My Webtrader Portfolio - Trader Name: epbanking 14:45 Fri 15 Mar 2002 Exchange: Open

My Webtrader Portfolio

League Table - Position: 1 out of 2,000

Company Name	Shares Holdings	Bid (€)	Ask (€)	Trading Cost (€)	Profit or Loss (€)	P & L %	Current Value (€)	Action: Buy / Sell
Abbey National Plc	290	15.83	15.87	4,550.89	-43.60	0.89	4,590.70	Buy / Sell
Commerzbank Ag	259	20.61	20.64	4,906.47	19.12	0.38	4,925.79	Buy / Sell
Degussa	35	134.19	136.50	4,770.50	-3.50	-0.07	4,767.00	Buy / Sell
Shell Transport And Trading Company (The)	501	8.44	8.44	4,903.43	0.00	0.00	4,903.43	Buy / Sell
Vodafone Airtoch Group Plc	2192	2.22	2.23	4,864.24	0.00	0.00	4,864.24	Buy / Sell

[Go To Portfolio Summary](#) **Total Invested (€)** 24,853.37 98.37%
[Go To My Share Watchlist](#) **Cash Account (€)** 397.65
[Go To My Trading Plan](#) **Portfolio Total (€)** 24,451.03

Results

At the end of the first week, more than 1,100 fantasy traders were trading fantasy portfolios, and DrKW gave away a first prize of €10,000 and €5,000 to nine runners-up, for each game, with prizes presented at several lunches at City Rhodes.

Over the period, students from more than 120 worldwide universities and colleges played the game.

Case Studies

Metropole Television (M6)

We developed a syndicated investment trading game for the French equivalent of ITV, Metropole Television (M6), for a target market of 18–35 year old professionals resident in France.

The project objectives

Commissioned to develop a new and unique branded fantasy trading game for the French market, we were asked to host the game and manage all the delivery technologies. The brief specified the need to work with and integrate the co-sponsor partners' (Comdirect and Mes Finance) information, content and tools; and then to manage and support the developed services. Co-managing ongoing e-mail support and permissioned e-mail marketing campaigns were also central to the requirements.

The main objective was to design the concept and deliver a compelling French language stock fantasy trading game that could be adopted across multiple delivery channels within limited implementation and development time frames. The branding and positioning of the game needed to appeal to the target audience.



Our strategy

Working with M6, and co-coordinating the development with

M6 sponsor partners, we integrated the market data, and partners' on-line marketing tools. Development of the proposition and concept was ongoing after the game was launched, in order to maintain its freshness and appeal.



Results

When Le Jeu De La Bourse was launched on-line, it ran for nine months. During which time, and despite quite limited marketing, the game attracted over 86,000 registered players, averaged 20 page views per player, per day and delivered over 800,000 targeted e-mails with co-branded sponsor messages.

Case Studies

Royal & Sun Alliance

We developed a private-label fantasy investment stock trading game for Royal & Sun Alliance for a target market of UK private investors.

The project objectives

The game was designed to add value to the Royal & Sun Alliance web site and to enhance its user content aggregation.

Royal & Sun Alliance CRM services were also integrated with the game with on-line and e-mail marketing channels, to enable cross-selling Royal & Sun Alliance financial products.

The project had three requirements. The primary task was to develop and deliver a game that was fully integrated with the company's existing on-line resources, working within the scope of the existing brand and corporate identity.

The game also had to provide product enhancement and development for multiple channel sales promotion, as well as technical integration with the company's own CRM and content publishing tools.

Finally, after launch, Royal & Sun Alliance required continuing support, as well as further integration of user profiling and tracking tools and management of the game.

Our strategy

Working closely with Royal & Sun Alliance's in-house developers and external consultants we ensured the cohesive development of the game with their applications, meeting all their compliance requirements and ensuring the full inter-operation between Royal & Sun Alliance's CRM applications and the game. The game was completed and delivered on time, on spec.

Results

Initially the game was to run formally on the Royal & Sun Alliance more>than website for two years, between 2001 and 2003. At this time, Royal & Sun Alliance sold the investment business in order to re-focus on their core insurance products, so the game was discontinued.

During an independent appraisal by external management consultants during the game's operation it was valued as one of the key marketing assets of the more>than website proposition.

E-Financial Careers

Banc of America Securities

eFINANCIALCAREERS
Stock and Equity Management in the Financial Markets, Learning & Finance

The eFINANCIALCAREERS Share Trading Game (100) | Introduction | Rules | News | Winners

WIN A LAPTOP, AN IPOD AND A JOB INTERVIEW WITH A LEADING BANK

your future, your choices, take a closer look.

Banc of America Securities is pleased to present the eFINANCIALCAREERS Share Trading Game.

The object of the game is to manage a \$50,000 fantasy equity portfolio and be able to increase the value of your portfolio of stocks greater than that of the other game players.

The winner of each university will be entered a guaranteed 3rd round interview with Banc of America Securities for the summer 2005 Internship Interview process. The overall winner will receive a laptop. The second and third overall winners will receive an iPod.

It's free, really easy to use and you don't have to know anything about the stock market or investments to play.

The next round of the eFINANCIALCAREERS Share Trading Game begins on Monday November 1st 2004 and runs until Monday December 13th 2004.

You can register to play [here](#).

Log in

Registered users can login here:

Account Name:
Password:
Login

Forgot your password? [?](#)

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Top Portfolios

Player Name	Portfolio Value (USD)	Percentage Gain
trading1	81,345.81	22.29%
springer	80,013.02	20.00%
springer	58,150.08	18.30%
springer	57,943.41	15.88%
Buhari	57,305.95	15.87%
JohnMiles	56,543.36	13.00%
pear007	56,304.00	12.61%
ag3771	55,264.02	10.62%
windyout	55,120.00	12.50%
coltratheman	55,011.11	10.02%

Morgan Stanley

Morgan Stanley

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MS Trader

The MS Trader is a fantasy investment trading game where you can experience trading in shares on the US stock market without any real costs. There is no fee of losing your stock if you do get it wrong!

See results from 1st to 10th of 1st round, introduction following with 2nd round and 3rd. Present for 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th.

[Register Now](#)

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