Women Rock-IT

IT is a world of possibilities.

Register now

Jude Ower, MBE
Founder and CEO

PLAYMOB.
2.1 BILLION PEOPLE PLAY VIDEO GAMES. THAT’S OVER 50% OF THE WORLD’S ONLINE POPULATION!!

SOURCE: NEWZOO GLOBAL GAMES MARKET 2016
...AND IT’S ONLY GETTING BIGGER

$100bn

THE VIDEO GAME INDUSTRY GENERATED $100Bn IN 2016
A YEAR-ON-YEAR GROWTH OF +8.5%

SOURCE: NEWZOO GLOBAL GAMES MARKET 2016
AND NOT JUST FOR KIDS!

27% UNDER 18 YEARS
29% 18–35 YEARS
18% 36–49 YEARS
26% 50+ YEARS

AVERAGE GAME PLAYER AGE: 35

SOURCE: ENTERTAINMENT SOFTWARE ASSOCIATION 2016
Thanks for your donation!

For 7-days, you have unlimited access to purchase and plant these seeds, which NEVER WITHER!

You also received a special gift! Look in your GIFT BOX for your Sweet Seeds Gift Flag!

Click here to view updates on the program's success!
GAMERS WANT TO MAKE A DIFFERENCE!

Gamers want to make a difference, they just aren’t being presented with enough opportunities:

58% of gamers are interested in donating whilst playing.

55% would make in-game purchases if charities were linked to them.

87% think developers are ideally placed to raise awareness of social/charity issues.

SOURCE: CHARITIES AID FOUNDATION 2017
WHY DOING GOOD IS GOOD FOR BUSINESS TOO

Brands need to integrate CSR into the business to engage millennial generation

..Where CSR is integrated into daily customer interaction brands will significantly boost business benefits, and enable business to outperform the stock market by......
MILLENNIALS AND GEN Z

Social good appeals to millennials, the biggest generation the world has ever encountered!

- 84% Millennial charitable donation in 2015
- £530bn NOW
- £925bn 2020
- Favour and will switch brands for brands that have social good giving in their DNA
Brands need to integrate CSR into the business to engage millennial generation. ..Where CSR is integrated into daily customer interaction brands will significantly boost business benefits, and enable business to outperform the stock market by......
CONSUMERS ARE SEARCHING FOR PURPOSE

Meaningfulness in brand marketing can increase share of wallet by up to nine times.

71% There's a 71% correlation between content effectiveness and the impact a brand has on our personal wellbeing, quality of life, plus its Meaningful Brands® ranking.

How Diageo is making purpose branding work for it financially and morally

A haul of industry awards have vindicated Diageo's move to inject social purpose into its brands, chief marketing officer Syl Saller told industry bosses today.

“When we look at the generation of millennials today, they expect purpose-driven brands.”

- Debra Bass, president of global marketing services at Johnson & Johnson Consumer Cos. Read more from FiercePharma.
We connect the most meaningful brands to millions of captivated gamers.

We are a values driven data platform, providing innovative brands with playable content that delivers social impact through our brand safe mobile network.
GLOBAL GOALS – WHAT’S MISSING?

7. AFFORDABLE AND CLEAN ENERGY

TOTAL SCORE: 13340
GLOBAL AVERAGE: 11853

YOU SOLVED THE PUZZLES BUT TIME IS RUNNING OUT FOR OUR WORLD.
TOGETHER WE CAN HELP ACHIEVE ALL THE GLOBAL GOALS BY 2030
TAKING ACTION
W.A.T.O. – THE BIG CATCH
W.A.T.O. – ISLAND NATION DEFENSE
DUMB WAYS to KILL OCEANS
A small but mighty mini-game highlighting some of the biggest challenges faced by our oceans, *Dumb Ways To Kill Oceans* raised awareness and educated on the issues of Plastic Pollution, Coral Reef Degradation and Warming Ocean Temperatures, and encouraged players to take small actions in their daily lives that would contribute towards solutions.

Figures accurate as of 9th July 2018
“We spend 3 billion hours per week playing games. If we were to play 21 billion hours, we can start to solve some of the world’s biggest problems like climate change, obesity and poverty”

Jane McGonigal, Author ‘Reality is Broken’
Thank You!

@PLAYMOB
@PLAYINTHECLOUD
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Mahla Kafami
Engineer

Rebecca Clements
Executive Manager
ENGAGING THE YOUNG MINDS OF TODAY TO INSPIRE THE TECHNOLOGISTS OF TOMORROW.
UNIVERSITY DEGREES

TEACHING PSYCHOLOGY
PASSION FOR OTHERS
BUSINESS DEGREES
JOURNEY TO SPACE
DRONES GLOBALLY

Efficiency

Expenses

Human Risk
SETONIX
PROTODON
MINING INDUSTRY
MINING INDUSTRY
SEARCH & RESCUE
SEARCH & RESCUE
FUTURE JOBS

IT Professional
Engineer
Software Developers
Cyber Security Experts
Data Analysts
Business Developers
Pilots
Complete the Introduction to the Internet of Things by Friday, 27 July and be entered to win this Drone Kit!