Gaming & Communication

who we are

formules

we are a consulting and
development agency specialized
in creating omnichannel
experiences by combining business
acumen with an extensive vertical
knowledge of social gaming
ecosystems.

formules

we accompany companies and institutions as a strategic consultant and content developer on creative projects related to Gaming & Web3.

we combine **creativity** and **business** to connect brands with their future customers.

GUCCI

VERSACE

LENSCRAFTERS®

★Sisal

LUXOTTICA

OVS

4

introduction to virtual worlds

the evolution of gaming

1970s – early 1980s	1980s	1990s	2000s – early 2010s	2010s – present
the "arcade room" boom	*ups & downs*	*gaming becomes global*	*consoles and first mobile games*	*the establishment of online social gaming*
Atari starts the **arcade era** and transforms gaming into a social activity.	the videogame market crashes, dipping 70% in value from 1983 to1985.	**heavy technological developments** push the industry ahead.	**gaming consoles** turn into the industry's revenue driver.	the gaming industry sky-rockets, reaching $184B in revenues.
Pong, Space Invader and Pacman become popular games worldwide.	the rise of **home computers** turns things around and online gaming appears.	Sony releases the PS1 and titles like Pokemon and Diablo see the light.	**mobile** starts growing with games like Fruit Ninja and Candy Crush.	Minecraft, Fortnite and Roblox become massive **community hubs**.

"Pacman" (1980)

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just a few years ago, society (and marketers) had a different opinion on gaming and its community compared to the one they have today

the gamer's perception fallacy

polarized communities

the gamer's perception fallacy

nerd, loner
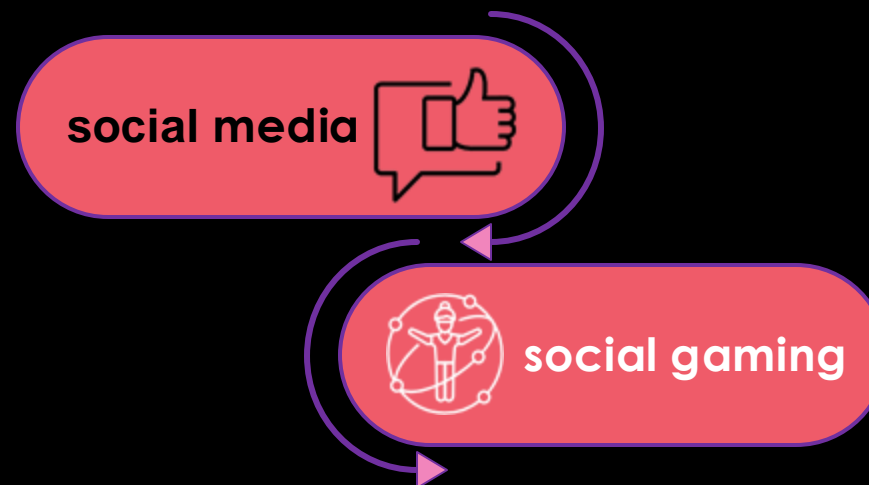
the gamer's perception fallacy

alienation

new-gen gamers don't play to escape…

they play to connect and use virtual worlds to do so

virtual worlds – where gaming becomes social
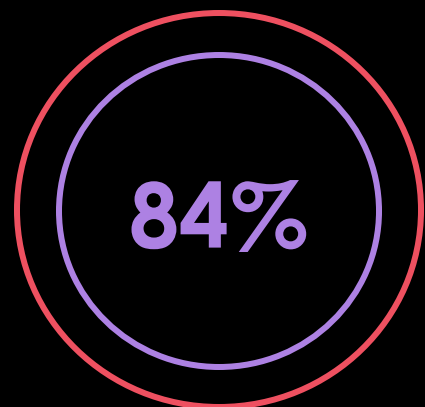

social media

social gaming

virtual worlds – the role of avatars

avatars are an essential element of virtual worlds, as they allow users to **express their individuality** and connect with others in a personalized manner.

they **influence the choices** that kids and teenagers make IRL.

84% of Gen Z and Alpha likely to buy a physical product after they have tried it in social gaming experiences (Roblox)

virtual worlds – main social gaming platforms

ROBLOX

- the preferred option for brands

- the most scalable and flexible platform to build on

- a new search engine

220M	**13-24**	**600+**
MAU	target audience	branded games

FORTNITE

- the most graphically advanced world

- it's opening to the creator economy

- users still prefer Battle Royale* Mode

230M	**18-24**	**200+**
MAU	tatget audience	branded games

MINECRAFT

- the world with the most loyal community

- one of the most popular videogames ever
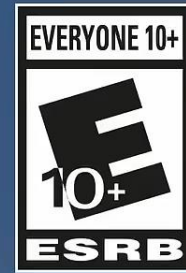
- the only non-free to play out of the 3

177M	**20-24**	**200+**
MAU	target audience	branded games

ROBLOX

FORTNITE
Some optional items require purchase.

MINECRAFT