

McDonalds Games

Endless possibilities



Gartner predicts that over 70% of the “Global 2000” organisations will have at least one gamified application by end 2014

What's the future?

Communities based on physical locations augmented with technology, driven by incentives and “gamification”. Sociable, multiplayer and modular.

Augmented Reality Gaming is the start...



Games for marketing are currently disposable & disjointed

Creating a good game is expensive. Why discard it after a few months and isolate it?

A central “brain” that joins together games, people and strategies

Allow 3rd party developers to easily be part of the McDonalds ecosystem with easy to use tools, community and services.

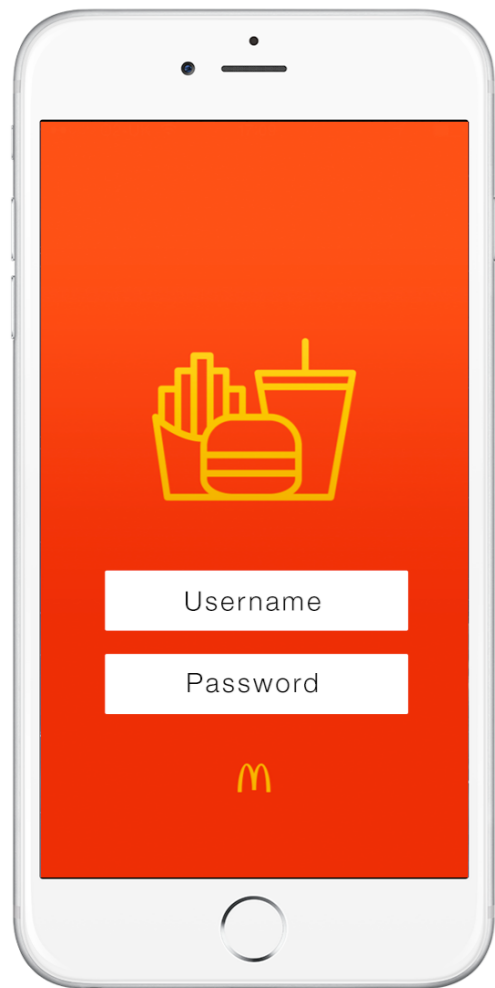
McDonalds is in a perfect position with its GMA and McID strategy

With McID and GMA central to a realtime platform that allows unification of people, business, content and development

Start small, move quickly, iterate a lot.

A customer attaches a McID to a Picca, earns achievements via a first game, data is fed to an activity based CRM. Metrics are used to learn and iterate quickly.

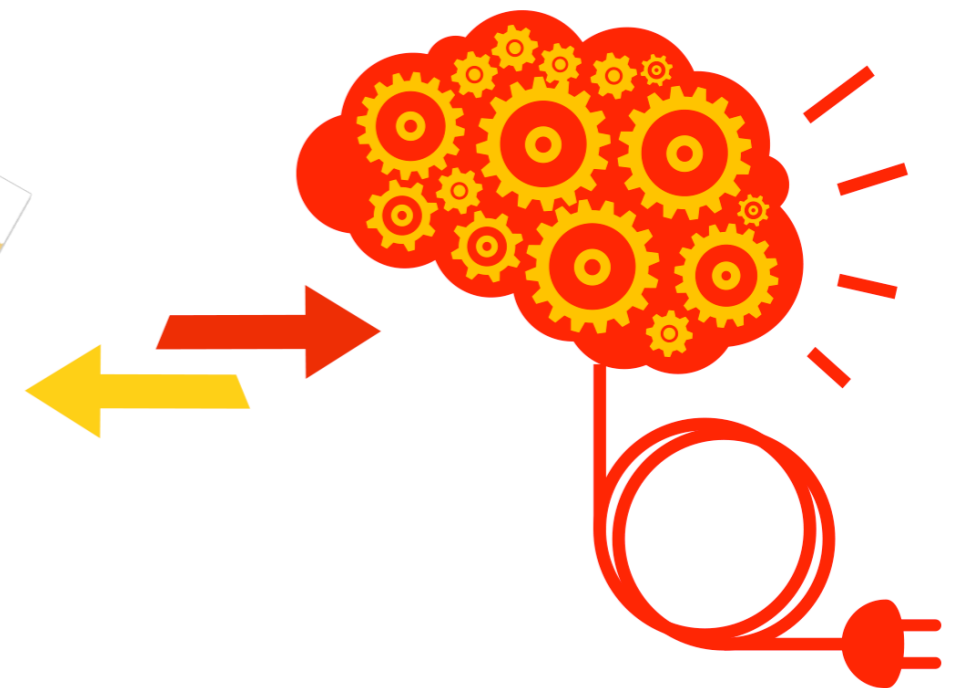
Personalisation



Login



User Activity



Activity Brain

Personalised content

The GMA app becomes more personalised the more it gets used. Persona data is transported between GMA, CRM and any other app “plumbed” in. Games/content get added as “adverts”, users are authenticated and their persona travels with them.



Possibilities are endless...

Personalisation of experiences, content and games based on data to increase brand awareness and foot fall.

In restaurants shared experiences using the latest technology;
augmented & virtual reality, holographic displays...

**What does the Restaurant of
the future look like?**



Connected games and technology

An award winning game development team who are industry recognised experts in virtual reality, augmented reality, connected devices and multiplayer experiences

Opposable Games are one of the brightest stars in the new indie games world, with recognition and awards from Sony, Wired, Develop, IC Tomorrow, and the Technology Strategy Board. They build games and technology for TV producers, healthcare experts, engineering firms and other organisations, as well as sell their own proprietary device connecting technology OneTouchConnect to other game and app developers.



Big ideas need Simple thinking

Simpleweb builds small development teams with front and backend developers, strategists and UI/UX designers, to deliver world class products.

Simpleweb built one of the first open source government systems (used in over 5 large government departments), a survey tool mandated for all of BP's staff, prototyped all of Barclays future online and mobile interfaces, and partnered with lots of funded start-ups.