

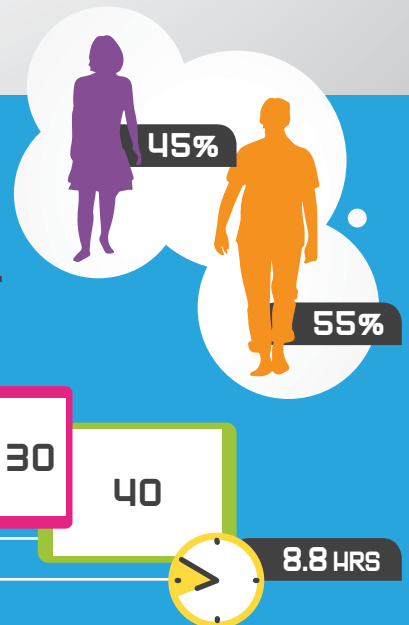
Your customers are ready to *play*.



58% of North Americans played video games in 2013.

That's nearly the same percentage of people that went to the movies (68%) or watched sports (64%).

Average player age _____
 Average tablet player age _____
 Average time played per week _____



ADD BRANDED GAMING TO YOUR MARKETING STRATEGY

PROMOTE: Benefit your Brand

- Attract Customers
- Promote Products
- Drive Sales
- Build Relationships

LEARN: Metrics that Matter

- Capture Data
- Measure Engagement
- Visualize Interactions
- Understand Analytics

IMPROVE: Endlessly Fine-Tune

- Tweak Effectiveness
- Update Features
- Add Content
- React to Feedback

Increase product awareness, heighten brand image, engage customers and influence intention to purchase with *creative, interactive, and fun* branded content.

We believe that **fun** and **play** are extraordinary tools to help teach, motivate, engage and empower people.

Beyond simple enjoyment, games can be used to address serious business pursuits, including marketing, customer loyalty and engagement, community maintenance, and market research.

By seamlessly integrating brand messaging directly into core gameplay, we create branded games that an audience actually **wants** to play.

Find out what gaming can do for your marketing strategy.

Get in touch to learn more!



MARKETING
AND
BUSINESS
GOALS

QUALITY
GAME
DESIGN

Blot Interactive is a Toronto-based gaming company that specializes in branded and purpose-driven games. The company has been recognized as a leader in gaming innovation, and our unique combined experiences in expert game design, business and marketing strategy, and branding allow us to create quality content that responds to business needs.

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