

# Channel Case Study: Dole Nutrition Institute



## Celebrate and Create.

**mygameIQ** is a new channel based, state-of-the-art digital distribution and content management platform. By Celebrating the unique world of gaming, we will Create a new community of users.

## Expand your Brand:



### Expanded reach:

- » Promote your brand by delivering promotional opportunities right to the desktop
- » Broaden your current product offerings to core and casual gamers alike

### Recommender menu:

- » Use our recommender system to target content to specific users
- » Highlight your games in your channel
- » Include promotional videos or new product offerings



### Browser Based and Downloadable Games:

- » Browser based games played in mygameIQ right from your desktop
- » Downloadable games integrated into mygameIQ and self updated on the fly