



where ideas blossom *into*
beautiful realities

gamified labs

company profile



With innovation at its core and gamification as its soul, Gamified Labs was born to enlighten and enrich people's lives. At Gamified Labs, ideas blossom into beautiful realities.



Founded in 2011 by Ahmed EL Rayes, Gamified Labs is MENA's first and leading Gamification-focused company pioneering the way in enhancing employee engagement and productivity and customer engagement, loyalty, acquisition and retention.



Gamified Labs has a proven track record of developing successful gamified applications, providing personalized consultancy services and implementing digital marketing strategies for clients throughout the GCC region.



our **labs**

We Welcome You to the Future of Engagement



gamification
consultancy



digital marketing



interactive media development



UX/UI design



**educational
technology**

gamification consultancy lab



Our Gamification Consultancy Lab focuses on effectively reviewing an organization's goals and tailors effective game design techniques to develop an ever-engaging and rewarding environment for its employees or customers.

GamifiedHR

Enhance employee engagement, productivity and performance with GamifiedHR.

Revolutionize your workplace by turning your business objectives, work and learning activities into a fun and entertaining experience for everyone in your organization.



GamifiedMarketing

Enhance customer engagement, acquisition, retention and loyalty by utilizing powerful and effective game design techniques and mechanics



digital marketing lab

Gamified Labs has the franchise rights for WSI (We Simplify the Internet) for the GCC region that comprises of: UAE, Saudi Arabia, Qatar, Kuwait, Bahrain and Oman.

WSI is the leading digital marketing company in the world, offering a one-stop-shop for all our development and digital marketing requirements with over 1000 offices in 80 countries around the globe, having served more than 30,000 clients and won 64 WMA WebAwards.





Display Advertising



Email Marketing
Artboard



Landing Page
Optimization



Mobile
Marketing



Pay Per Click



Responsive
Web Design



Content Marketing

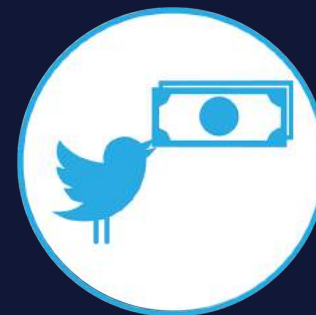
digital marketing services



Web Analytics



Video Marketing



Social Selling



Social Media
Marketing



Social Community
Platform



Search Engine
Optimization

digital marketing partners



Microsoft®



gShift®





interactive media development lab

At our Interactive Media Lab, we are continuously exploring, developing, experimenting and willing to invest in the latest innovative ideas; whether in gamified mobile and web applications, games, social media, digital marketing, eCommerce, interactive television or video technologies.

platforms developed and operated by
gamified labs



Gamified
HR



CookingLab



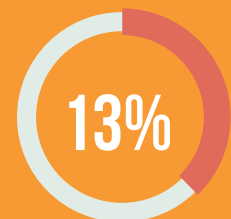
GAMIFICATION PLATFORMS

GamifiedHR

MENA'S 1ST GAMIFICATION PLATFORM

Enhance employee engagement, productivity and performance with GamifiedHR.

Revolutionize your workplace by turning your business objectives, work and learning activities into a fun and entertaining experience for everyone in your organization.



UNFORTUNATELY ONLY 13% OF EMPLOYEES
WORLDWIDE ARE ENGAGED AT WORK.

ENGAGED
EMPLOYEES >



↑ 43%
MORE
PRODUCTIVE



↑ 23%
MORE
REVENUE



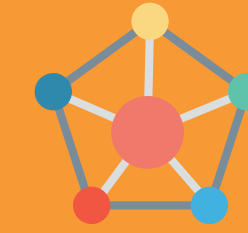
↓ 87%
LESS LIKELY
TO LEAVE

GamifiedHR features

Gamified Labs is offering its state of the art and fully customizable English/Arabic Gamification Platform with the following features:



Cloud-based
Responsive
Web Platform



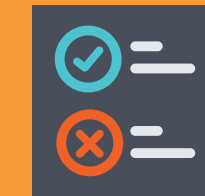
Social
Community



Customizable
Challenges (KPIs)



Dynamic
Leaderboards
and Analytics



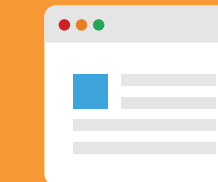
Customizable
Quizzes



Dynamic User Profiles
and Analytics



Reward
Redemption System



Admin
Dashboard

educators club

Educators Club is a specialized gamified collaborative online community that connects educators around the globe and helps educational institutions find the required talent in a revolutionary way.

Educators Club is also available as a white-labelled platform for organizations hoping to enhance and incentivize collaboration between its employees through the power of Gamification.



COLLABORATE WITH
OTHER EDUCATORS
AND EDUCATIONAL
INSTITUTIONS



GET REWARDS

Are you
**AN EDUCATOR OR AN
EDUCATIONAL INSTITUTION?**



HIRE THE RIGHT
EDUCATORS IN A
REVOLUTIONARY WAY

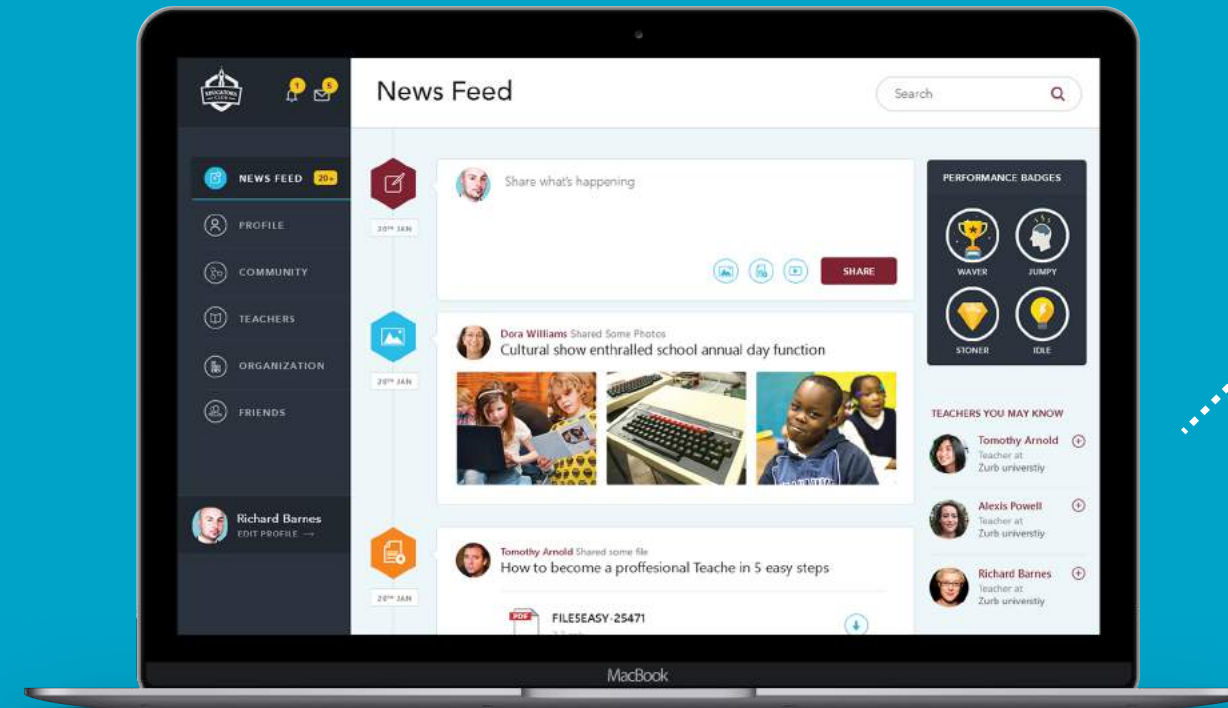


GET BETTER JOBS

Educators Club's two building blocks:



Community: allows teachers and schools to collaborate and share information with each other while being rewarded and incentivized for their collaboration through the power of gamification.



Recruitment Platform: allows educational institutions to hire teachers in a revolutionary way, with a focus on online personality assessments and integrated 360 feedback



order fresh food

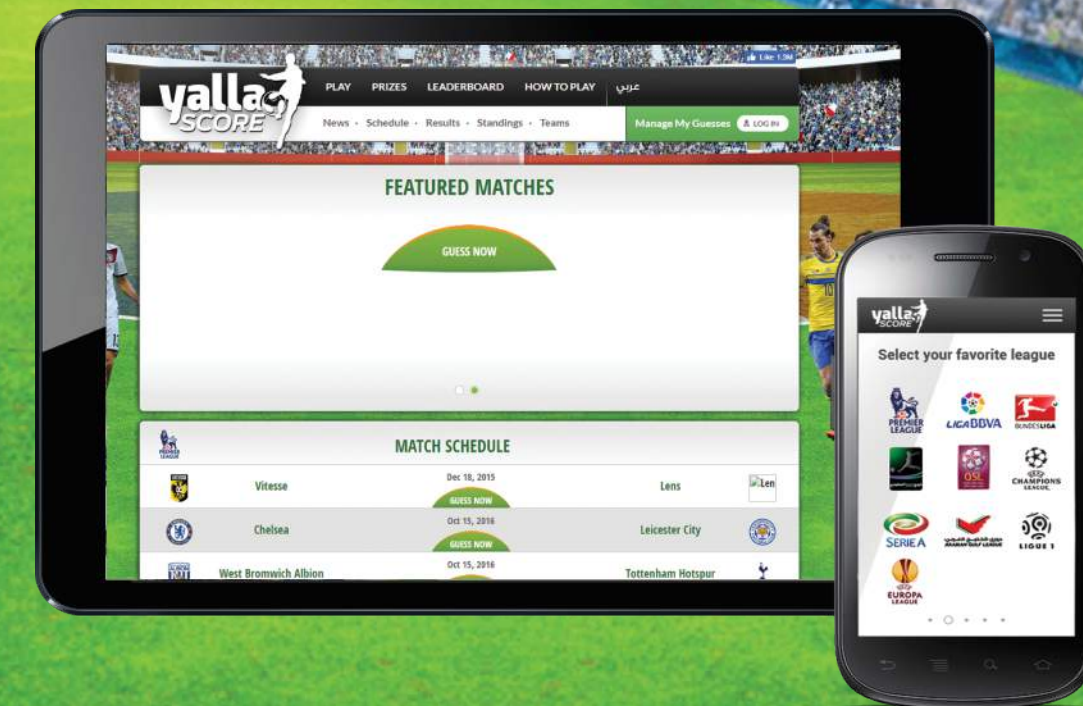
Cooking Lab

yalla score

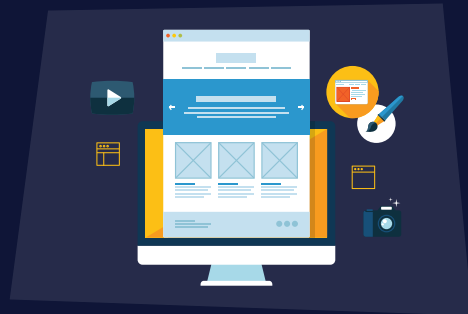


Yalla Score is the complete football entertainment platform allowing football fans to compete against their friends and against the world by predicting the outcome of football matches for the chance to win amazing prizes. Yalla Score also offers all the latest news, scores, fixtures, standings.

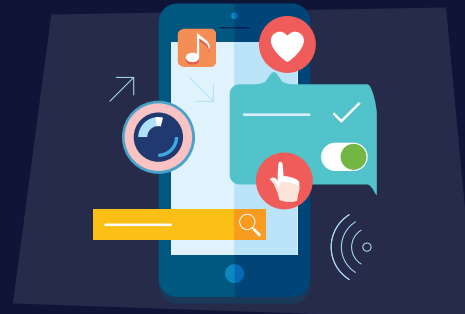
Coming Soon! Yalla Score Live! Predict the outcome of football matches in real-time in your favorite Sports restaurants and cafes.



interactive media development services



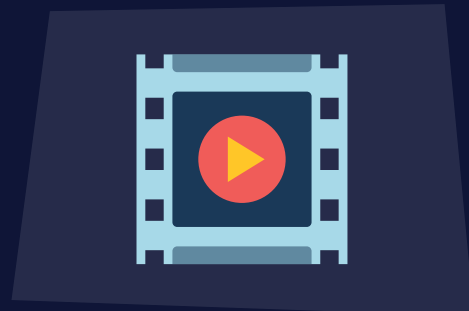
web
applications



mobile
applications



games



animation



e-commerce



virtual
reality

UX/UI design lab

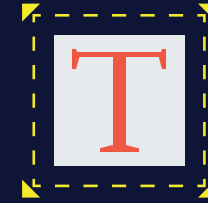
what is design



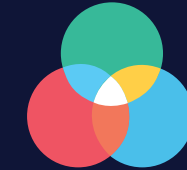
look



layout



typography



color



imagery

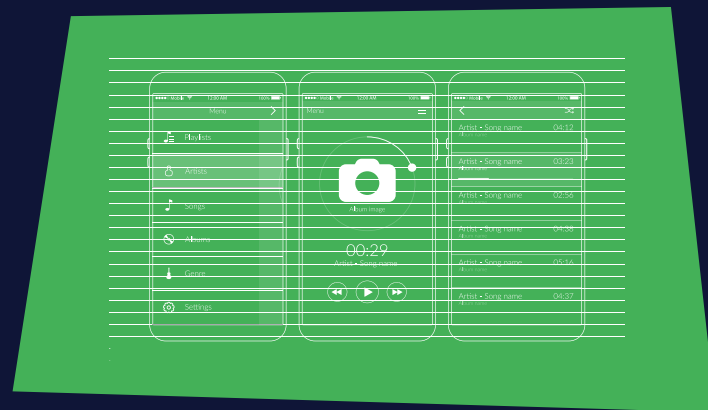


video

UX design



strategy and content



wireframing and
prototyping

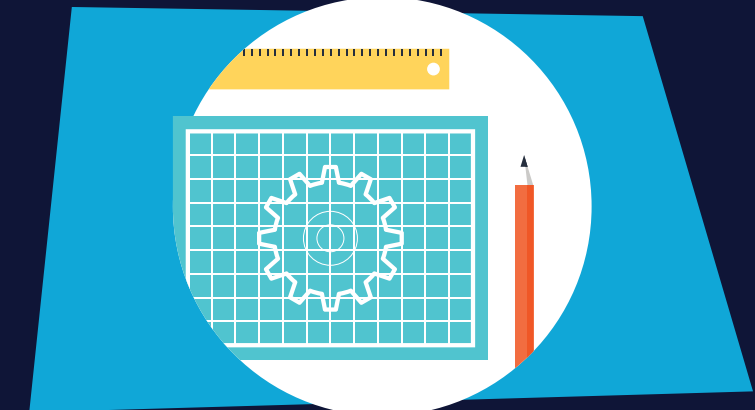


execution and analytics

UI design



look and feel



responsiveness
and interactivity

educational technology lab



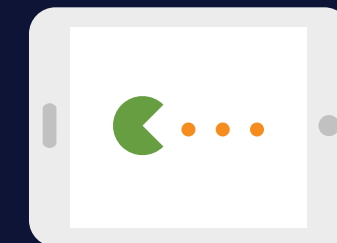
gamified eLearning



gamified collaboration

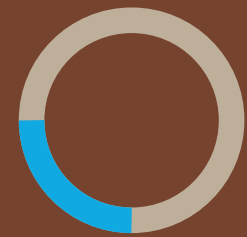


gamified innovation

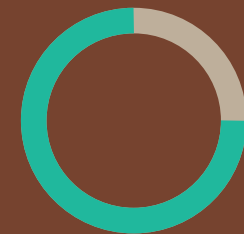
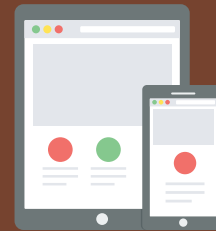


educational games

your one-stop-shop for everything digital - gamified!



30% ↑
RETENTION



65% ↑
ENGAGEMENT



35% ↑
LOYALTY



As you ventured through our company profile, you discovered that we have unique and yet complementary Labs that will deliver all your requirements.



One thing connects them all - the Power of Gamification. We truly believe that engagement, whether that of your customers or employees, is the cornerstone to success in this fast-paced, information-filled world. You need to ensure your customers and employees are engaged with your content and are striving willingly to achieve the vision you have in place.

some of our clients

TIVOLI
MEMBER OF TIVOLI GROUP

rochebobois
PARIS

SUBWAY



Kuwait Ministry of Health



MAROUF CLINIC
مستوصف معروف الطبي

الوطني
NBK

NARACAMICIE

Fairmont
HOTELS & RESORTS

حكومة دبي
GOVERNMENT OF DUBAI



Sony Ericsson

SEDCO
CAPITAL

NATUZZI
ITALIA

YIACO ياكو

FUJITSU



Pizza Hut

contact us

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