Exemplary case 3

Title: **MI RASNA – I'm Etruscan**

Description:

Mi Rasna - I'm Etruscan is a strategy video game focused on the Etruscan civilization and whose basic idea is to enhance the history of this people and the places that preserve the culture to communicate them to the general public. Released in May 2018 and produced by Entertainment Game Apps Ltd with the support of some Italian Etruscan museums, today it is available for free on Google Play Store and recently also on Apple Store and ITunes. The general objective of Mi Rasna is to make the Etruscan people prosper, passing through all the historical phases, from the Villanovan period that began in 950 B.C., to the end of the Hellenistic period in 30 B.C., thanks to the strategy implemented by the videogame player who will play the role of the city administrator; once the capital is chosen among the 12 main cities at the beginning of the game, the rest of the inhabited centres will also have to develop, from Fiesole to Rome and from the Island of Elba to Falerii.

In the course of the events, the videogame player will also have to face other missions that will contribute to the success of the game:

- *Progressive Missions*: build an established number of specific buildings, earn experience or archaeology points, solve a specific number of city missions, quizzes and puzzles; unlock skills for various eras; level up; with each completed mission you will earn money

- *The City Missions*: generate resources to earn money in the city;

- *The Quizzes and Puzzles*: test on the Etruscan culture and puzzle on the archaeological finds of the involved museums to earn prizes.

You also have the opportunity to acquire the "Wonders", but only by physically going to the museums of the various cities. In the "Credits" section you will find all those who contributed to the creation of the game: the developers, the cultural institutions and the sponsoring municipalities. You also have the opportunity to buy "Etruscan" money through your credit card or by watching promotional videos.

Mi Rasna is a long-term video game, which actively involves those who play thanks to the many different stimuli and also takes a long time of activity without noticing the passage of hours. In fact, during the game not only historical information about the Etruscan civilization is communicated, but also links to the museums involved are provided, thus stimulating curiosity to visit them in real life. This approach has also been exploited recently, in fact the Entertainment Game Apps Ltd has launched a challenge to players through its social profiles: " to the first three who will total 1000 points by answering the questions and quizzes of the game we will give a ticket to a museum of your choice on *Mi Rasna*".

From the recent conference of Entertainment Game Apps Ltd at TourismA 19 we learn that there are more than 12,000 active players, of which more than 3,000 have been geo-located in museums (representing an increase of 1.3% for inputs); thanks to the game, a large number of exhibits were also displayed and an economic return of 3.7 times the initial investment was generated, allowing 3% of profits to be reinvested in the territory through the promotion of Etruscan-themed events[1].

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1 https://play.google.com/store/apps/details?id=com.egameapps.mirasna