

# electronic city

74%

Completion Rate

6

Replays per user

10%

Unique User CTR

## Background

In celebration of their 13th anniversary, Electronic City launches a zombie-themed TV commercial starring Charlize Theron, alongside a 'Wish List' lucky draw event for customers to win their most desired electronics. Electronic City wants a creative mobile advertising medium for users to connect on a deeper level to their campaigns.

## Goals

- Create a highly relevant branded mini-game for Electronic City's TV commercial
- Promote participation of 'Wish List' lucky draw event to users through gamification

## The Campaign

Players have to avoid zombies and various obstacles, whilst collecting bonus items to find their way safely out of Electronic City store.

- Duration: 6 weeks
- Distribution Channels: SMS Broadcast, Twitter, Facebook, Email Broadcast, Mobile Ads
- Call-to-Action: Visit 'Wish List' Event Website

## The Results

- 74% complete the game
- 21% replay the game, with an average of 6 times per person
- 15% submit their contact information within the game
- 10% click-through to visit the event website

