

# MANDARINA DUCK

15

Replays per user

65%

Completion Rate

96%

Engagement Rate

## Background

Mandarina Duck in Korea, a luxury fashion leather goods company, want to promote their latest range of backpacks. They want a mobile advergaming event for their Facebook marketing campaign to showcase new designs of their backpacks and to give away some of their leather products as prizes.

## Goals

- Introduce latest leather backpack designs to Facebook users
- Host contest giveaways of their products
- Increase interaction with their Facebook users

## The Campaign

Users have to find 3 backpacks of the same design and connect them in a straight line. The top 30 on the leaderboard would win various Mandarina products.

- Duration: 3 weeks
- Distribution Channels: Facebook Page
- Mini-Game: Product Search
- Call-to-action: Visit website

## The Results

- 96% of users play the game for at least 5 secs
- 65% of game players complete the game
- 23% replay the game, with an average of 15 times per person

