

KISA

Korea Internet & Security Agency

67.5%

Audience Participation Rate

98%

Game Completion

Background

Korea Internet Security Agency (KISA) is planning a roadshow to raise awareness and educate smartphone users on privacy and security threats. They want to have various entertaining activities on-site to attract people to participate in their roadshow.

Goals

- Educate smartphone users about privacy and security issues
- Attract passers-by to the roadshow with interesting events and activities
- Engage roadshow attendees in a fun, interactive learning process

The Campaign

KISA's mini game featured tips on precautions against privacy and security threats - users had to spin nine smaller pictures to form each completed poster.

- Roadshow Duration: 3 hours
- Display Channel: Giant Touchscreen Interactive Screen
Mini-Game: Spin the pic puzzle game
- Prizes: Power Bank Chargers, Smartphone Holders, Fans

The Results

200 people attended the roadshow held at Gangnam Station, with 135 attendees participating in the mini game event.

- 67.5% of roadshow attendees engaged with the mini-game
- 98% of players successfully completed the game, educating themselves on smartphone privacy and security protection

