

ASSA ABLOY

Background

ASSA ABLOY is the world's largest lock manufacturer by sales volume. They would like to create awareness of their new product Aperio®, a high speed wireless control locking device, in the UK across online and offline channels.

Goals

- Create awareness for Aperio®, focused on speed
- Boost customer engagement at exhibitions

91%

Users replay the game

67%

Click-through-rate

The Campaign

ASSA ABLOY launches a “Speed Racing” game on their website and in an exhibition. Users have to drive the car and pick up Aperio® and speed icons to accelerate, while avoiding obstacles. After the game, users can watch the video on the leaderboard or learn more about the product.

- Campaign duration: 6 weeks
- Channel: Website and exhibition
- Mini-Game: Escape
- Call-to-action: Watch video

The Results

ASSA ABLOY game creates a huge buzz at the exhibition with 92% of users play the game for at least 5 seconds and 67% continue to learn more about the product. They also achieve the following:

- 91% of users repeat the game play
- 70% of users complete the game play

