



Background

Music Factory has just launched a new compilation album, "Pongki Meets The Stars". They want to gamify their advertising campaign whilst educating users on the album's artistes and promoting their songs to users in a fun, interactive way.

Goals

- Educate users on new songs and their artistes
- Acquire contact information of users for future events
- Encourage users to listen to the new songs

76%

Completion Rate

21

Replays per user

29%

Leads Generation

The Campaign

A memory matching game is created to challenge users to match the correct song title to the artist.

- Duration: 2 weeks
- Distribution Channels: SMS Broadcast, Twitter, Facebook
- Call-to-Action: Click & Listen to a song

The Results

- 76% of users complete the game
- 37% replay the game, with an average of 21 times per person
- 29% of unique users submit their information within the game
- 6% of users click to listen to a song

