



74%

Completion Rate

43%

Leads Generation

16%

Call-to-action Rate

Background

VIASMS wants an engaging mobile advertising idea to engage users in a quiz-type game whereby a reward is provided to users who successfully complete the game. VIASMS requires a quick turnaround time for the mini game creation, in order to meet their schedule for their end-of-year promotions.

Goals

- Engage users in a light-hearted game which provided some challenge
- Generate new sales leads
- Distribute discount vouchers to qualified leads

The Campaign

A 'Guess the Item' quiz is designed such that users have to correctly guess a series of rotating, darkened objects.

- Duration: 4 weeks
- Distribution Channels: Email Broadcast, Online Banners
- Call-to-Action: Download discount voucher

The Results

- 74% complete the game, with 33% of users replaying
- 43% submit their information within the game
- 16% call-to-action click-through-rate

