



Background

Pixels is a film by Sony Pictures and released by Universal Pictures International (UPI) in South Korea. UPI wants to promote Pixels movie with a branded Facebook App Game to engage their Facebook users in a competition to win Pixels merchandise.

Goals

- Engage their Facebook users with a Pixels-branded Facebook App Game
- Create an online marketing contest to give away Pixels movie merchandise
- Drive traffic to the Pixels movie website

62%

Game Completions

31

Replays Per Users

34%

Call-to-action

The Campaign

A ‘Spot the Difference’ HTML5 mini game is branded to the various Pixels movie posters. Users have identify the differences between two movie posters and tap on the differences. Top 20 on the leaderboard will win Pixels merchandise.

- Duration: 3 weeks
- Distribution Channel: Facebook App Game
- Mini-game: Spot the Difference
- Call-to-action: Visit website



The Results

- 62% of users complete the game play
- 92% replay the game, with an average of 31 times per person
- 34% of unique users click-through to visit Pixels movie website

