



48%

Lead Conversion Rate

60%

Replay

14

Plays per person

Background

Nuon.nl is one of the biggest electricity providers in Europe. They serve more than 6 million customers worldwide. Nuon.nl wants to generate leads using Branded Mini-Games and playable ads across online and offline channels.

Goals

- Generate leads via interactive game play
- Increase brand awareness

Details

- Campaign duration: 4 Weeks
- Channel: Interactive online banners, email, exhibition
- Mini-Game: Flick & Score Football
- Call-to-action: Enter competition

The Campaign

Nuon.nl launches a game competition featuring a mini soccer game. The game challenges players to score as many goals as they can. Players enter the competition, using their email address, for a chance to win an iPad Mini. The game is distributed via interactive banners, email and at offline activities.

In order to attract more users to their campaign, they also use playable banners on ad networks. The playable ads contain the branded mini game. They can play the game within the advertising unit.

The Results

The campaign achieved:

- 60% replay the game
- 48% lead conversion rate
- 14 plays per player

