

# Kinder JOY

## Background

Kinder Joy is the world's leading chocolate brand owned by Ferrero. Aiming to boost sales in the Indian market, Kinder Joy launches a marketing campaign "SMS for Joy" that gives away prizes to customers who buy promotional packs. The prizes include exciting trips, Disney merchandise and free Kinder Joy game, produced by Branded Mini-Games.

## Goals

- To increase number of sales in the Indian market
- To increase number of brand engagements
- To promote the toys inside Kinder Joy

## Kinder Joy uses branded game as a part of promotional campaign

### The Game

Branded Mini-Games developed a 2D running game featuring the Kinder Joy mascot who runs through the field to collect Kinder Joy toys while avoiding the obstacles along the way.

- Target group: 4-12 years old children
- Featured products: Toys for boys and Toys for girls

### Distribution

A unique code is printed inside the label of each Kinder Joy promotional pack. Customers can send the code to a mobile number, for free, for a chance to win prizes and receive a link to access a free Kinder Joy game.

- Channel: Product packaging, SMS and website
- Mini-Games: Escape
- Locations: Maharashtra, India

