

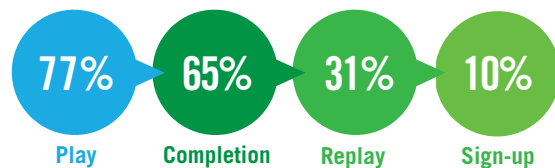


Background

Based in London, Vitamin Talent (VitaminT) is a creative recruitment agency specialising in the fields of marketing, design and development, offering creative and digital roles for start-ups and mid-sized companies. In order to attract creative professionals' attention in the UK market, VitaminT launches a retro, quirky Hook-a-Duck game.

Goals

- To attract new potential clients
- To generate brand awareness



31%

Replay

20

Plays per person

10%

Sign-up

The Campaign

Branded Mini-Games developed a "Hook-a-Duck" game for VitaminT. The game challenges users to hook as many golden ducks as they can in 30 seconds.

In "Hook-a-Duck" the golden ducks are quite difficult to catch, but with the VitaminT booster the players can hook the ducks much easier. The golden ducks represent the 'golden' talents that VitaminT is looking for in order to help companies hire them. The game rewards the top 10 highest ranked players with a chance to win a fancy golden rubber duck.

- Campaign duration: 1 year
- Channel: website, email marketing, social media
- Mini-Game: Reel them in
- Call-to-action: Visit website

Results

The game is still running and so far has received an overwhelming feedback from the target audience, with the following results:

- 10% lead conversion rate
- 30% of users replay
- Users replay an average of 20 times a day!

