



### Background

Krispy Kreme Donuts in Korea wanted to promote their featured 'Real Strawberries' doughnut range with a branded Facebook App Game that would be playable across both mobile and desktops web browsers, to engage their Facebook users and tantalize them with their new strawberry doughnuts.

### Goals

- Introduce real strawberry doughnuts range with a Facebook App Game
- Create an online marketing campaign to give away free donut samples
- Increase Facebook 'Likes' and 'Shares'

**88%**

Engagement > 5 secs

**78%**

Completion Rate

**36.4%**

Facebook likes & shares

### The Campaign

Users had to turn each layer of the picture to perfectly form the image of the strawberry doughnut. A lucky draw was held to give away 100 real strawberry doughnuts to participants.

- Duration: 5 weeks
- Distribution Channels: Facebook Page (Facebook App Game)
- Call-to-Action: Facebook and Twitter

### The Results

Over 21,000 game impressions with more than 18,000 game engagements that lasted for at least 5 secs.

- 88% engaged with the advergame for at least 5 secs
- 78% completed the game
- 2,936 additional Facebook page 'Likes' generated
- 36.4% of game users engaged with Krispy Kreme's Facebook Page with 'Likes' or 'Shares'

