***We asked a question in the film – Kya superheroes cream biscuit khaa sakte hain?***

***We concluded in the film – Thanks to JimJam – The #NoTwist Biscuit - Ab superheroes cream biscuit khaa sakte hain.***

***How do we take the same thought into the activation phase?***

***JimJam x Marvel***

***presents***

***EK HAATH SE FIGHT KARO.***

***EK HAATH SE JIMJAM KHAAO.***

A fun interactive game where the Marvel fans get a chance to become their favourite superheroes. Playing the superhero, they’ll take on the challenge of fighting the enemies with one hand and enjoy the delicious JimJam with another.   
  
Score JimJam Coins and win exciting discounts and offcial merch along the journey. The top 10 scorers win the grand prize – Trip to Hong Kong, Disneyland.

**SCENARIO A: Holding the phone with one hand – One hand free   
  
WHEN THE SUPERHEROES SAVE THEMSELVES FROM THE ENEMIES**

* The player becomes the superhero (CA / Thor / Iron Man / DeadPool / Wolverine)
* Eats JimJam with one hand and dodges the attack (arrow / fire bombs / knifes / axe / bullets) by moving their head and score JimJam Coins
* Game begins with the player scanning the real JimJam biscuit to the camera and eating it
* 1 biscuit = 12 seconds of game time
* The game pauses until you eat the next biscuit and let the game continue ahead
* Eat all 5 biscuits and complete the game in 60 seconds
* Every time the player dodges successfully - Score +10 JimJam Coins
* Every time the player gets hit by the attack – Loses -5 JimJam Coins
* The difficulty rises with every biscuit consumption
* The final score is displayed at the end of the game – Total no. of JimJam Coins
* Leader Board displays the top 10 players score
* The game ends with the player being prompted to buy Marvel packs at 5% off.

**SCENARIO B: Phone on the table – Both hands free**

**WHEN THE SUPERHEROES ATTACK THE DEADLY ENEMIES**

* The player becomes the superhero (CA / Thor / Iron Man / DeadPool / Wolverine)
* Eats JimJam with one hand and attacks the enemies (Dragons / Monsters / Zombies / Aliens / Dinosaurs) by throwing their respective weapon with a simple - thumb swipe up action to score JimJam Coins
* Game begins with the player scanning the real JimJam biscuit to the camera and eating it
* 1 biscuit = 12 seconds of game time
* The game pauses until you eat the next biscuit and let the game continue ahead
* Eat all 5 biscuits and complete the game in 60 seconds
* Every time the player hits the enemy: +10 JimJam Coins
* Every time the player gets hit by the enemy: -5 JimJam Coins
* The difficulty rises with every biscuit consumption
* The final score is displayed at the end of the game – Total no. of JimJam Coins
* Leader Board displays the top 10 players score
* The game ends with the player being prompted to buy Marvel packs at 5% off.

***How do we incentivize the JimJam Pops purchase?***

***THE JIMJAM POPS BONUS***

Every time a player buys JimJam Pops Marvel pack – they’ll make double the JimJam Coins. The best way to ladder up the Leader Board.

***What’s the gratification?***

* 50 JimJam Coins – 5% Off of next JimJam purchase
* 500 JimJam Coins – Marvel Avengers Key Chains
* 1000 JimJam Coins – Marvel Avengers Tees
* 2000 JimJam Coins – Marvel Avengers Official Merch
* Top 10 JimJam Coins – Trip to Hong Kong, DisneyLand