Whac-a-mole interactive experience with Digital Brand Templates messaging

Brainstorm:
Welcome / attractor screen

Empower the marketers, free the designers
PLAY THE GAME
Hit any button to continue

Intro screen

You're inundated with requests to create new content that marketing can push live, and every new change or version slows down your marketing and creative teams' ability to drive impact. Digital Brand Templates helps teams create more digital content faster by transforming creative files into reusable templates.

Now it's time to make yet another new batch of digital assets.
Hit any button to start pounding out requests!

Game screen

Items pop up from holes and player must hit them before they pop back down.
The items are the routine tasks that are made much easier using Bynder templates
Also mixed in with the tasks are some of the monsters created for the campaign

When the player hits a task/monster, 1 point is added.
When a task goes away before the player can hit it, player loses 1 point.
Points are possibly indicated by the pile in the "inbox"
Game play ends when time runs out (30 seconds?)

Gameplay options that could be added?
When monsters pop up they could be worth extra points if hit or missed
Other things could pop up that the player is penalised for hitting.

1. Make the logo bigger
2. Change the background color
3. Switch the font
4. Resize the image
5. Change the language
6. Update the CTA
7. Update the photo
8. Move the logo up
9. Left align the copy

10. Change the font color
11. Reduce the file size
12. Missing image link?!
13. Missing fonts
14. Logo is squished
15. Incorrect logo
16. Scale image down
17. Where's the file?
18. Wrong copy
19. Make 200+ new ads
20. Make a Twitter version
21. Fit for Instagram
22. Swap out logo?
23. Update copy
24. Blog image?
25. New email signature
26. Change $ to Euros
27. Change "expiration date"
28. Swap background image
29. Add partner logos
30. Use new headshots

End Screen

Congratulations!
You just created __ new assets, 86% faster using Bynder Digital Brand Templates.
To see how creative requests are streamlined with self-serve templates for marketers, check out our demo station!

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This could also be a way to distribute swag?
"You win! Talk to someone in Bynder blue to receive your prize!"
The player can get a fancier prize with a higher score?

After 5 seconds, if the player hits any button to reset.
If game is not reset by player, it resets after 1 minute

On the backend, we need a way to adjust the game difficulty and timer while the game is in the booth. It is hard to know the best settings until we see how game is flowing in the booth.

Whac-a-mole games are usually pretty cheesy, ours will be minimal and sleek!
It will be silent except for the click of the buttons being hit. Don't want to irritate booth staff or neighbors or people watching a demo.
(There could be a small end of game sound, to alert booth staff that its time to approach?)
Other example:
https://www.crazygames.com/game/whack-a-mole
https://www.classicgame.com/game/Whack+a+Mole
https://www.agame.com/game/whack