

The Game

Background

In 2010 we will run an ad campaign.

During this period, we will run a competition where users will play a game to enter an instant win competition. This competition will be supported by an on-pack promotion.

Objectives

The game will:

- Make users associate the Brand with lorem ipsum
- Drive sales of promotion things
- Encourage users to share the game by passing it on to friends
- Collect CRM data for us

Target Audience

The target audience includes career driven post A-level adults who haven't yet reached the lifestage of having lorem ipsum.

Game Mechanic

The mechanic for this game has similarities to Guitar Hero.

- After connecting a webcam, the user will see themselves on the screen with lorem ipsum (augmented reality).
- The user will have to lorem ipsum dolor sit amet.
- More lorem ipsum will result in a higher score.

On-pack Activation

To activate the game the user will need to hold up a promotional pack to the webcam. The game will recognise a symbol on the label. This will activate the game.

Game Levels

The game will have 2 'levels': **Demo/Practice** , **Play to Win**

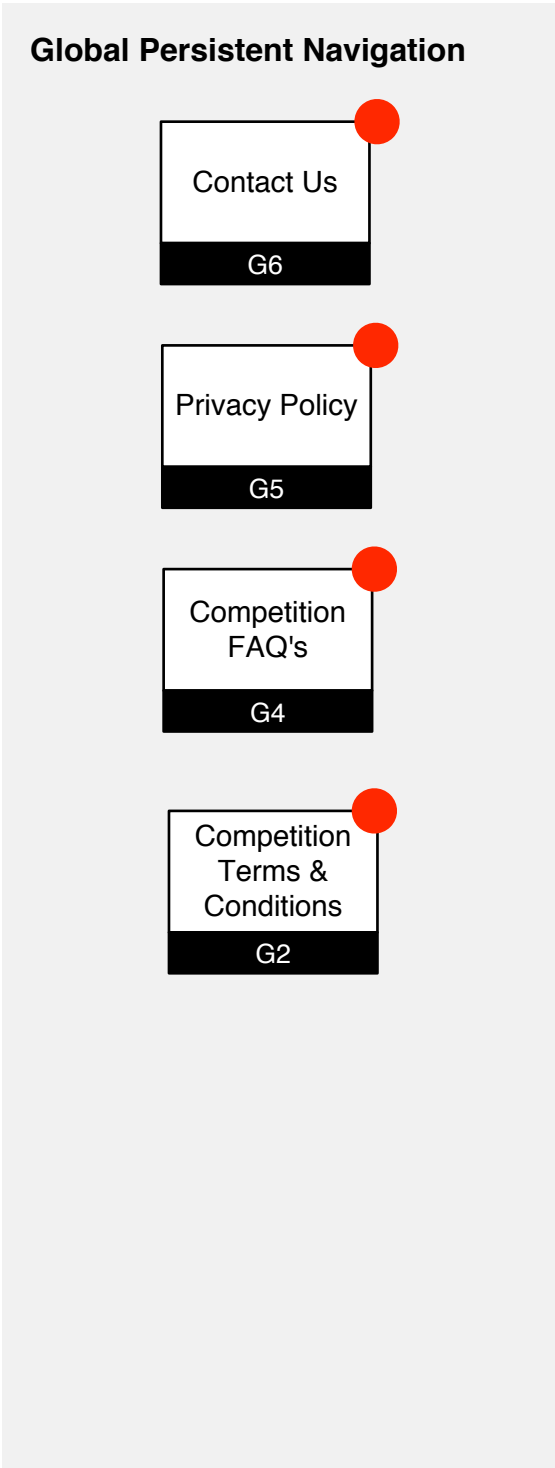
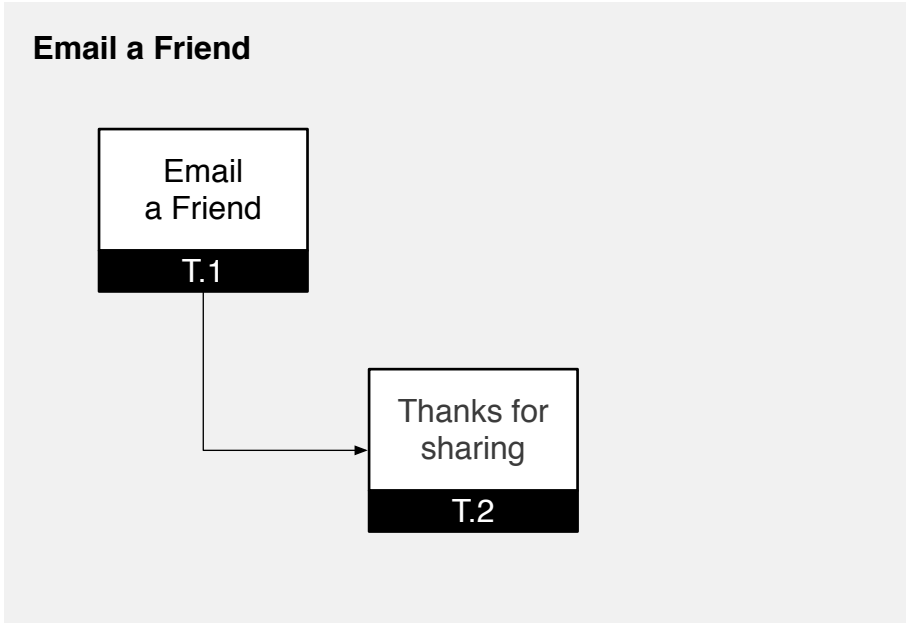
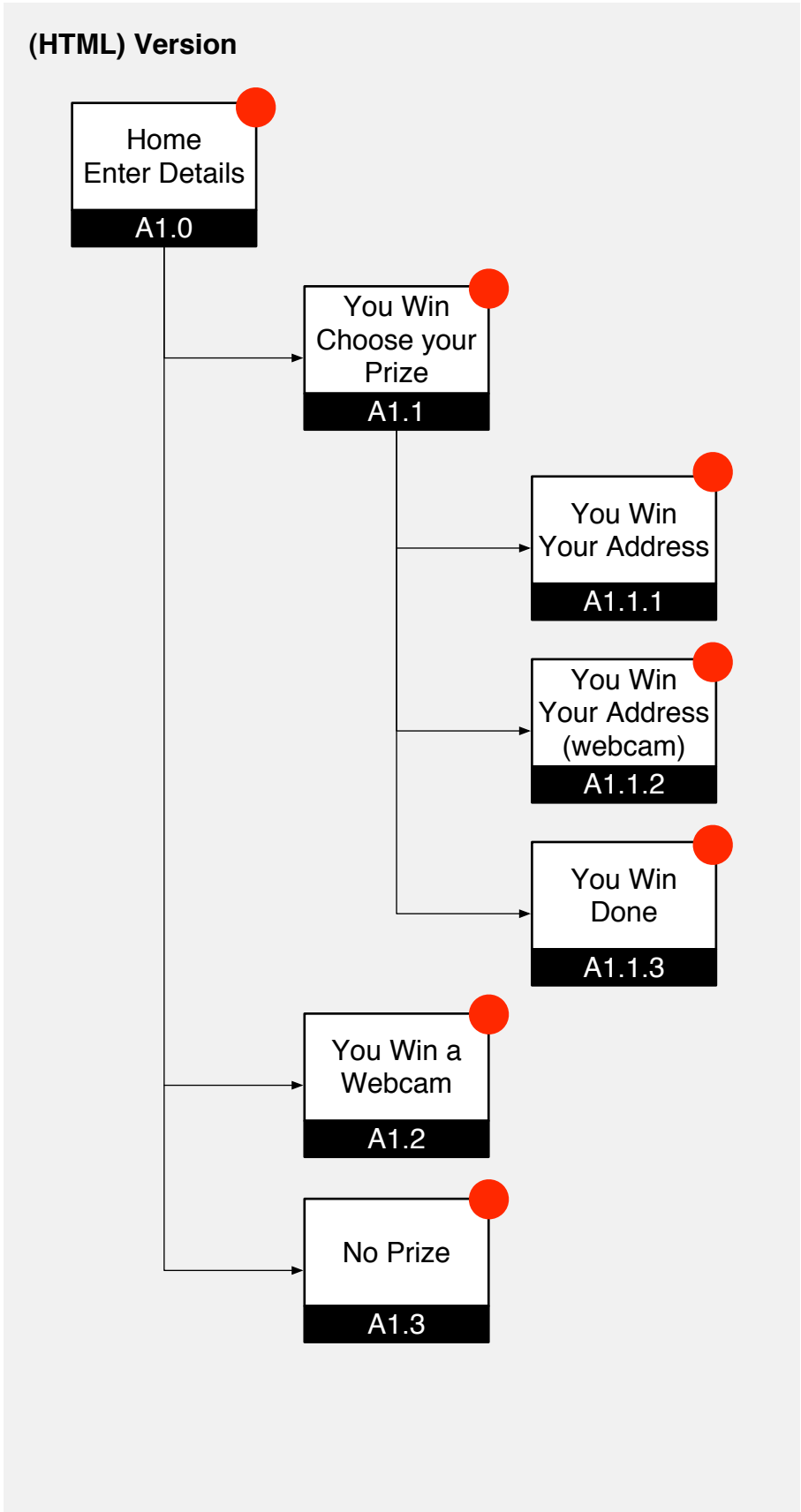
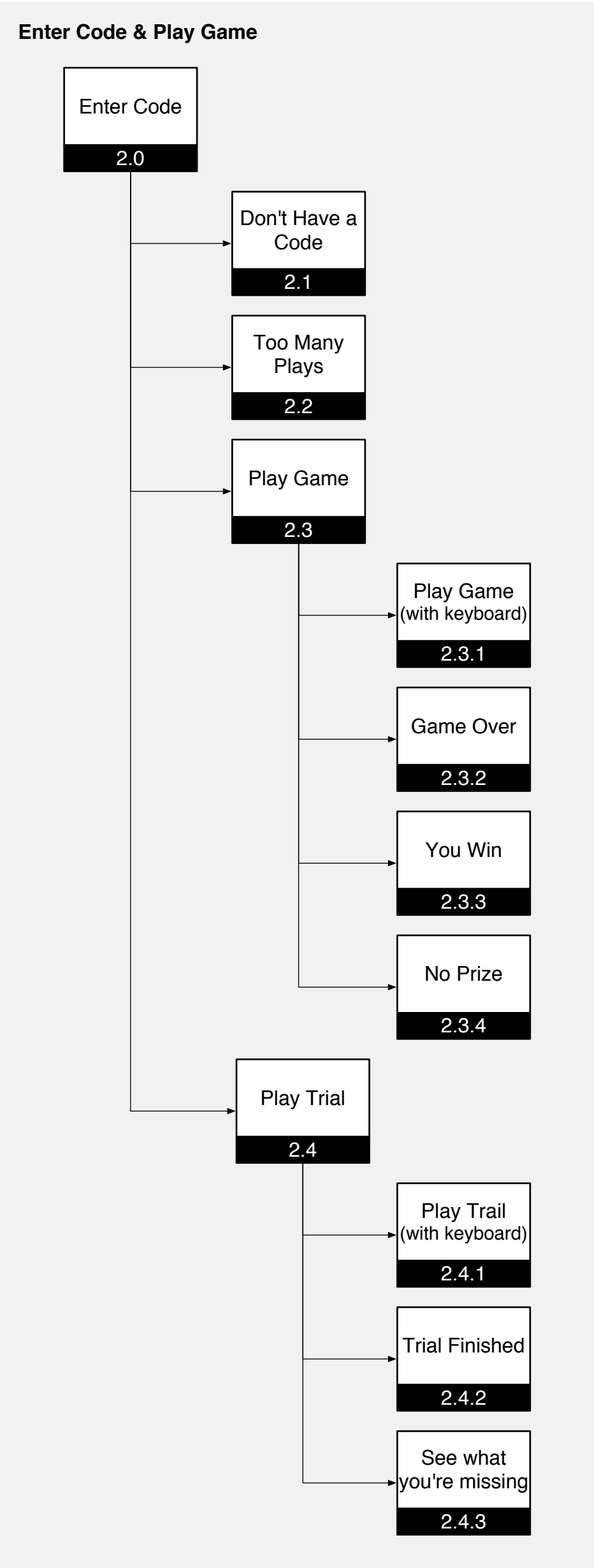
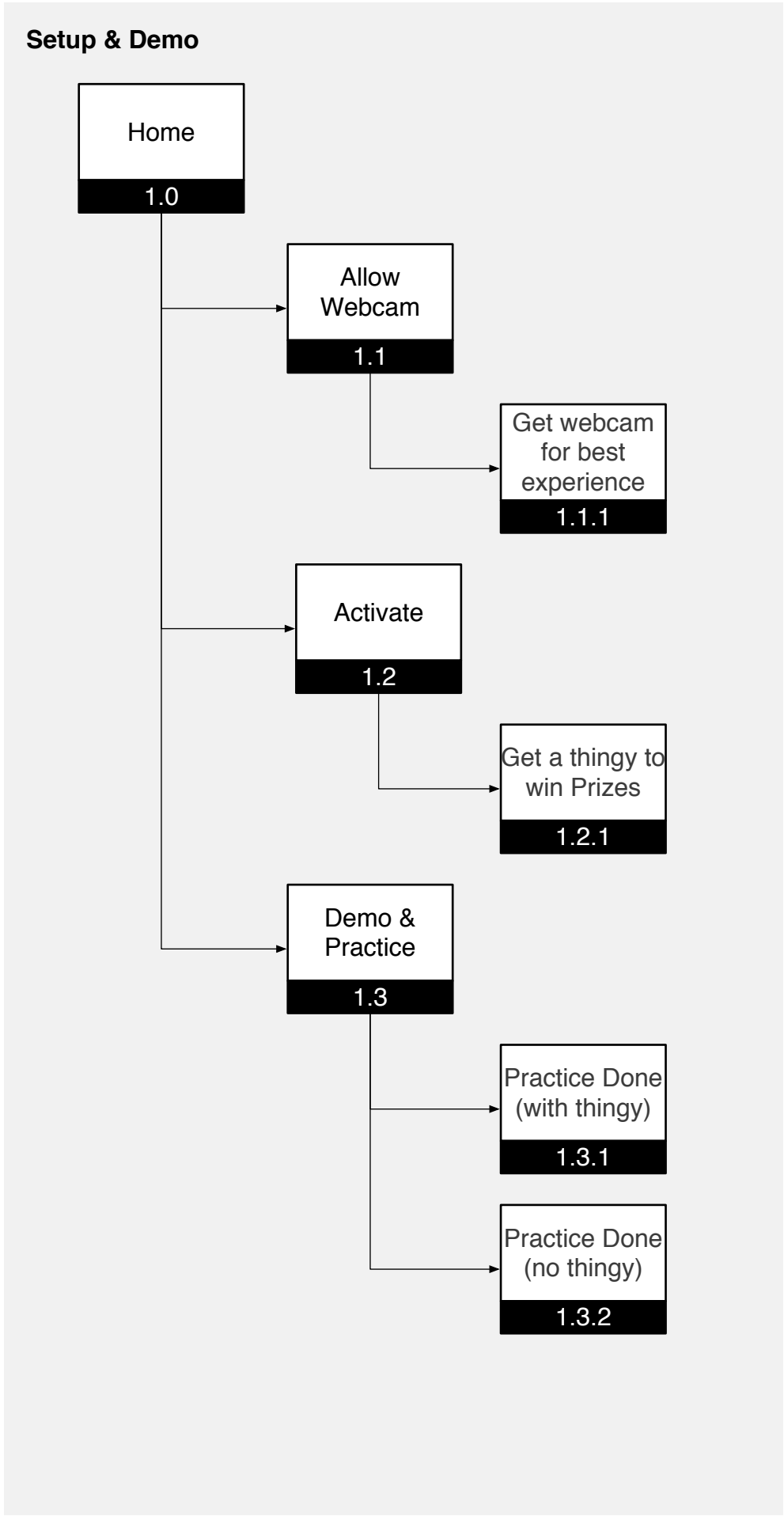
Users can play Demo/Practice as much as they like, but only users with a thing code will progress to Play to Win.

Instant Win

This code will give the user access to Play to Win and 1 entry into the instant win competition. At the end of Play to Win, the game will check whether the user has won. Successful users will need to leave valid details to claim a prize.

To enter the competition again, the user will have to buy another thingy.

This shows the views / pages that we will need for the game.



Legend

x

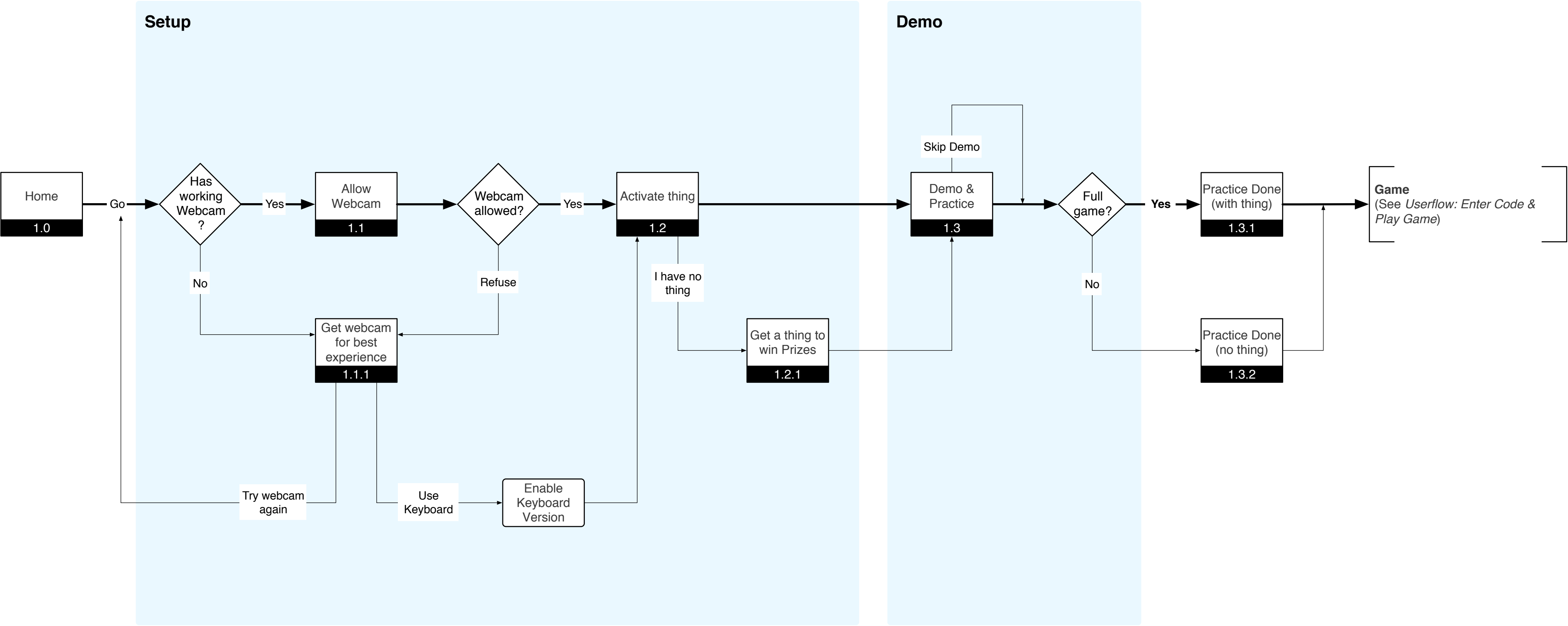
 = Built using Flash

x

 = Built using HTML only

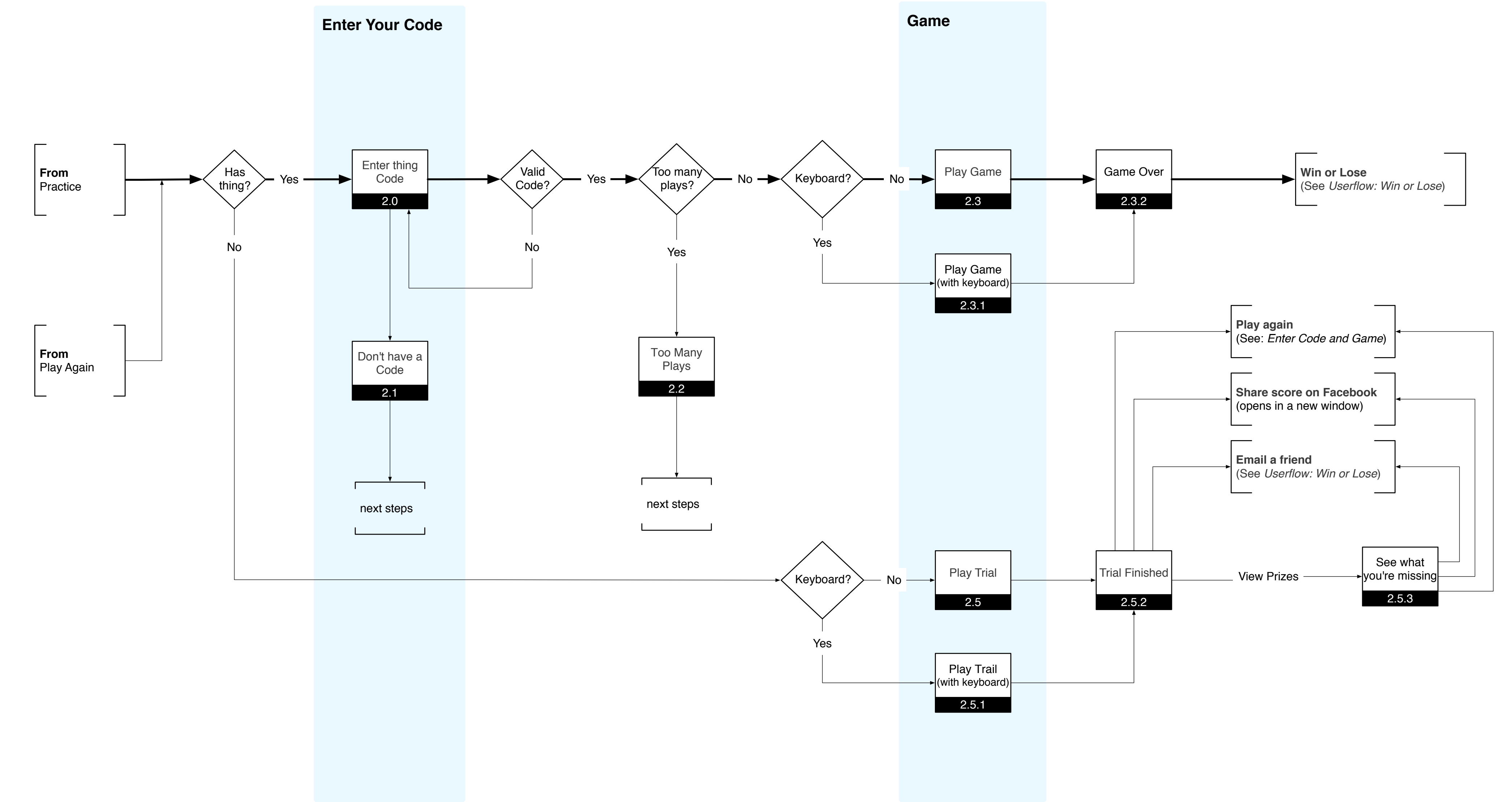
Userflow: Setup and Demo

This shows how a user might move through the setup and demo before the game



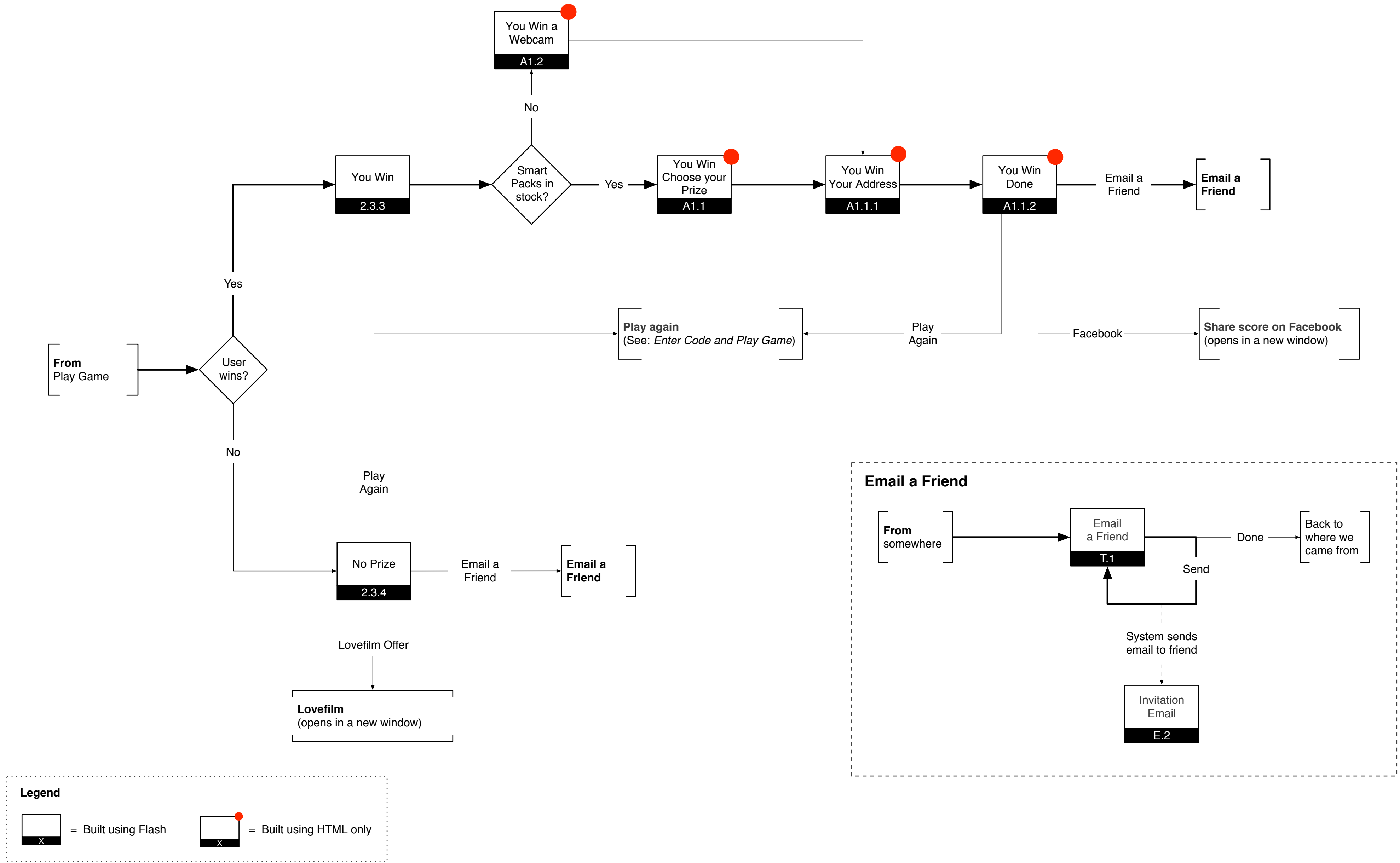
Userflow: Enter Code & Play Game

This shows how a user might enter their code and play the game

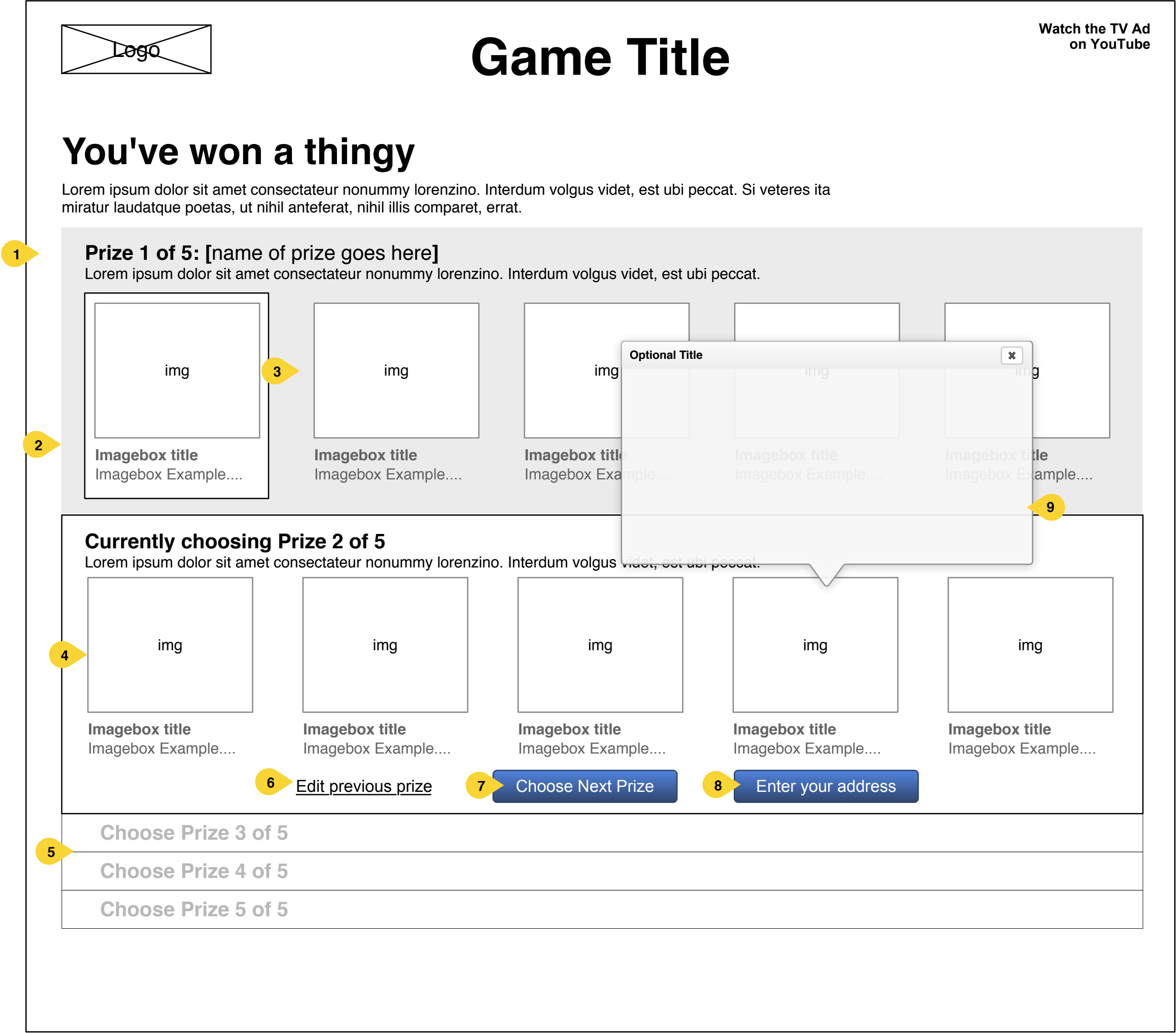


Userflow: Win or Lose

This shows how a user might move through the game / microsite once they finish the Game: Full



- 1. User must pick 5 prizes.
- 2. Each prize must be from one of 5 different groups.
- 3. Prizes must be selected in sequence because choosing a prize from one group can change the available prizes in the remaining groups.



Notes

- 1. Grey background shows that the user has selected Prize 1.
- 2. The selected prize is highlighted.
- 3. Unselected prizes appear greyed out with rollovers disabled
- 4. Clicking on an image will make it the selected prize.
- 5. Unchosen steps will be disabled.
- 6. Hides the current prize and allows user to edit the previous prize.
- 7. User can only proceed by clicking the 'next' button.
- 8. On the 5th prize, replace the next button with the 'Enter your Address' button.
- 9. Prizes with detailed descriptions can show a tooltip on rollover.