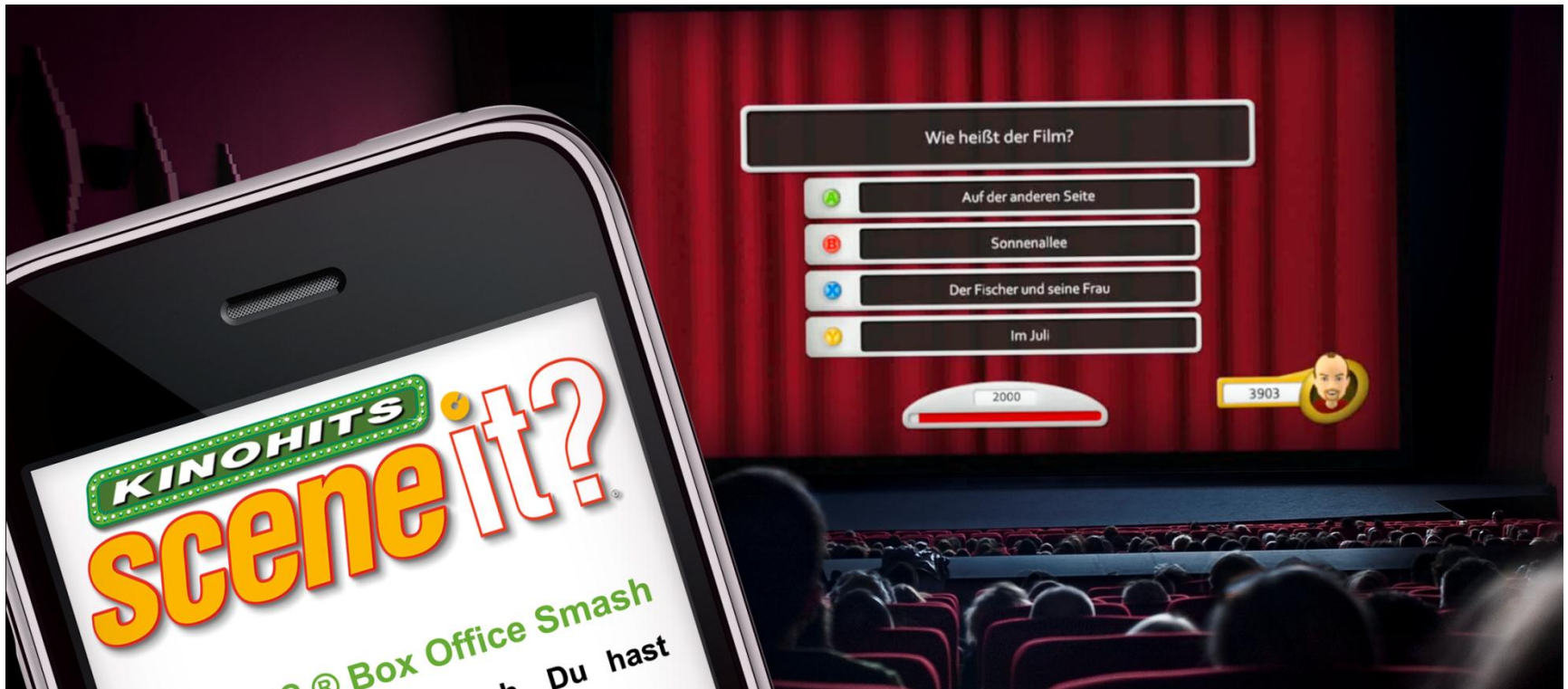


CROSSMEDIA CASE | XBOX CINEQUIZZER



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Campaign goals

- Initiate a playful experience for Microsoft's new game „Scene it! Cinema“
- Find a new and exciting way of advertising for the client (first mover)
- Integrate the cinema audience actively

Campaign

- Interactive quiz on 56 screens in 56 german cities
- Audiences had to answer questions from the game and send the right answers via SMS
- At the end of the commercial audiences were asked to switch off their mobile phones and enjoy the movie
- After the film all contestants found an SMS on their mobile phone, which indicated whether they had won one or not and contained a link to a mobile website with more information on the game

Result

- High awareness in the cinemas and the specialized press
- 75 % of all contestants clicked the mobile website