

Action 1000 stores

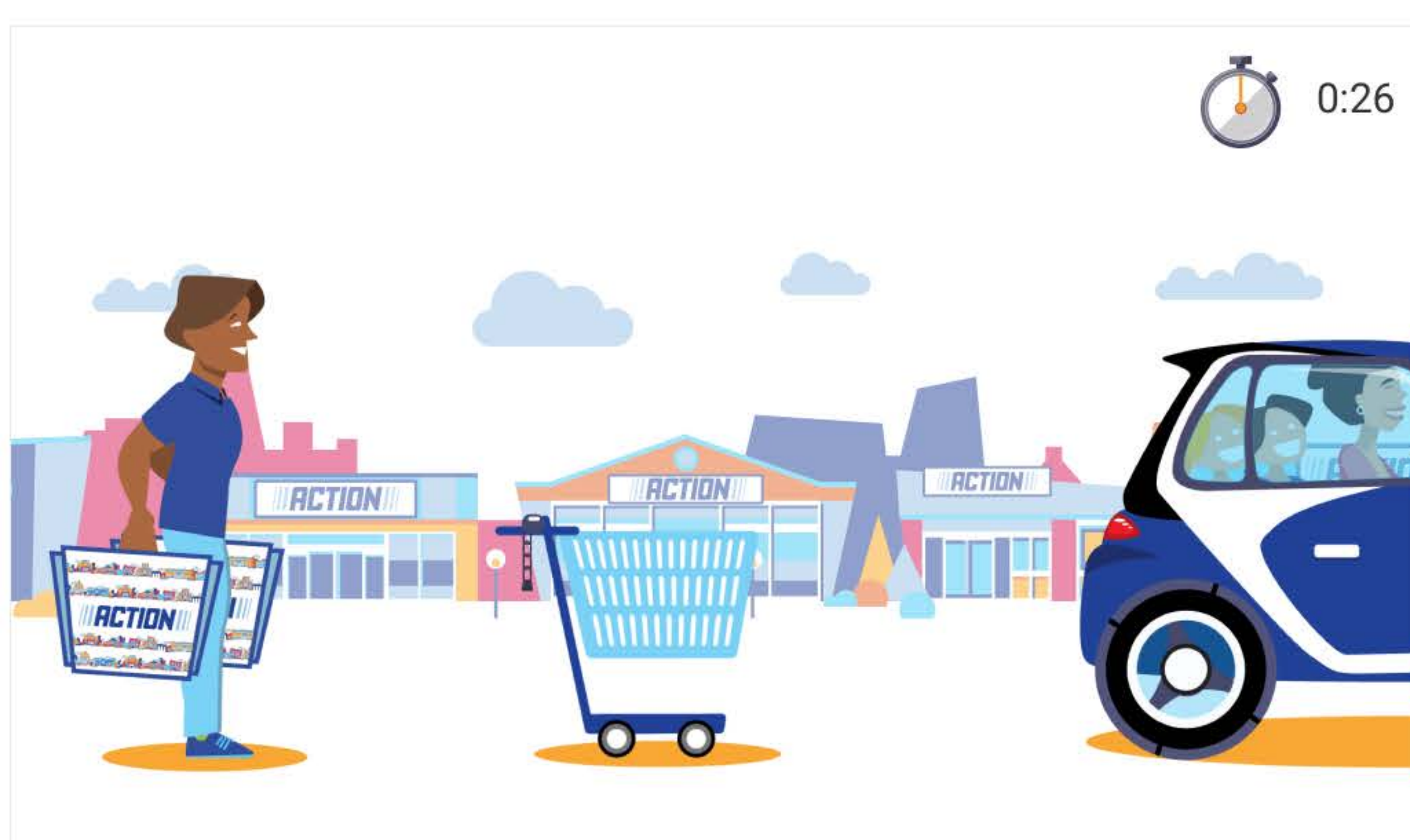
More than 300.000 newsletter subscribers with a responsive runner game

To celebrate the opening of their 1000th store, Action asked us to come up with an activation campaign that would generate as many newsletter subscriptions as possible, from six countries. Alion created a fun, web-based game in which users could win 10 or 100 euro in store credit.

The game

The result was a challenging runner game. The player is an attentive Action employee who has to run after a customer who forgot two shopping bags and just drove away. On the way to the customer's car, he/she has to avoid different obstacles. Those who finish the game can win shop credit after filling in his/her e-mail address.

Our challenge: to make the game difficult and fun enough to play and share, but accessible enough for the large target group of Action.

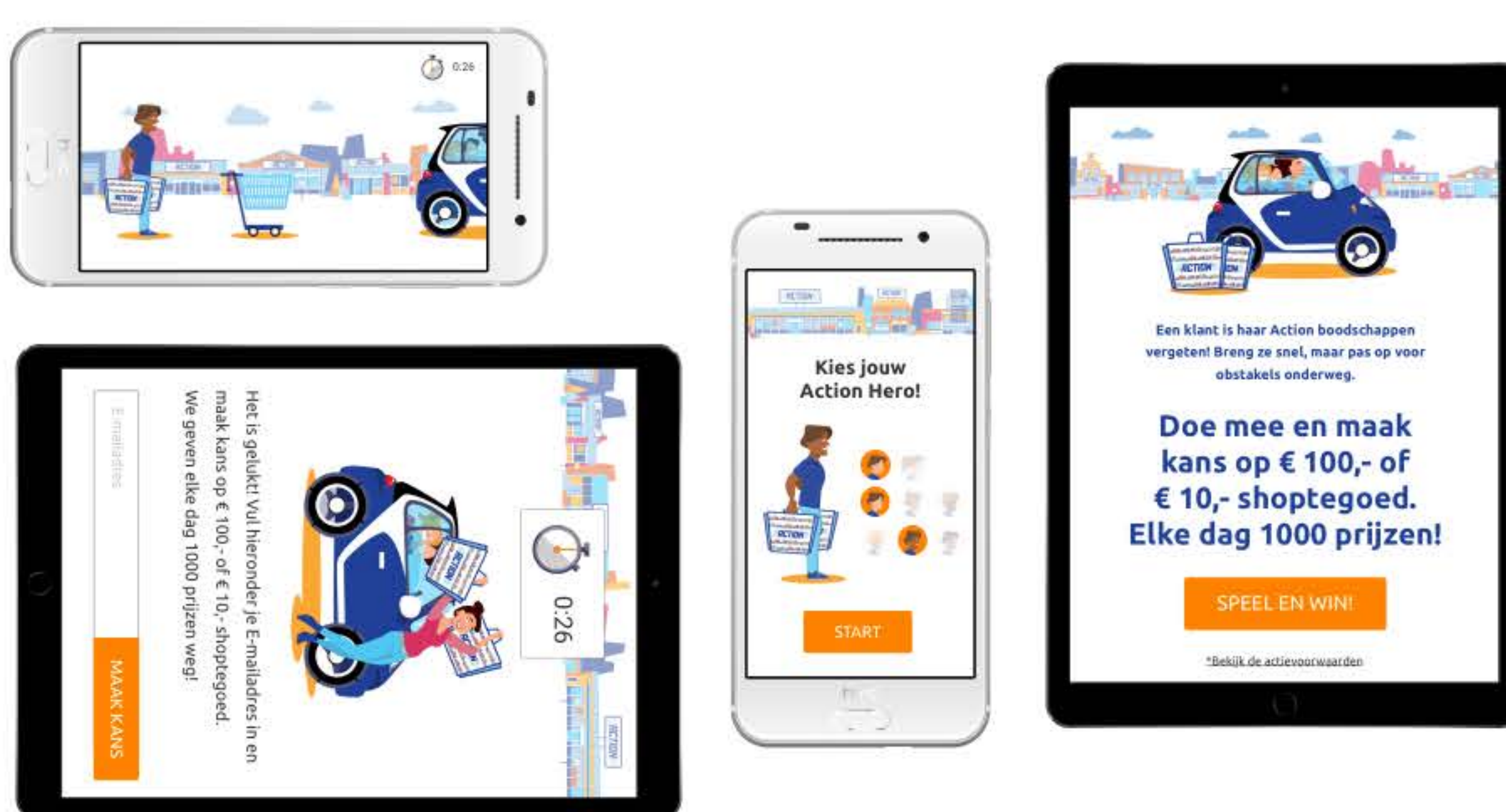


Technique

Alion developed a fully responsive game that could be played by everyone through simple and intuitive controls. For this we used Phase, an open source game framework for HTML5.

The game was launched simultaneously in six different countries. By dynamically loading the copy in the relevant language, each country had the optimal experience.

In order to handle thousands of visitors at the same time, we chose to work together with Ematters, which ensured that we could process the submitted e-mail addresses quickly and that a daily prize-giving ceremony could be carried out.



The result

302,000
subscribers

14,000
winners

"Besides the fact that it has become a very cool game, we were also very pleased with the ownership and speed of action you showed. Nice!"

Olger Kistemaker
Action

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Also need to reach a large audience?

Let's see what we can do for you. Call or email Robbert!

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