

Client: Channel 7

Services: Digital Strategy | Mobile Marketing | Mobile Games

Channels: Mobile & IPTV | Creative & Design | User Experience | Technical & Development

The Challenge

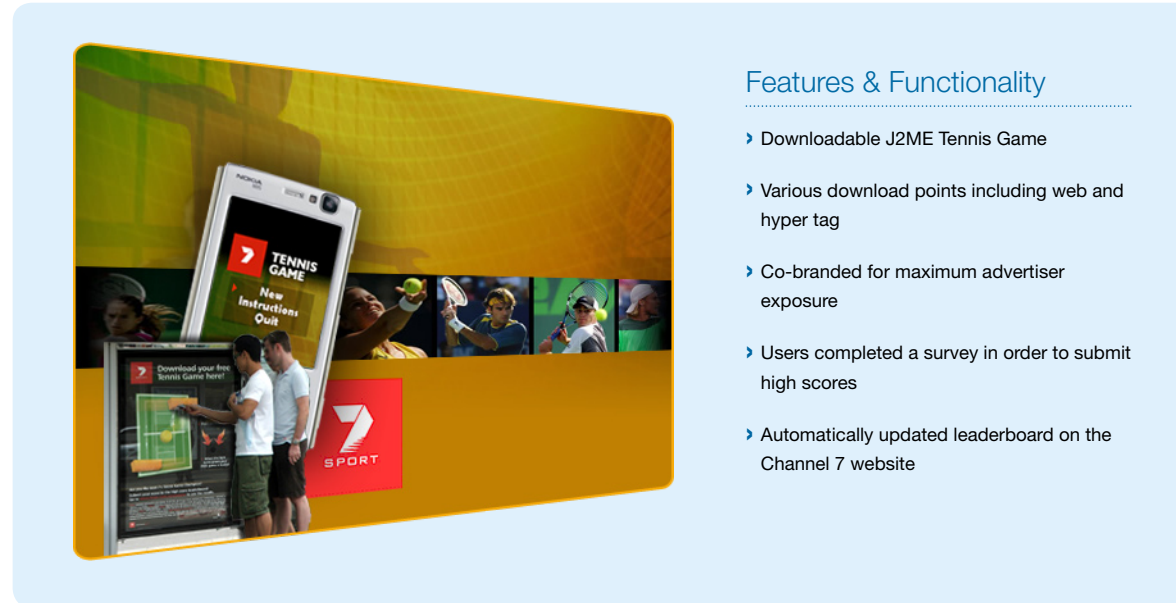
In order to fully leverage its coverage and sponsorship of the 2006 Australian Tennis Open and further engage with their audience, Channel 7 wanted a fun concept that also was able to gather more demographic information about their audience.

Channel 7 engaged Hyro to develop a J2ME Tennis Game that people could download onto their phone and submit their high scores after completing a short demographic survey.

The Tennis Adver-gaming concept was also an interactive cross-platform involving TV, web, mobile entertainment, SMS wap push and outdoor interactive via hyper tag technology.

The Digital Business Solution

A mobile version of a 'pong' style game was re-branded as 'Seven Tennis'. Customers could download this game free of charge onto their mobile phones using a number of different ways including via the Channel 7 website, Australian Open website and through a series of posters embedded with hyper tags strategically placed around various high traffic locations and areas en route to the tennis stadium.



The game itself included Channel 7 and agency branding and upon game completion, players were prompted to complete a demographic survey displayed on their mobile screens. Completion of this survey allowed players to submit their scores via SMS to the high score leaderboard located on the Channel 7 website.

The average number of high score submissions per player was 4 and as

it takes an average of 25 minutes to achieve a reasonably high score, this meant that there was 100 minutes of concentrated brand exposure per person!

The high score submissions yielded some fantastic results for Channel 7. 40% of web downloads submitted a high score.

Features & Functionality

- ▶ Downloadable J2ME Tennis Game
- ▶ Various download points including web and hyper tag
- ▶ Co-branded for maximum advertiser exposure
- ▶ Users completed a survey in order to submit high scores
- ▶ Automatically updated leaderboard on the Channel 7 website

Success Achieved

- ▶ Channel 7 were able to discover that from players submitting a high score, 60% were male, 40% female and that 40% of players were Victorians!
- ▶ Far better than results recorded for any other forms of media by far. Also there was a significant increase in website traffic as players needed to visit the Channel 7 website in order to view the high score leaderboard.

Screenshots

