

Ad format: Branded Mini-Game (Rich media)

Country: India

Newer ways to catch the fancy of maximum consumers.

The 56 days campaign designed as a **mini game** in Gameloft's popular games, was targeted at India's **fashionable** and **tech savvy** audience who spend a lot of time online indulging in entertainment on their **mobile phones**

Execution of the Campaign: The incentivized mini game designed exclusively for Myntra.com, allowed mobile users to play a casual game of popping the clouds. With the score received from popping the clouds, users could avail special offers on their next shopping with Myntra.com.



WINNING CAMPAIGN
Best Engagement in a
Mobile Campaign



A creative gameplay that resonates with
Myntra's brand image.

over 2.1 million
Impressions
in 56 days.

82.73%
completion rate

Avg. 2.51
minutes
play time!

Step 1: Initiate the game by clicking on the ad!



Step 2: Have a 40 seconds of fun and win!



Step 3: Celebrate your win by Redeeming your coupon!

