



GAMELOFT
ADVERTISING SOLUTIONS



Starcom
COLOMBIA

Gameloft Shares a Drink with Coca-Cola



Gameloft worked closely with Starcom MediaVest, a Colombian media agency, to create innovative advertising campaigns for Coca-Cola, helping them engage with the interactive mobile audience. The end result was 2 campaigns that each featured 2 different Interactive ad formats.

2 Ad Formats

Interactive Video

Gamifying the Advertising Video with Quick-Time Events



Quick-Time Events (QTE) are context-sensitive on-screen prompts that transform videos into an active experience. Instead of passively experiencing the brand's message, QTEs invite users to engage with the message and perform gestures to interact with the video and advance the story by successfully completing short tasks.



Mini-game

Lasting Interaction through Active Engagement



Gameloft leverages its 18 years of game development experience, creating high quality custom minigames for brands. The short bursts of fun take the form of HTML5 creatives with custom gameplay elements to emphasize the advertising message!





CAMPAIGN 1

Coca-Cola Zero Sugar

The first campaign was specially designed to **promote Coca-Cola Zero to teenagers.**

The main goal was to emphasize the idea of enjoying a coke “without any label” to 13-17 year olds with **an interactive moment.**

Interactive Video with Quick-Time events



20% Engagement Rate
150% Completion Rate

Replay favorability!

While a video of fun on the beach played, players were prompted with a number of interactions that involved Coca-Cola bottles, labels, and bottle caps. They would have to perform a simple task and play the game, interacting with the brand message and having fun at the same time.

Kite Surfing Mini-Game

31% Engagement Rate
82% Completion Rate

Players controlled a kitesurfer making their way down the beach on a tubular wave. Keeping a finger on the screen made the surfer go down the wave while releasing it made them go up. The minigame gives players a fun way to play with the brand’s message, controlling the surfer as they fly up and down waves!

Captivating gameplay



Coca-Cola, Official World Cup Sponsor

As a global sponsor of both the 2018 FIFA World Cup and Colombia's national team, Coca-Cola wanted to find **an innovative way to show the 13-40 year old audience** that their brand is strongly **connected to the multicultural and international competition and celebration**.

The World Cup is one of the most powerful events in the world, with a scale that allows the brand to connect to more than 3.2 billion people around the world.



Interactive Video with Quick-Time events



25% Engagement Rate
170% Completion Rate

The World Cup interactive video showcased Coca-Cola as an integral part to enjoying the game. Players were presented with the challenge of finding their bottle of Coca-Cola before the beginning of the match and encouraged them to fill up their refrigerator with the refreshing drink. The interaction emphasizes how simply drinking an Original Coca-Cola Zero Sugar makes watching the game even more special.

Pictures' Mini-Game

29% Engagement Rate
81% Completion Rate

With a simple swipe of a Coca-Cola bottle cap, players were aligning pictures from the World Cup. The simple action highlights the closeness and union that people from different backgrounds experience during one of the world's biggest sporting events.





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Thank you



About Gameloft Advertising Solutions

Gameloft's internal advertising network provides brands with mobile and gaming expertise to give advertisers unique, high-quality activations available via traditional or programmatic advertising.

Brand Safe Environment – Top Creative Capabilities – Viewable Space

Contact Us

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