

Ad format: Branded Mini-Game - (Rich media)

Country: Canada

Imagine

How to create engaging creative ad campaign for Kellogg's brand using new media and targeting carefully chosen audience?

Build

To build a bespoke fun, interactive rich media ads which will feature all known and loved Kellogg's characters and create brand immersion between target audience and the brand itself, using the best possible device – the smartphone.

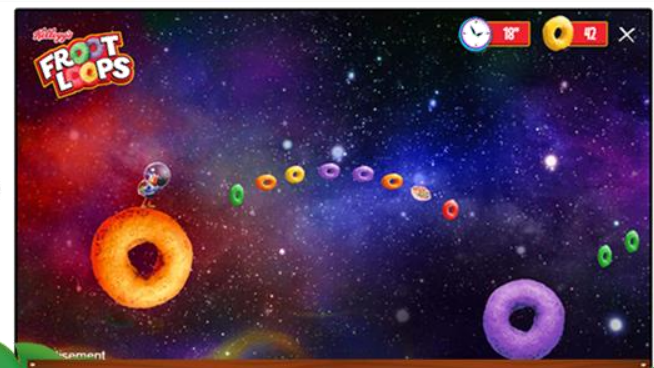
Enjoy!

Gameloft Advertising Solutions created interactive and highly engaging Mini Games – fun, accessible and creative, built by industry's best talent.

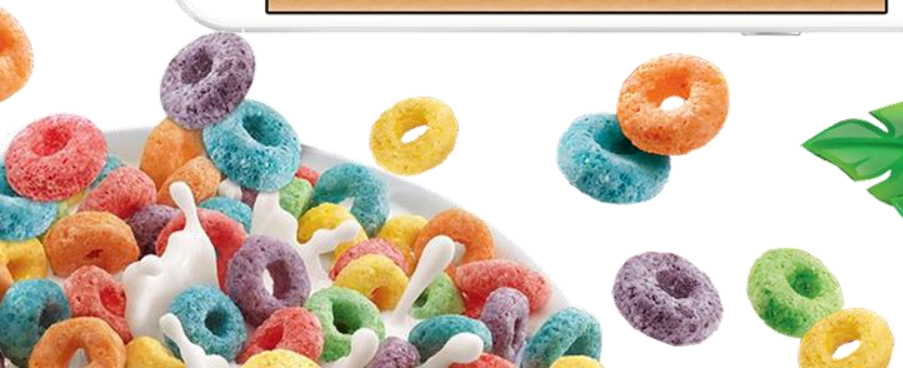




Sam The Toucan: The Runner Race



Sam The Toucan: Gravity Space





Dino: Eat Them All



Carl The Crab: The Treasure Hunt