

Challenge

Codemasters looked to the Brickfish network to generate awareness of the release of their new video game, *Turning Point™: Fall of Liberty*. The goal of the campaign was to generate awareness and buzz for the new game among male gamers, ages 13-40.

Solution

The Brickfish solution for Codemasters was to launch the “Design a Poster for the Resistance” campaign to engage consumers in creating a unique poster design that captures the spirit of the US resistance fighters – the premise of their new game. The campaign was promoted on the Brickfish.com® site and through email marketing to the Codemasters’ customer database.

Results

The Codemasters campaign generated over 550 entries, resulting in 1.3 million consumer engagements on over 1,400 URLs including Tagged, Xanga and Facebook. Each campaign participant engaged 17-18 times and the average time spent with the campaign was 8.4 minutes.

The campaign was recognized by DMNews as an innovative way to leverage enthusiasts to promote the game virally on social networks.



“Brickfish opened our eyes to what social media can be. We consider Brickfish as a key solution to creating consumer-driven campaigns that reach social media audiences across the Internet. Our campaign was of incredible value.”

- Mark Turosz
Global Marketing Manager
Codemasters



Campaign in Action

Campaign is launched on Brickfish.com® and through an email marketing campaign to Codemasters' customer database.



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