



case study:

JoWood Group

Background:

Title: Then There Were None (Agatha Christie) Format: Wii.

The Objective:

FNC had already worked on a number of the Agatha Christie releases for JoWood, including Evil Under the Sun, Death on the Nile, Then There Were None (PC) and Murder on the Orient Express. The previous titles had all been in PC format which was a natural fit for point and click adventure games. At this point, the Nintendo Wii market had already been saturated with family friendly games with an emphasis on the 'family gaming experience' - everyone playing together. In a refreshing contrast, this title would be a solo experience.



At the time, Nintendo was heavily promoting brain 'thinking' games at women, and we wanted to target this end of the market as well. With this in mind, we chose to run a campaign on the official web site to a popular morning TV programme - GMTV. This site is heavily promoted on the TV programme itself, offering incentives for the viewers to browse and find out more information about the day's topics.

Our campaign ran for 7 days and included a complete makeover of the site with a banner and towers, and a showcase video of the game. The banners offered visitors special money-off price coupons at leading games retailer Game.

We also ran a 'Win a Nintendo Wii' competition each day which also included special money-off price coupons

The Results:

The GMTV campaign attracted the biggest click rate of any campaign that had run on their website before, and the competition broke all GMTV's previous records with over 36,000 people entering the competition.

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