

**Registration ID:**

**Client:** Speedy

**General Brief:** Create a viral game and develop a strategy on how the game can be used in a digital campaign for Speedy (Telkom) based on the brief prepared by the organizer.

**Concept**

Explain your concept in 60-70 words

**(example)** To celebrate the launch of O2 Top-up Surprises, a TV commercial showed rubber ducks travelling the world to bring customers surprises of all sizes. So we gave our young Pay & Go audience the chance to race their very own O2 duck to win the ultimate surprise – a trip round the world.

People could choose and name their own online Tamagotchi-style duck and race it round the globe.

Taken from:

<http://www.creativeshowcase.net/en/1/runnerup1.mxs?month=200904&pos=2>

**Marketing/Campaign Strategy**

Explain your marketing strategy in 200 words

**(example)** I choose to use a microsite for this campaign where people can play bla bla bla... lorem ipsum blaum plum slum bla bla bla lorem ipsum blaum plum slum bla bla bla. lorem ipsum blaum plum slum bla bla bla. lorem ipsum blaum plum slum bla bla bla... lorem ipsum blaum plum slum bla bla bla lorem ipsum blaum plum slum bla. lorem ipsum blaum plum slum bla bla bla lorem ipsum blaum plum slum bla bla bla. lorem ipsum blaum plum slum bla bla bla. lorem ipsum blaum plum slum bla bla bla... lorem ipsum blaum plum slum bla bla bla lorem ipsum blaum plum slum bla

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**Provide 3(three) screen captures of your viral game and short captions to explain about the game.**

Paste the JPG files of the screen shots. Please be advised that these are going to be viewed online so please stick to 72px/inch resolution.



image 1

short caption 1 here



image 2

short caption 2 here



image 3

short caption 3 here

**Provide 3(three) story boards with short captions explaining your**

**marketing strategy.**

Please be advised that these are going to be viewed online so please stick to 72px/inch resolution. If you're using pictures taken by someone else, provide decent references of the pictures.



story board 1

explanation 1

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story board 2

explanation 2

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story board 3

explanation 3

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