

visualplanet™

# Case study

Interactive promotional  
game for brand awareness



## Juicy Fruits Zapp! in Avenue Mall, Croatia

### Successful range extension with large format gaming and infotainment system

The visualplanet touchfoil has been used to add interactivity to a fun promotional campaign for the non-alcoholic fruit drinks brand Juicy Fruits in Croatia.

The campaign features an addictive game that entices people to interact with the screen and to try the new flavours in the Juicy Fruits range. The campaign was also run to increase brand awareness, whilst reinforcing Juicy Fruit's brand values as fun, fresh and active.

The slogan "The fruit is power!" was designed specifically to target dynamic, active young people who are always in search of new challenges.

#### THE APPLICATION

Based on the classic 'tap' games that users are familiar with in small format on smart phones, the game features bright and colourful fruit such as oranges, apples, lemons and peaches tumbling across the screen in all directions; to earn points, users must 'Zapp!' as many as possible within the time frame. By taking this simple, addictive game and expanding onto a large format touchscreen, Juicy Fruit created a buzz around the brand and encouraged more people to try the drinks.

#### MAXIMISE THE POTENTIAL

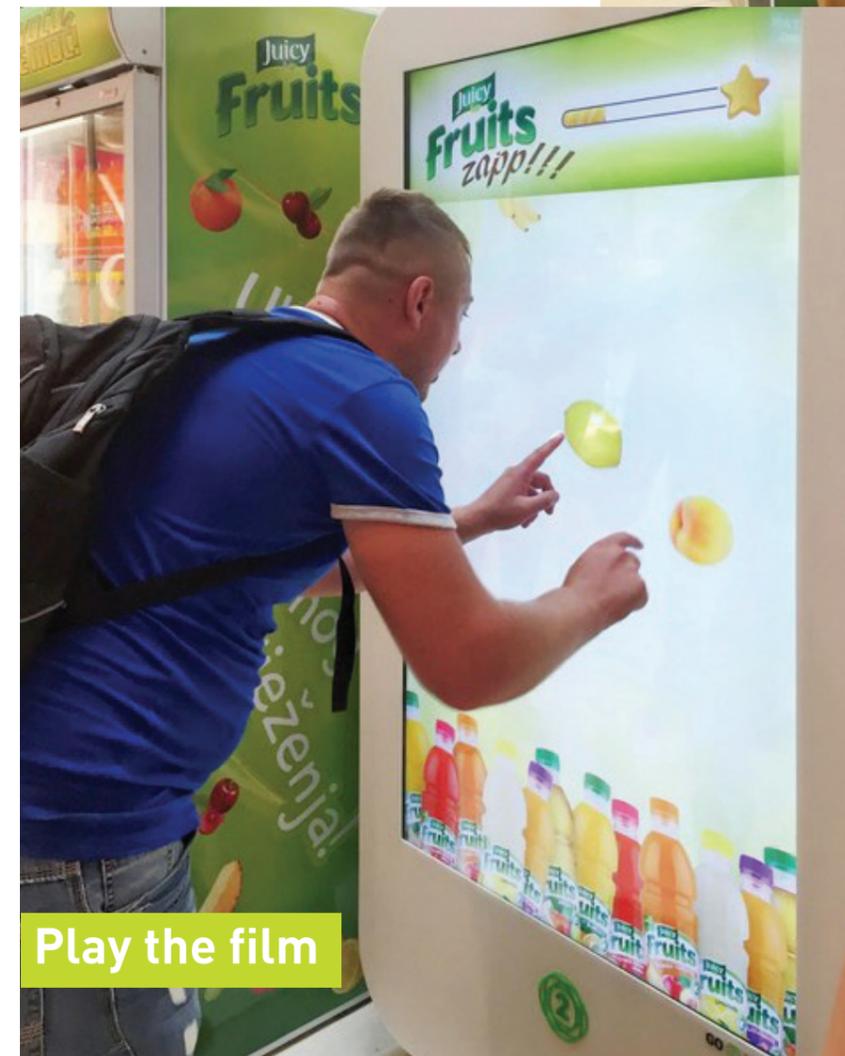
The screen also contained cameras which could record the user experience. The footage captured on the cameras could then be viewed across Juicy Fruit's social media platforms such as YouTube, Instagram and Facebook. This was a strategic move to connect with the players online in order to continue the brand relationship and open up opportunities to capture new user data for future campaigns.

#### THE BEST POSITIONING

Choosing a hot Saturday afternoon to promote a refreshing drink - with guaranteed footfall through the shopping centre- was a smart move from the brand and helped to capture a larger and wider audience during the promotion.

#### THE FINAL SOLUTION

The set up was a 65" diagonal screen, with full HD resolution (1080x1920 pixels), and integrated touchfoil to add touch capabilities. The visualplanet touchfoil was selected for this application as it sits flush behind the glass and therefore does not interfere with the design aesthetics of the final enclosure. Furthermore, the fast and responsive touch experience of the sensor is vital for a quality user experience when playing games.





Now enjoy the world  
of touch

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