

T-Enterprise case study: viral game

The Works, Carmarthenshire County Council

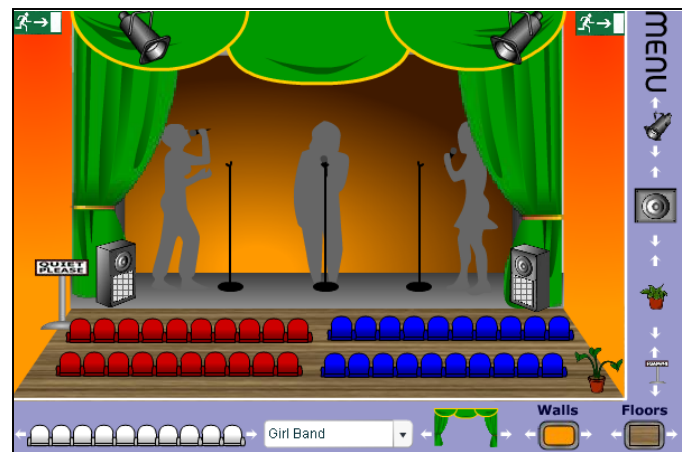
The brief

- The Works is a new creative and cultural centre being built by Carmarthenshire County Council
- It needed to raise awareness of the centre among 8 to 16 year old children
- The council decided the best way to engage with them was to create a viral game, which would be available on the council's website and could be taken into schools



The solution

- ✓ T-Enterprise created a viral game specially to promote the centre
- ✓ It is built in Flash and runs in a normal internet window
- ✓ Youngsters are given an empty theatre which they can then decorate and fill with seats, lights, speakers and a performance
- ✓ Items can be dragged all around the virtual theatre and placed anywhere
- ✓ Lois Walters, The Works co-ordinator for Carmarthenshire County Council, said: "Our virtual game is exactly what we wanted and it is proving a very successful form of interactive advertising for our project, The Works. Over the period leading up to designing the end product, we had built up a good rapport with the company and they worked well with us to achieve a final outcome which we were very impressed with"



Full press resources including other case studies and software screenshots are available.

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