

# Catch Me If You Can

An engaging web game for people in Malls of Delhi



vodafone

## CLIENT

Vodafone

## COMMISSIONED BY

Leo Burnett Worldwide

## YEAR

2015

## BRIEF

To create a web based game showcasing Vodafone new offering around internet dongle and its fast speed and create live digital engagement for the users coming to different malls in Delhi over the weekend.

## PROJECT SCOPE

Technical planning, Web framework for Game Design and Implementation, development, Testing and Execution

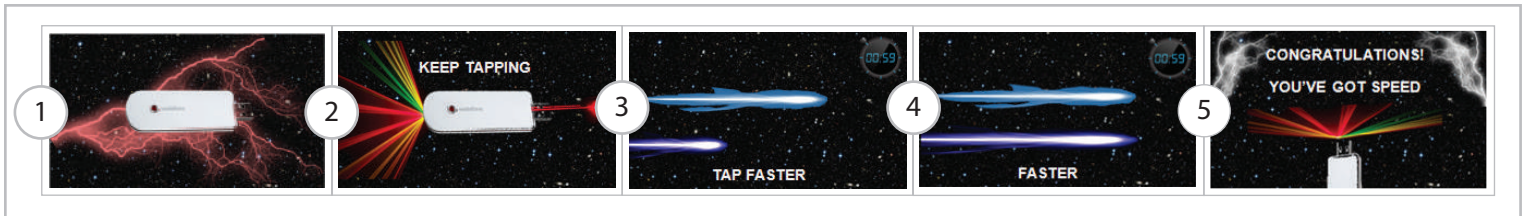
## Approach

**SOCIAL** *games are amazingly fun to play and look deceptively simple. These types of games are the one which usually people feel attracted to.*

This was the same thought when Leo Burnett Worldwide approached us with a request to create a similar game for Vodafone on the basis of user-interactive interface where idea was to create an activity for the people of the mall can get engaged and users are attracted to play it. This included use of interactive sound and effects to increase the efficiency. They wanted a game which can help users visualize the internet speed of Vodafone. The project was named "Catch Me If You Can". They proposed a plan on how to move forward with things. First page was required to display an animation sequence involving lightning surging across the screen through a Vodafone 3G Dongle where lighting should continue until user presses play button.

After that next screen which is intro screen should have multiple rays of colorful light converging at the dongle and converged rays of light passing out from front port of the dongle. The raging 3G beam will now streak across the screen and the dongle will move partially out of the screen.

As the user starts tapping, another beam of light emerges parallel to the ongoing 3G beam. The faster the user taps, the closer the second beam gets to the first. The user has to tap fast enough to beat the red beam before the time is up on the digital, on-screen stopwatch. If user's beam beats the first one under the time limit or 3G beam beats user till time runs out, the game ends.



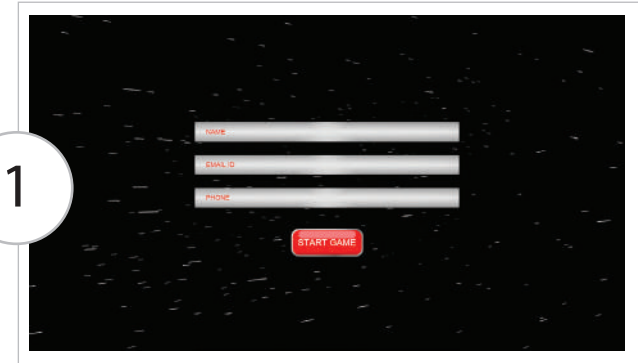
## Along The Way

*Firstly* we went with an approach to use cartoonish characters and elements which are striking so that it can attract the masses. But the end product was not so appealing and we changed the design thought over it and created a new design.



## Final Design

This time we went with a more realistic thinking and used the elements like starry background, planets, satellites etc. This was more subtle; client liked the idea and finalized it. So we went forward and created the game on this template.



1

First step for the user is to register to start playing the game.



2

After clicking "Start Game" he is greeted with "Get Ready" screen.



3

Then he is required to tap as fast as possible to defeat the first beam which represents "3G Beam" of Vodafone Dongle.



4

If he is fast enough, he will get the "Congratulations, You've got speed" screen and play again button.

If the user fails to match the speed, he will be shown "Sorry you need to be faster" screen and play again button.

## Success Pointers



The game was based on java-script only



700 users on first two days in 4 malls



It has adaptability for all screen sizes