

NEC'S ADVERGAME CAMPAIGN DELIVERS BIG REWARDS

Manifest Digital, Inc. used Eyebalster to serve ads that engaged viewers to play entertaining advergames and learn about NEC's projectors and plasma screens.



SUCCESS STORY

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THE CAMPAIGN CONCEPT

NEC Solutions, a premier provider of plasma displays and projectors, tapped Manifest Digital to concept and develop a series of games, along with a new microsite—to increase awareness of NEC's products among IT Managers. Manifest Digital's creative team came up with four advergames and the NEC IT Guy, a memorable and likable icon, for the microsite. Manifest Digital then prepared Eyebalster floating ads that incorporated the NEC IT Guy and elements of the four games—Hardware Hurl, Projector Protector, Office Obstacles and Cube Luge—to encourage the audience to click-through to the microsite, play the games and learn more about NEC's products.

CAPTURING THE AUDIENCE'S ATTENTION

The ad campaign appeared on sites where the target audience was likely to be found such as ComputerWorld, InfoWorld, Tech Republic and more. "The Eyebalster floating ads helped get the games noticed and the response exceeded our expectations," commented Ashley Flaska, NEC Senior Marketing Manager. "Our knowledge and understanding of our target, coupled with the creative skills of Manifest Digital and the power of Eyebalster, delivered results that speak for themselves."

CAMPAIGN SUCCESS

Eyebalster rich media ads typically deliver a significantly higher click-through rate than static ads. The NEC floating ads with Eyebalster were extremely effective.

- The click-through rate for the NEC floating ad on ComputerWorld was a remarkable 9.13%.
- NEC's floating ads that ran on InfoWorld garnered a 7.66% click-through rate.
- The campaign for Projector Protector, the second of the NEC IT Guy Games, generated well over 36,000 click-throughs leading to a nearly unheard of \$2.59 campaign cost per click. That's an extraordinary 95% improvement over the industry average of \$65.
- The campaign generated more than 4,000 leads and an IT community that created over 80 pages on the NEC website's message board.

Using Eyebalster, Manifest Digital brought NEC's brand to life inside compelling rich media ads, which resulted in an outstanding and successful campaign.

"From the capabilities of the Platform to the expert client services we received, we are so pleased with our experiences working with Eyebalster."

- Tiffany Groth, Project Manager
Manifest Digital

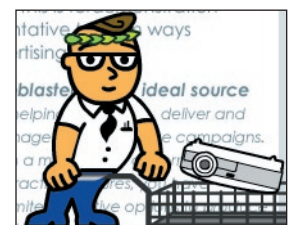
Advertiser: NEC Solutions

Creative Agency: Manifest Digital, US

Media Agency: Cooper Simmons, US

Eyebalster Format Used: Floating Ad

Click the images to view demos of the campaign.



Tell us your Eyebalster success story!
Email us at info@eyebalster.com.

