

Case Study

Client: Manchester Business School
Project: Interactive Christmas Card 2009

Manchester Business School is part of The University of Manchester, and is the largest campus-based business and management school in the UK. They provide world-class business and management education and training to undergraduates, postgraduates, experienced practitioners, and those with serious academic and research ambitions.

The Brief

MBS have a tradition of creating a digital Christmas message to be sent to their database. Ingenious were invited to deliver the 2009 project - our first for MBS - which would also feature a traditionally printed card that would 'point' the recipient in the direction of the online message.

Creative Execution

As it had never previously been done for MBS, we decided to make the online greeting interactive, in the form of a game, in which the player had to find a number of seminal Manchester "firsts" in an illustrated Christmas market scene. The idea reinforces the client's strapline - original thinking applied - and of course the proud tradition of innovation of Manchester as a City.

The game was illustrated and programmed entirely in-house by Ingenious, and we had a great time finding (and then hiding!) seven objects in the scene. Each one has a particular relevance and of course a story behind it, for example there is a book to be found, which symbolised the fact that Manchester is home to the first ever free public library. We can't tell you the others as we'd like you to go online and play it for yourself!

Results

According to Google analytics, the game was viewed by over 1,200 of the 1,500 people the link was emailed to. An average 'time on page' of over 3 minutes, coupled with a low (less than 5%) 'bounce rate' suggests that the game was being played to completion, so clearly it held the attention of the viewer. Also, an analysis of 'page views' and 'unique views' suggest that a high percentage of people played the game more than once.

Furthermore, the game was also viewed by over 2,000 'new' people, so the addition of the 'forward to a friend' feature was of benefit from a data capture perspective.

Testimony

"The 2009 Christmas project really raised the bar for us in comparison to previous years. Ingenious came up with a great, well executed idea that really embraced our brand values. Feedback across the board has been superb." *Manchester Business School*



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Manchester. A thriving, vibrant city with a rich history of inspiring original thought.

This Christmas, Manchester Business School invites you to celebrate the original modern city with us by tackling our festive challenge.

Go online to visit our virtual Christmas market scene to find examples of original thinking. Can you find all seven?

www.mbs.ac.uk/christmas

Season's Greetings