



mcm net

digital marketing agency

CBS Outdoor

Case Study

110,000

Visits in 7 Days

35,000

Unique Entries

Worldwide

Coverage

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Google
Partner



RAR+
RECOMMENDED



Execution

MCM Net launched a unique and interactive microsite based around a cryptic game designed to test participants on their knowledge of the London Underground network. Central to the game is an interactive image depicting 75 London tube stations; participants must navigate the image to select hotspots and identify the tube stations associated to the clues contained.

Gamers can submit their scores and share progress via key social networking sites such as Twitter and Facebook.

Results

In the first week, the campaign microsite has received over 110,000 unique visitors resulting in over 115,000 game entries. On average, the site has been handling between 400 and 600 visitors at any one time including visitors from Japan, Argentina and Israel.

Although over 90% of visits are from UK users, the microsite has been picked up by users in over 112 countries.

In just seven days, the game has received over 35,000 competition entries and email address submissions. The game such a success, the following year saw a sequel site released this time with the answers being crowd sourced and the image creative featuring 100 clue depictions.

See [Look for Longer 1](#) and [Look for Longer 2](#).