



mcm net

digital marketing agency

# ChildLine

## Case Study

**Award**

Nominated

**Most**

Popular Game  
on Site

**Wide**

Press Coverage

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## Case Study: ChildLine

### Brief

MCM Net has a long standing relationship with the NSPCC and ChildLine and across the years we have produced a number of online games for various campaigns.

'Street Striker' is one of our latest game projects, however we've previously developed other games including [Lead the Way](#), [The Sky's the Limit](#), [Roller Girls](#), [Soccer School](#) and [The Big Bike Ride](#). 'Street Striker' in particular needed to appeal to males aged between 14-17 years of age, whilst not alienating female and existing visitors to the ChildLine site. The brief was to help alleviate childhood stress, dilemmas and pass the time whilst children and young adults wait to speak to ChildLine advisors, by providing fun, light-hearted content.

### Execution

We created a game of skill based around a football street scenario called 'Street Striker'. The game featured a number of levels to help retain users on the site and challenge existing users to progress further. The football in the game bounces off objects and items throughout the scenes, which can be used to assist or prevent the player from landing the ball in the bin (which acts as a target or goal). Once the football has been kicked into the bin, the screen will slide across to a new scene. The aim of the game is to complete the levels in the fastest time possible.

### Results

To date the game has been a great success and has become the most popular game on the Childline website. Street Striker was also shortlisted for an award from the .net Magazine in the category 'Best Online Game of the Year', against the likes of Angry Birds, Minecraft and Lego Star Wars.