

[CASE STUDY] Qatar Airways attracts over 44.000 players thanks to a marketing game made by Actiplay!

In a case study published on the 30th of June 2015, Actiplay looks back at its collaboration with Qatar Airways, which has been rewarded by the title of "Best Airline Company in the world" in 2015. "Welcome on board our A380" is a multi-devices cerebral game which enabled the company to reach its core target: 80% of players agreed to receive commercial offers from Qatar Airways!

// Over 44.000 players during 6 weeks

Designed to promote its brand new A380 Airbus from Paris to Doha and London to Doha, "Welcome on board our A380" invites the participants to spend a relaxing moment in the plane's reconstitution. The game alternates animations, which are ideal to promote the company's offers, and fun moments which **increase the player's commitment and memorization of the messages.**

// A strong commitment with 80% of opt-in

Over 44.000 people were attracted by this **entirely responsive game** (available on internet, mobile and pad). Thanks to its engaging gameplay, "Welcome on board our A380" enabled Qatar Airways to collect **80% of opt-in profiles**, to whom they will be able to send targeted commercial offers.



// An international coverage

"Welcome on board our A380", initially planned in France and United Kingdom, was launched in Italy, Belgium and the Netherlands as a result to its initial success. It will also be deployed in other European countries like Switzerland and Spain. Adapted to the regulations and to the players of each country (prize choice...), the declinations keep the same gameplay, which has proved its efficiency and popularity.

To read the case study: [CLICK HERE](#)

About Groupe ConcoursMania

With Groupe ConcoursMania, brands can leverage marketing games to reach their target audience by implementing two strategies: broadcasting their digital campaigns on our international network (millions of players each day) or getting tailor made promotional games. Groupe ConcoursMania uses its technology platforms for the broadcasting of campaigns as well

as the qualified profiles collection while keeping a constant objective of return of brand investment. In 2014, Groupe ConcorsiMania's revenue reached 19.77 M€. Groupe ConcorsiMania has more than 500 international clients like Sephora, Lufthansa, Roquefort Société, NRJ, Toyota, Carrefour, HomeAway, Toys'R'Us, Publicis Group and France Televisions..

Press contact

Aurore Vinzerich (Head of Communication)

aurora.vinzerich@concorsimania.com – +33 (0)5 24 07 82 58 / +33 (0)6 61 45 51 83