



THE CHALLENGE: When CBS was planning the launch of a television show that focused on the difficulties faced by young Millennials, they needed to find a way to engage with a generation already disinclined to watch. The show - *Two Broke Girls* - was about two very different young women who find themselves working together in the only job they can find, waiting tables at a New York diner. Their life goal: raise enough money to start a cupcake store.

THE RESPONSE: Build and launch a game across **web and mobile platforms** featuring the main characters and their experiences in running the diner. Using well-known “time management” game mechanics, the game let the player take orders, interact with customers and work towards the day they could leave the diner and start their own business! Played on Facebook, the web and mobile, the game reached **hundreds of thousands of players** and millions of game sessions in about a month.

THE RESULT: The game was huge success, driving increased social engagement with the television show, creating brand awareness and encouraging social interaction about the game and the show well in advance of the launch. Fully integrated and timed with related marketing efforts, the game provided a “destination” that was not merely a landing page, but an engaging experience that kept visitors coming back over and over to beat their latest high score and compete with friends on the leader board.



CUSTOMERS PLAY GAMES: Playing video games is a worldwide phenomenon. Over 1.8 billion people play games worldwide, with 200 million in North American (with an equal split to male/female and across every age group). That means your customers play games!

WHAT IS “ADVERGAMING?” “Advergaming” is the use of interactive games to deliver embedded advertising to consumers. Games can drive awareness by associating the product with an activity featured in the game, show the product or service during relevant moments of gameplay or leverage the full arsenal of interactivity to give a complete product experience.

WANT TO KNOW MORE? Smarter Reality is your complete solution for digital product creation, with a deep expertise in game and application development including mobile, web, social, virtual and augmented reality. Read more at: www.smarterreality.io.