

Apr-May 2011 winner

The World's Biggest Pac-Man

Client: Microsoft IE9, Pac-Man
Creative Agency: Soap Creative

Campaign type: Microsite
Industry: Entertainment

Website

<http://worldsbiggestpacman.com/>

Campaign information

This campaign saw Soap develop an online promotional platform for PAC-MAN to build awareness of an upcoming product and showcase the power of HTML5 on Microsoft's newly released IE9.

The global PAC-MAN community embraced the opportunity to create and play in their own maze, becoming part of the "World's Biggest PAC-MAN" game. The platform was a huge success with 1.5 million visitors recorded in the first three weeks.

Judge's comment

A simple, engaging idea, elegantly executed with a powerful community focus, ram PACKed full of retro joy

PAC-DOTS EATEN

2,147,483,647

GHOSTS EATEN

28,815,184

LIVES LOST

11,194,629



THE WORLD'S BIGGEST
PAC-MAN™

SIZE OF MAZE IN THE REAL WORLD



THE SIZE OF THE PLAYING AREA IS 1200X600 MAZES. BASED ON THE ORIGINAL PAC-MAN'S 23 INCH SCREEN THAT WOULD EQUATE TO A SCREEN SIZE OF 37 FOOTBALL FIELDS