

Aug-Sep 2012 second runner up Expendables 2: Deploy & Destroy

Client: Roadshow Films

Creative Agency: SOAP Creative

Industry: Entertainment

Campaign overview

www.deployanddestroy.com.au

Campaign Information

SOAP Creative developed the Expendables 2: Deploy & Destroy campaign, an interactive game that brought the Expendables 2 movie to life, allowing users to choose their squad from the biggest cast of action heroes just like in the movie.

The campaign involved the development of a game, a social media competition which enabled the winner become a pixel Expendable, wallpapers as rewards for players that unlocked the achievements in game and trailers that ran in TV and Cinema.

Explosive Stats:

- 6.9M plays from 3.2M visitors in a month
- Embedded on 1000s of game sites worldwide
- Average visit time of 13:40
- 144,000 buy tickets links & 83,000 more games links
- 89,000 Roadshow Facebook links

