

Oct-Nov 2012 first runner up Movember Games

Client: Google Australia / Movember

Creative Agency: Mark

Media Agency: PHD

Industry: Not for Profit

Campaign overview

www.awardentries.org/iab2012/movember/

Campaign Information

Google wanted to help raise awareness of Movember, while showcasing the Chrome browser in a fun and innovative way. So, Mark created Movember Games, four simple motion-tracking games that made the user's moustache the controller.

The games were made possible by Chrome's integration with HTML5 and there was one new game released each week, starting with the *Lame-Mo*, where players strengthened their mo by lifting and balancing a barbell on their top lip.

The games engaged users from around the world, keeping them motivated and entertained through the often challenging month of Movember.

