

Apr-May 13 second runner up LYNX APOLLO

Client: LYNX

Creative Agency: SOAP Creative

Media Agency: Mindshare

Industry: FMCG

Campaign overview

www.lynxapollo.com.au

Campaign Information

In celebration of the launch of their new fragrance; Apollo, LYNX were giving one Australian the chance to fly into space and SOAP Creative's task was to bring this to life in digital.

So, with an astronaut, the Lunar Rover and the theme of space, SOAP Creative created a real life Lunar Buggy where the competition was brought to life in digital with Facebook content, a mobile and desktop game and videos around space content.

As a result, 45,000 Australians downloaded the app on IOS, reaching #8 in free games and #13 overall on iTunes. There was also an additional 25,000 global downloads.

