



Air Berlin, Germany

/ Mini Game: Air Runner

Gameloft Advertising Solutions implemented a campaign for Air Berlin and its partner Visit Helsinki, aiming to generate interest in Helsinki in a playful manner and maximize duration & quality of the brand presence within the campaign.

About the campaign

- The campaign ran for **30 days** in Germany (October 2015).
- **User playing time** totaled approximately **45 days** with branded mini-game.
- An **individual created mine game** that highlights the most important sightseeing spots in Helsinki.
- Within four weeks, interactive advertising placement **reached more than 575.000 active Gameloft users**.



64,700 minutes

Is the total time spent playing by the users!

