



Seat Leon, Italy

/ New car model launch - Site

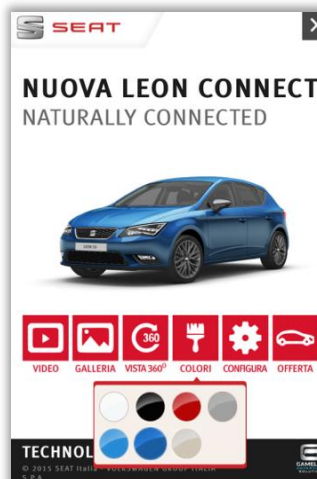
Gameloft Advertising Solutions created a fully interactive mini site for client Seat in Italy. The purpose of the campaign was to **promote the new car model in an interactive and creative way** and to give the audience **full ownership of the ad** where they can use the site features in their favor.

About the campaign

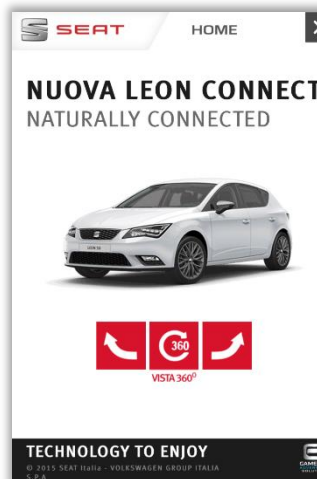
- The campaign ran for **44 days** in Italy (Nov. 2015 – Jan. 2016).
- A site was created and targeted to **males and females from 30 – 54 years**
- Features available: Color selector – 360° view – Video & Photo Gallery
- Average Time spent per unique user is about **44 seconds**
- Redirection was made to the brands website



HOME PAGE



COLOR SELECTOR



360° VIEW

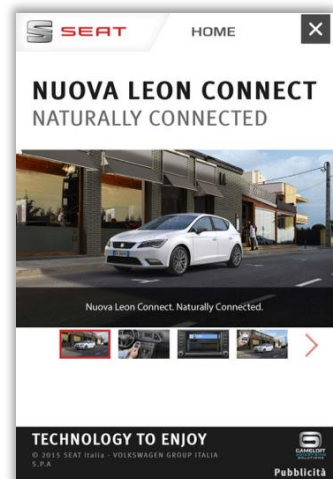


PHOTO GALLERY

+ redirection to the car configuration and car offer Brand website page.

