

Interactive Promotions Case Study

Campaign: DQ® Sweet Sounds

Client: International Dairy Queen – US & Canada

Objective:

Develop an online advergame with an instant win component to drive lead acquisition for Dairy Queen’s Blizzard Fan Club.

Solution:

Brandmovers developed the “Sweet Sounds” Game in which Entrants had to put a needle on the record to see if their Sweet Sound revealed a win! Prizes included music downloads, ring tones, and DQ® Gift Certificates.

The promotion was promoted at over 5,300 Dairy Queens across North America and was specifically created with both US and Canadian consumers in mind. The website, prizes, rules, and other components were designed to operate in a multi-country and multi-currency environment. Brandmovers administered Canadian compliance regulations for games of chance and handled all related elements of the program.

Results:

The game garnered over 4,000,000 game plays with a 30% conversion rate over the course of a year for the Blizzard Fan Club.

