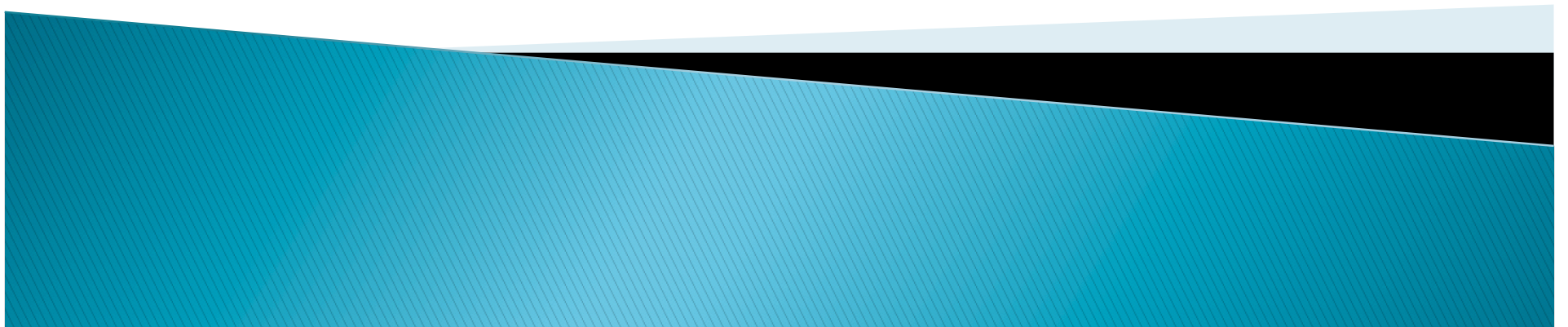
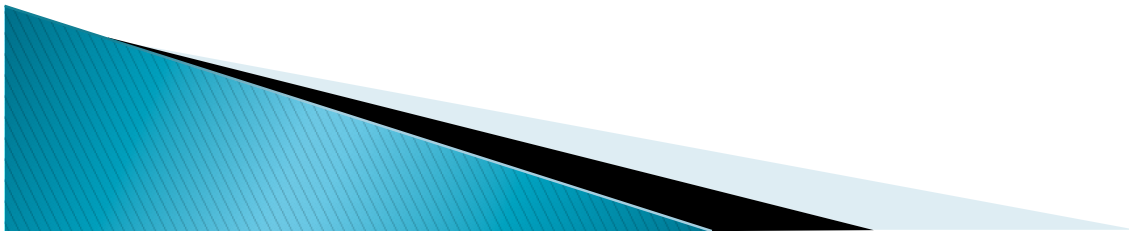


# Halls Cold and Flu Invasion

Amanda Smith  
Jacob Schooler

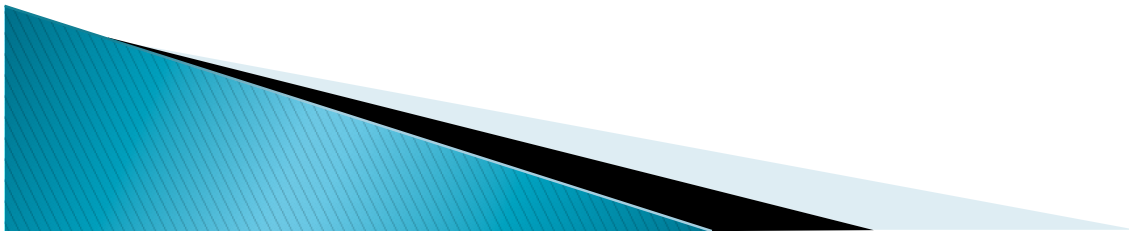


- ▶ Client: Halls
- ▶ Objective: To promote Halls cold and throat lozenges
- ▶ Solution: A “Diner Dash” type game where the player has to give the customers the correct lozenges requested in a certain time span
- ▶ Media: This game was featured on [candystand.com](http://candystand.com) website



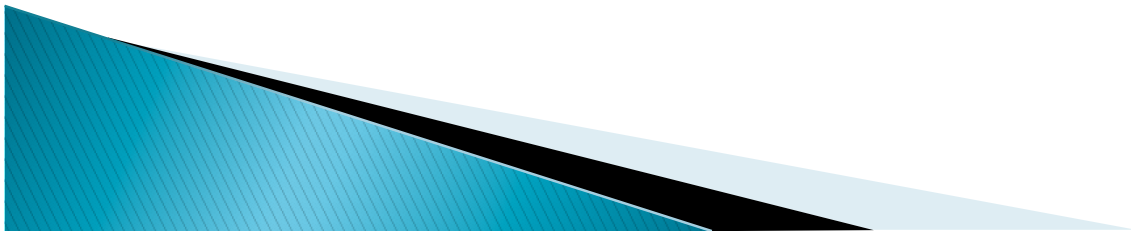
# Competition

- ▶ Player must select the correct Halls to give to the customers
- ▶ Player must get the correct Halls in a certain time frame
- ▶ No more than 5 customers can be waiting or the player will lose



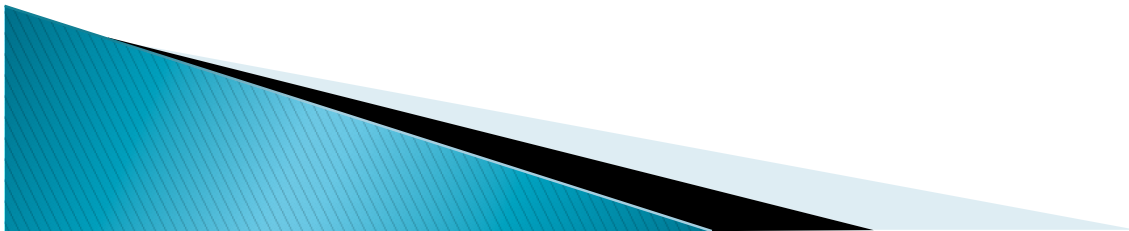
# Rules

- ▶ Player cannot leave the counter
- ▶ Player must refill dispensers once they are gone
- ▶ Player must keep customers happy until round has ended



# Implements

- ▶ Pills Dispensers
- ▶ Halls throat drops
- ▶ Player uses the mouse to direct the avatar



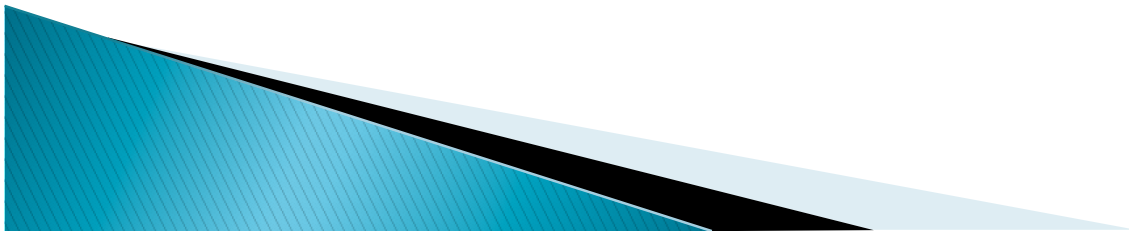
# Territory

- ▶ Play screen is still
- ▶ Game is taken place at a pharmacy



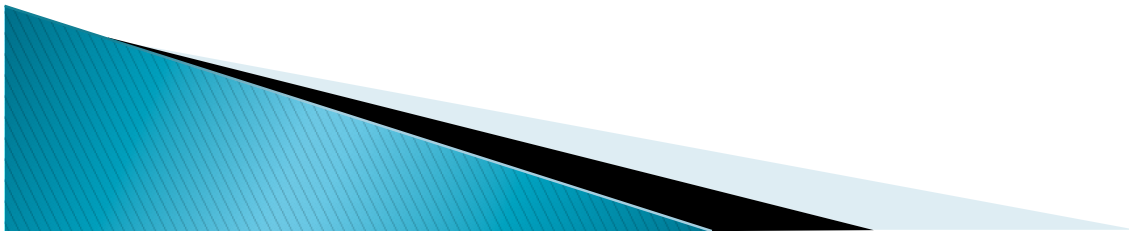
# Inventory

- ▶ **Power-ups**
  - Lightning bolt
  - X-ray eye
  - Hourglass
  - Medikit
  - Antiflu Candy
- ▶ **Flu meter**
  - If the thermometer gets too high, game is over
- ▶ **Score**



# How is this an advergame?

- ▶ Incorporates branding directly into the gaming environment
- ▶ Since the average game player is 33, it makes sense to advertise an adult product into a game, because they are the buyers
- ▶ Advertise their Halls products
  - The different types of throat tablets they make
- ▶ Shows the patients instantly feel better
- ▶ According to Zodal, this would be a demonstrative advergame
  - The player experiences what the product could do for them





QUESTIONS???

