

INTERACTIVE CALL TO ACTION

PROMOTE
INTRODUCE
DRIVE

PLAY



MARKETING KIT

INTERACTIVE CALL TO ACTION

Available Now for: *The Incredible Balloon Machine™*



The Incredible Balloon Machine™ is an exciting new casino game from Crazy Tooth Studio® made exclusively for Microgaming® that features the unique WinCREASE™ game mechanic.

PROMOTE

This interactive **call to action** advert is designed to promote the exciting new game: *The Incredible Balloon Machine™*. This advert can be implemented as either a front-and-center pop-up or a less obtrusive side banner.

INTRODUCE

Using visual elements from the game and a similar mechanic, this advert not only promotes *The Incredible Balloon Machine™*, but also introduces players to the game's gameplay mechanic - **inflating colourful balloons!**

DRIVE

The ultimate goal of this marketing tool is to drive players to play *The Incredible Balloon Machine™*. The advert accomplishes this in two stages: firstly, prompting the player to press the button, inflate the balloon, and see the animation sequence that populates the game's title graphic; secondly, prompting the player to press the play button which delivers them to *The Incredible Balloon Machine™* landing page of your casino - either within the originating webpage or a new browser tab.



Intriguing advert design, branded with your casino name, prompts players to press the button.



Pressing the button inflates the balloon!



The balloon bursts, bringing on the game's title graphic.



*The player is now prompted to press the button and be swept away to play *The Incredible Balloon Machine™* in your casino!*



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LIVE DEMO**

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