

MARKETING KIT

INTERACTIVE CALL TO ACTION

Available Now for: The Incredible Balloon Machine™



MARKETING KIT

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

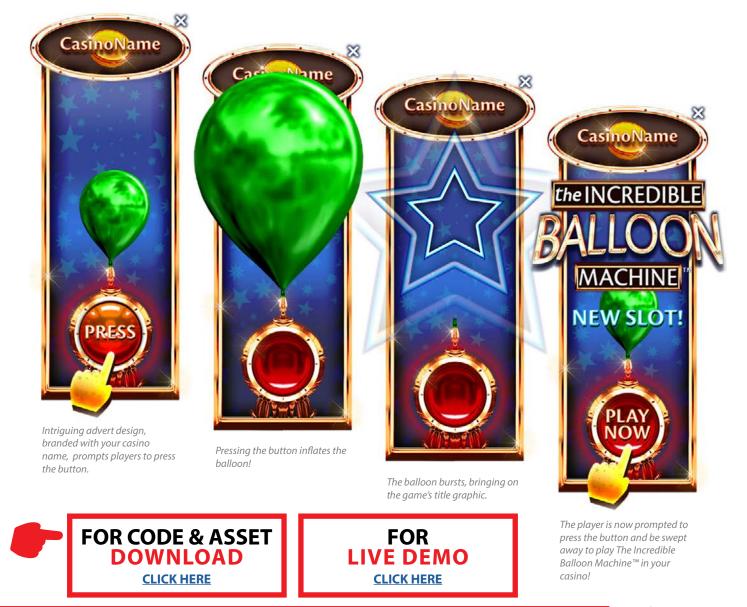
This interactive **call to action** advert is designed to promote the exciting new game: *The Incredible Balloon Machine*[™]. This advert can be implemented as either a front-and-center pop-up or a less obtrusive side banner.

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*^M. 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*^M landing page of your casino - either within the originating webpage or a new browser tab.



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The contents of this document are strictly confidential. All information is correct at time of release, and is subject to change at the discretion of Microgaming.

