



# Hyong Suk Kim

## President

Branded Mini Games

<http://www.brandedminigames.com>

## Bilateral Meetings

- 02.03.2015 Monday (15.10h - 18.05h)
- 03.03.2015 Tuesday (9.00h - 11.05h)
- 03.03.2015 Tuesday (11.05h - 13.10h)
- 03.03.2015 Tuesday (13.10h - 15.15h)
- 03.03.2015 Tuesday (15.15h - 16.55h)
- 04.03.2015 Wednesday (9.00h - 11.05h)
- 04.03.2015 Wednesday (11.05h - 13.10h)
- 04.03.2015 Wednesday (13.10h - 15.15h)
- 04.03.2015 Wednesday (15.15h - 16.55h)

## Description

Branded Mini-Game Studio is a free online platform that allows you to build and customise your own advergame.

Enhance your advergame further with premium features, selecting from 50+ templates and add-on social features, such as score leaderboards or 'virtual lives' features and engage users with call-to-action e.g. watch video or visit website.

Once built, your branded game runs perfectly across multiple devices.

## Our latest results speak for themselves:

- 75% game completion rate
- 33% replay the game with an average of 10 replays per person
- 31% provide personal information within the game
- 6% CTA Click-through-rate after the game play

## Organization Type

Company

## Organization Size

51-100

## Founding Year

2005

LinkedIn

<http://ch.linkedin.com/pub/hyong-s-kim/6/839/92>

Twitter

<http://twitter.com/brandedminigame>

[Download document](#)

Areas of Activities

## **SOFTWARE/INTERNET**

1. Mobile entertainment
2. Mobile social networking

## **SERVICES/OTHERS**

1. Mobile advertising and marketing

Offer

## **Social Branded Mini-Games**

Experience the easiest way of making an advergame for your brand. And it's free.

Customize your own branded games by using a drag-and-drop advergame builder in a few simple steps:

**Step 1: Select your game template** - Choose a game template from 50+ game templates in our online store. Pick from multiple interactive gameplay mechanics using swipe, jump, pick and many more.

**Step 2: Customise your mini game** - Personalize the mini game to your brand's look and feel by uploading your logo and product / brand images, add text or change colours.

**Step 3: Add social gaming features** - Select from our various social connectivity gaming options to engage with your users and their friends, ranging from social network log-in and shares, to leaderboards, virtual 'lives' and minimum game score challenges!

**Step 4: Select a call-to-action** - Add a call-to-action to further convert your mini game users to visit your website, download a discount voucher, fill in a form or watch a video.

**Step 5: Publish your mini game** - Distribute your mini game through multiple channels with your mini game URL through SMS broadcast, ad networks, online banners, native apps, social networks etc.

## **Simple Solution. Impactful Result.**

**One social advergame can bring a lot to your brand:**

- 75% of recipients complete a Branded Mini-game advert. Comparing to 25% of video ad's being watched from start to finish, your key message will be fully delivered to your audience
- 33% of the players replay the game - With an average of 10 replays per person, your brand is being exposed over and over again
- 1 in every 3 players voluntarily provide additional information within the game, making branded game an ideal advertising media to gain users insight and data
- 6% CTA Click-through-rate after the game play - our advergame gets your audience engaged, to become more endeared to your brand to continue to explore what your brand can offer them.

**Keywords:** mobile mobile marketing mobile advertising advergame gaming gamification digital marketing online marketing mobile game HTML5

### **Cooperation Offered**

1. Sales / Distribution
2. License agreement

### **Cooperation Requested**

1. Investment/Financing
2. Sales / Distribution