

B'lue & RAPP India's game for 'The Amazing Spider-Man 2' crosses 1 million downloads!

The most downloaded brand game in India!

*'Spider-Man:Unleash The B'lue ' a game created for B'lue by RAPP India Games , has crossed **1 million downloads** in just 45 days! This is the highest number of downloads recorded by an Indian brand game, ever.*

Intro:

B'lue, a product of Danone Narang Beverages, a joint venture between French Group Danone and Narang Group , is a delicious restoration drink, available in four delicious flavours of Apple, Peach , Guava and Orange Lime in 500ml pet bottle priced at Rs. 32/-

Globally, the Danone Group tied up with Sony Pictures' The Amazing Spider-Man 2, and launched a multi-faceted campaign for its brands across the globe. Apart from B'lue in India, other Danone brands such Mizone(China) , Font Vella (Spain) , Hayat (Turkey) and Evian across 12 countries leveraged on pack , on ground and online associations with the movie

Idea:

Danone Narang Beverages partnered with Sony Pictures to ride on Spider-Man's web of popularity. But this had to be done in an exciting new way

RAPP India designed a thrilling and engaging game, **Spider-Man: Unleash the B'lue**. The game involves Spider-Man collecting bottles of B'lue to save the city from running out of B'lue - the fruity and stimulating drink. To make it more interesting and difficult, the game also features super bolts of lightning which are caused by the super-villain Electro, that fill up the city skyline, which when hit by the web, causes the player to lose a life. In order to regain a life, the player is required to collect 20 bottles of B'lue!

The best part about the game has been the seamless & strong B'lue brand integration while delivering a highly engaging game play using Spider-Man.

Result:

1. Within a short period of just 45 days, the game has **crossed** 1 million downloads.
2. It has consistently been the number 1 game-app created for Spider-Man on the Google Play Store.
3. Top free download apps at #31
4. Has currently 47,350 hours of game play covered in 1.5 months.

Spider-Man:Unleash the B'lue is available for Android based mobile devices and for people who wish to play via desktops/laptops, who can play the game by visiting www.drinkb'lue.in/spider-man/

- <https://play.google.com/store/apps/details?id=com.rappgames.Spider-Man>

Commenting on the campaign, **Tarun Arora, Country Head , Danone Narang Beverages**, said

“The association of B'lue and The Amazing Spider-Man 2 has been a phenomenal success, with the game having significantly surpassed all benchmarks in the branded games category. What's more important is how the game has beautifully integrated the 'At Your Best' brand proposition of B'lue with ‘The Amazing Spider-Man 2’. This game and the association has been a great win for all the stakeholders and we are thrilled about the amazing response we’ve received”

Said **Sonal Dabral, Chairman & Chief Creative Officer, DDB Mudra Group**,

“Spider-Man and B'lue. One great super hero and one great product. The two had to come together without overwhelming one another. Exactly what this game so beautifully achieves. Added to this seamless integration is the simplicity of the concept. One potent mix that has turned this game and the brand into a runaway success. We are thrilled to see this tribe of fans grow each passing day.”

Venkat Mallik, President, RAPP India, said,

“B'lue is a fantastic product. Once you try it you cannot say no to it because it has such a great taste and is so refreshing and stimulating. When we were designing the game using the Amazing Spider-Man 2 franchise, we thought we would get initial success to coincide with the launch of the Amazing Spider-Man 2 movie, but the game has just been growing from strength to strength and continues to gain

numbers well into a few weeks after the movie's launch. Little did we realize that the game would be as sticky as the product is! We are extremely pleased with the success we have seen here – and it takes us one step closer to making B'lue an iconic Youth brand.'

Credits:

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