

THE OBJECTIVES

To create an engaging connection between young people and the communal hospital services, and familiarize them with the pharmaceutical delivery services.

To imbue the feeling of safety provided by Clalit by presenting the service as reliable, professional and adjusted to the modern-day needs of the patients.

Age Demographic - Young people aged 17+



RESULTS



120,000

Unique Players



600,000

Impressions



101 DAYS

of combined
playtime



55%

Retention Rate



5.5 MINUTES

Average Engagement Time



TRAILER



BRAND UPLIFT STUDY

5146 participants, aged 17+ with a 48% Female/ 52% Male gender split answered our survey.

The survey was performed twice, before the game integration and after the game integration.

Brand objective	Increase
BRAND AWARENESS	+10.38%↑
CATEGORY INTEREST	+0.55%↑
BRAND FAMILIARITY	+18.60%↑
PURCHASE INTENT	+11.75%↑