



THE OBJECTIVES

- **Introducing MyMax to Children and Teenagers through gaming,** by creating a cool and young brand identity.
- **The campaign's main message:** MyMax gives you the power to run your own budget freely and enjoy the freedom to make your own financial decisions
- **Target audience:** Players aged 6-19



RESULTS

 **107,152**
Unique Players

 **1,000,000**
Impressions

 **412,002**
Engagements

 **3.8 MINUTES**
Average Engagement Time



CASE STUDY

- ➡ 2000 participants, aged 6-19 with a 42% Female/ 58% 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	+0.6%↑
CATEGORY INTEREST	+3.6%↑
BRAND FAMILIARITY	+5.9%↑
PURCHASE INTENT	+3.9%↑
BRAND PERCEPTION	+1.6%↑