

# Promoting products and enhancing brand reputation through game

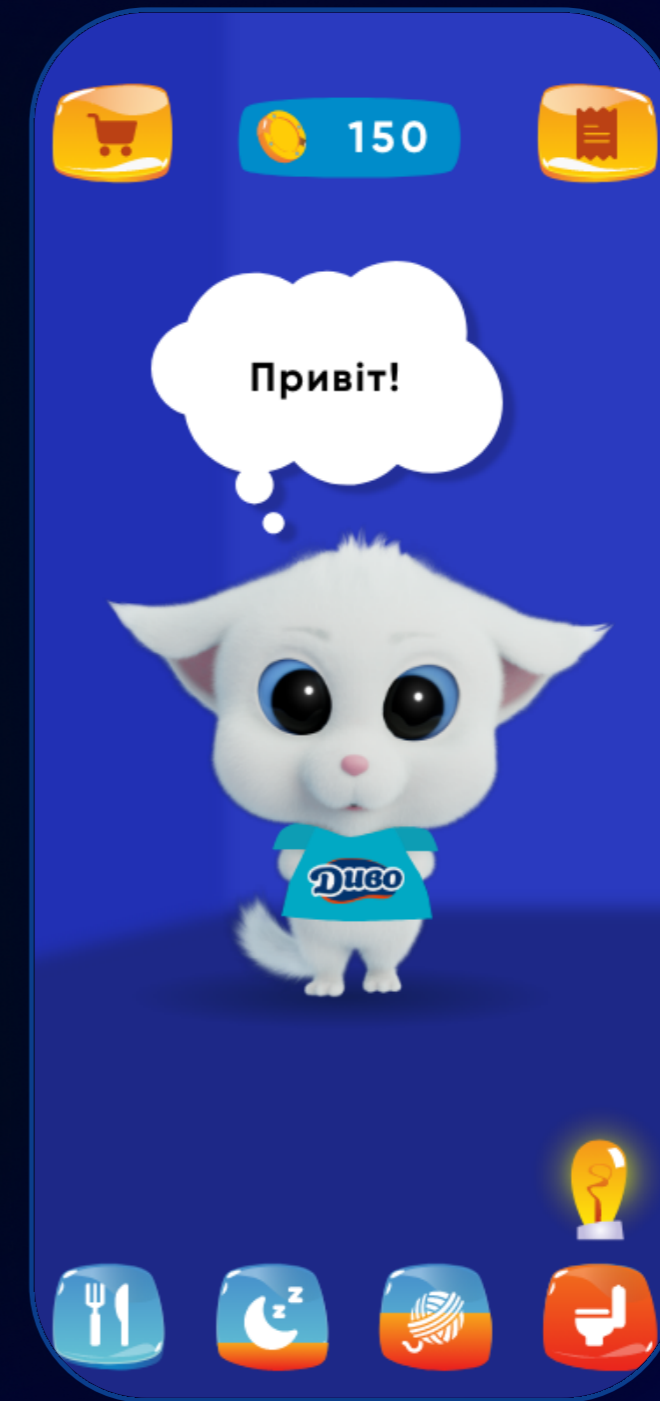


# Our task

Together with the client, it was developed the concept of a application that would be not only a game for the child, but also teach the **basic hygiene rules**.

When using our application, young children from 3 to 8 years old can learn how to take care of a real **virtual friend**. To do this, it is important to periodically log into the app and spend time with their pet. The player can feed him, pet him, talk to him, and just play.

Moreover, the client gets a unique application to **attract new customers**. The game does not just **promote the client's brand**, but also does the important job of teaching the younger generation the basic hygiene rules.



# Easy to understand interface

Червоний диван  
Баланс: 150

245  
КУПИТИ

Що робити далі?

- ПОМИТИ ЛАПКИ
- ПОМИТИ І ВИТЕРТИ ЛАПКИ
- ВИЙТИ

65%

Icons: bowl of food, toilet, sleep, fork and knife, shopping cart

Дивинка

Дивинка

65%

# Home Screen

The game doesn't have many rooms and clutter. Everything was designed in a **low-key style** to make the interface as easy and quick to understand as possible. The main character is located on the main screen. The player can personalize their cat, dressing him in clothes, arranging different furniture and even decorations. The game provides a **store** with different add-ons: codes and the information about the player's balance.



# Bonuses

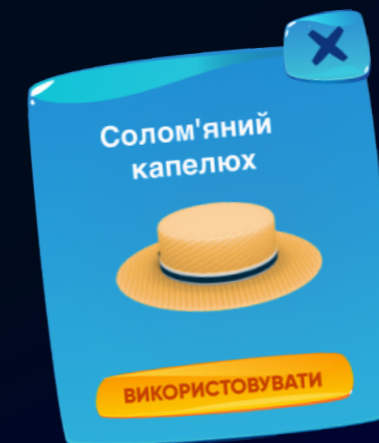
It is possible to receive **nice bonuses** in the special section using codes. By purchasing the brand's products, each customer receives a certain code. The sequence of letters and numbers should be entered in the game. Users can get different bonuses (clothes for the character, decorations for the room and even furniture for the comfort of their kitty) **for free** in the game in a specific section.

The code-entry function is made **as simple as possible**, and it does not require too much time. Additional items will be added in the future to the application.



## Getting an item

Here we have shown what it looks like to receive an item after entering the code received when purchasing a brand-name product. All this is accompanied not only by a bright picture, but also by a pleasant celebration melody. The player will be able to **use** immediately **the received item**. For example, hang it on a neutral background if it's a picture or dress up their cat in a new outfit if they win clothes.



# Store

The store's interface is structured as simple as possible. There are **many sections in the store**, including room decorations (different furniture), pictures, clothes, and accessories for the cat. Furniture and accessories can be bought for in-game currency.

The question immediately arises: **how to get these virtual coins?** To do this, it is enough to periodically enter into the game and take care of the pet. For example, you will get coins if you feed your cat with goodies.

By the way, every item obtained or bought for coins can be immediately used. All additions are **automatically** displayed in the room or on the character.



# Game mechanic



The game screen has **4 icons** that display specific actions. It is possible to feed the cat, play with him, take him to the toilet or put him to bed.



Exclamation marks may appear above the action pictures. They signal that the kitty needs **your help**.



When the icon is filled to more than 25%, you can **activate the animation**. In this way, the player can watch the cat eat or perform any other action.

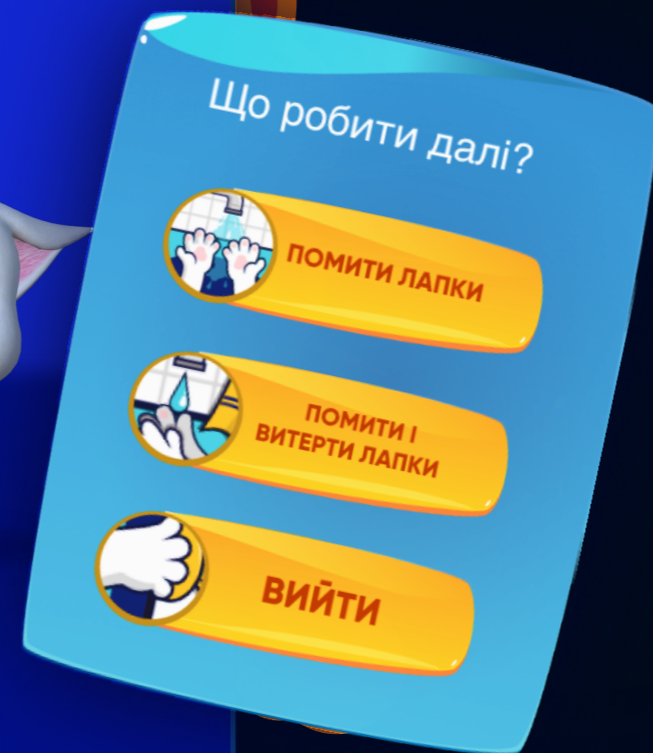


At the same time the actions are performed at different speeds. By the way, after completing tasks there is the opportunity to perform some **additional actions**.



# Take care of your kitty

At this stage, the players choose what the cat should do next. For example, after the toilet it is necessary to **wash hands and wipe them**. The player can also choose to "Leave". Each animation has questions. The more correct answer the player chooses, the more coins will be received as a **reward**.



## What came out?

As a result, we got a unique and vibrant game using the **Unity engine**. A lot of work has been done, and as result the application provides **high-quality animations**. Children will enter the game every day to take care of their virtual pets. In this way, the child can learn an important topic: **hygiene**.

The social message and **motivation to buy brand products** are the key benefits of the game. Post-purchase incentives in the form of codes and additional in-game gifts have become a great solution for product promotion.



# Technology stack

Programming languages



Swift for iOS

Data bases




Debian

Apache

REST+JSON

Language versions

Українська



If you have any questions or wishes, please contact us in any way convenient for you.



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