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CASE STUDY RED VINES



THE CHALLENGE

Focus upon the current market trend for brand interaction with widgets and games by creating a 'smart' downloadable desktop widget that will engage consumers to interact with the brand on a daily basis.

THE SOLUTION

With DW's custom widget the consumer is exposed to a daily sweepstakes giveaway of a Red Vines product, focused upon answering a Question of the Day feature about the brand. Also featured from the widget are additional brand assets from a 2006 Art Contest with hot links back to the web to enter into the new 2008 Art Contest, to the Red Vines art gallery of previous Art Contest winners and to the Red Vines website.

THE RESULT

Great tool for the brand –allowing daily consumer interaction from a computer desktop.