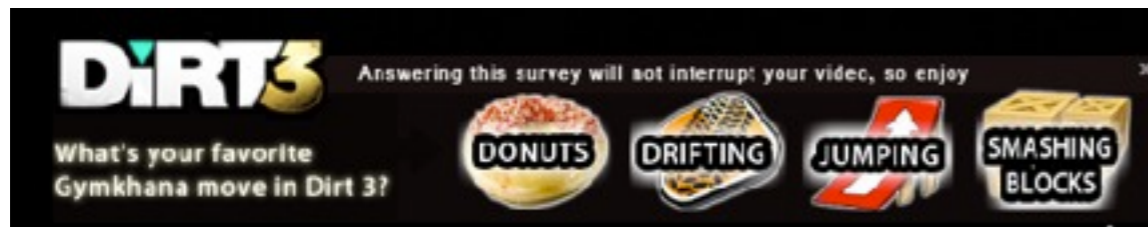


# Case Study: CodeMasters F1 Racing

To showcase its latest addition to its family of racing games, CodeMasters tasked 140Fire to develop an online video campaign that created brand awareness and fan interaction with the game's newest features. (Sept. 2011)

CodeMasters worked with 140Fire to power their entire video campaign by leveraging some powerful engagement features; including dynamic polling during video ads (DataRoll) with live results broken down by publisher, features, location and more . By utilizing five different DataRoll units, CodeMasters quickly was able to realize exactly which video publisher's audiences were interested in their new game, and of the consumers who engaged, which features they were interested in the most.

The ad units performed far beyond client expectations, engaging unique viewers at an average rate of 8-10%. On a purchase of 10,000,000 impressions, CodeMaster's was able to extrapolate 800,000 responses from their target audience over the course of 4 weeks. That's 800k more things they now know about their customers than their competitor and a confidence builder that they know their media was ran in the right place. 140Fire was also able to prove that after a viewer had engaged with a DataRoll unit, that they were more than 3 times as willing to click on the ad to learn more. On average, the campaign CTR was almost 2%.



## Advanced Results:

- \*\* 8-10% Interaction Rates
- \*\* 2x CTR over Industry Average
- \*\* 800,000 Data Points In 1 Month

# Case Study: CodeMasters F1 Racing

## Campaign Example



(engaging poll)



(real-time results)