

The pollinator

The Co-operative and Manchester based marketing company, Refinery, have created a fun gaming app highlighting the plight of the honeybee, whose numbers have drastically declined in recent years.



Refinery, working in conjunction with Salford based creative production studio Mi, produced the game as part of The Co-operative's Plan Bee Campaign. "The Pollinator" game features a superhero bee sent back from the future to save bees from extinction. The free game is available for iPhone, iPad and iPod Touch and can be downloaded from the App Store.

Set to the Flight of the Bumblebee music, The Pollinator game challenges players to move through three outdoor scenes - countryside, garden and urban - collecting as many bees as they can, whilst avoiding dangers such as wasps, rain and Varroa mites - highlighting some of the hazards facing bees in real life.

Players can share their scores through Facebook and Twitter and compete to see who can save the most bees. The app communicates tips on how to help bees in your own garden, such as keeping plants well watered to ensure they produce lots of nectar for bees, which pop up at the end of each level.

It's being promoted through PR, Facebook advertising and social channels, The Co-operative's customer magazine and email marketing, on the brand's website and at member events taking place throughout the summer. A promotional video is also being used to demonstrate the app.

The co-operative aim to help build awareness of the issues facing honey bees and other pollinators. The game gets an important message across in a fun way and will spread among core target audiences through social channels.

The Plan Bee campaign also saw the brand give away free packs of wildflower seeds, to help pollinators, via their UK Facebook page.

Results

The Plan Bee Facebook page has 3365 likes and the YouTube promotional video has been viewed 148 times. (24 May 2012)

The App has achieved a five star rating on the Apple Store listing.

External link

<https://www.facebook.com/planbeecampaign>

For more, visit: <https://www.bizcommunity.com>