



Chill Creative Portfolio

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DUPONT™
AT
COSMOPROF
ASIA
HALL 5G - F1D
NOVEMBER 12-14, 2014



PERFORMANCE
BENEFITS



Gamification to Engage with Audiences

An innovative way of promoting PVC materials to designers in an exhibition setting.

Client

DuPont

Scope

- Programming
- Interactive games
- Exhibition booth design
- Interactive design



Gamification to Engage with Audiences

Design Your Perfume Bottle

Including an interactive game at an exhibition booth lets guests engage with the brand in a memorable way. DuPont developed a new resin material with functional and decorative qualities ideal for perfume and cosmetic packaging, and we developed a game to give the visuals a new kind of life. By selecting parts for perfume bottle design, players can personally see the range of possibilities the product offers.

The digital format of the game offers other advantages. The potential for further usage in future exhibitions makes it a cost-effective option, and sharing the game's results on social media allows the brand to extend its reach from a local exhibition to worldwide audiences online.

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