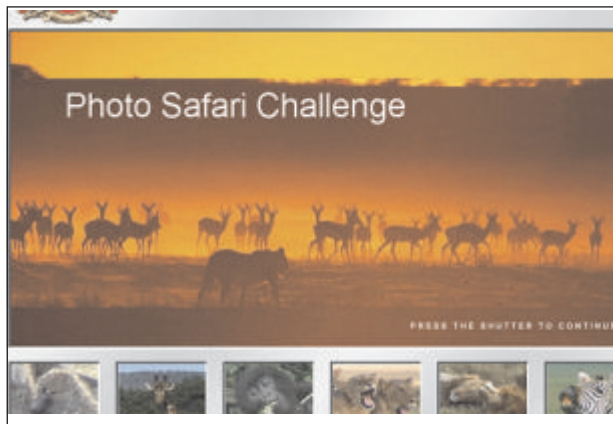


# Chivas Regal



**Project: Chivas Regal (Game)**

**Duration: 1.5 months**



## Short Description

The Chivas Regal game was developed as a marketing strategy. It is a very interesting and simple game that captivates the player through interesting video clips related to wild animals. The game contained more than 15 video clips out of which 6 were played randomly. The player is required to take six best pictures and win points.

## Need

The company Chivas Regal wanted a game that was meant for sales promotion of its various products specially Chivas Regal drinks. It was a part of the marketing strategy of the company. The game was meant to be hosted at the International Airports and played by visitors.

## Challenge

The game was Flash based and took 1.5 months development time. Being part of this project was an interesting experience for the Netsmartz team. A few significant tasks and features of the game were:

- Audio/Video integration.
- Compressing the large video clips in order to reduce the file size.
- Certain sections were to be developed for the player while some were meant for the Host/Hostess to record details, editing game rules, and prize details.
- A section where the user could enter data or it could be entered by the host/hostess later manually was to be developed.
- Coding to develop a reporting system that would generate reports in .csv format (spread sheet). The sheet would include information of the numbers of times the game was played, user's name and address.

## Solution

The Chivas Regal game is an engrossing game that holds the player through interesting video clips related to wild animals. The game contained more than 15 video clips out of which six were played randomly. These clips were brought to life by the jungle sound effects that played in the background. The player was required to 'shoot 6 best pictures' from animated video clips and win points based on the shot, angle, and close up of the picture, etc. The best shot could win him 2500 points. After the game, the user is required to fill some details about himself and answer a few questions about his liking for the Chivas Regal products etc. The game could be customized and the details such as Competition Terms and Conditions and prize details could be edited easily by the

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host/hostess.

## Technologies Used

- Programming languages: Flash ActionScript, XML
- Platform: Windows XP
- IDE: Macromedia FlashMx2004, SWF Studio
- Documentation: Microsoft Word, Microsoft Excel, Microsoft Powerpoint

## Benefits

- The game was an effective part of the sales promotion campaign of Chivas Regal products.

- The company could get a database of the customers.
- The number of users and number of times the game was played at different locations could be tracked easily.
- The videos of the animals kept the player engrossed.
- The reporting system was very useful to keep the record.
- Easy customizing of game rules.
- Competition rules could be edited easily.