



5 SECONDS OF SUMMER

INTERACTIVE / DESIGN / CREATIVE DIRECTION

CASE STUDY

CAMPAIGN OVERVIEW:

5 SECONDS OF SUMMER | THE ROAD TO DERP CON

Leading up to the release **5 Second Of Summer's** debut album and their first annual Derpcon convention. We concept and launched a 10 level game highlighting cities across the world where the band was touring. Fans were able to choose their favorite member of the band (each with their own special power) and embark on the '**Road To Derpcon**' fending off various ninjas, bullies, and hot dog dinosaurs while collecting all the power ups and invincibility shields along the way.



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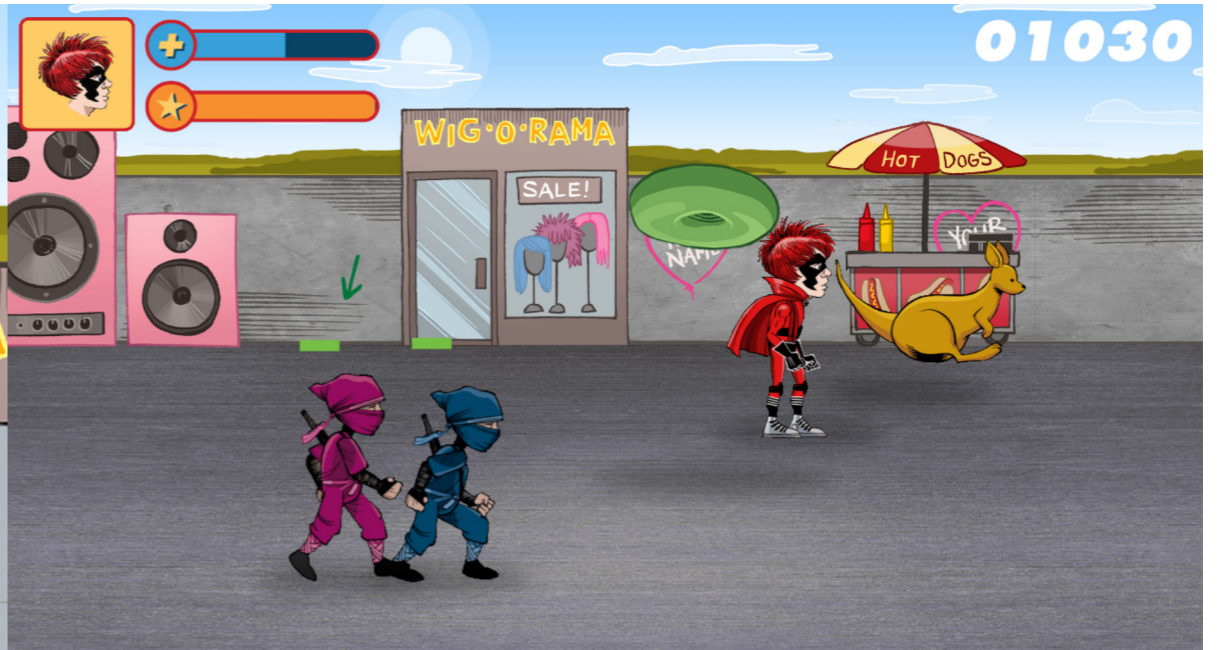


THE ROAD TO DERP CON

The goal is simple: the more you play, the more points you get. Beat all the levels and have the most points and win a flyaway for you and a friend to Derpcon. We ran the contest for both US fans and globally, giving 4 lucky fans the chance to meet their idols and attend the first ever Derpcon.



ARE YOU READY TO HIT THE ROAD TO DERP CON?



Road To Derpcon ran for about 6 weeks, with new levels being released every couple weeks. The game received over 500k unique visitors, with fans spending an average time of almost 5:20 on the page, and was fully optimized for mobile; almost 40% of our traffic was from fans on their phones.

SELECT YOUR SUPERHERO



MICHAEL



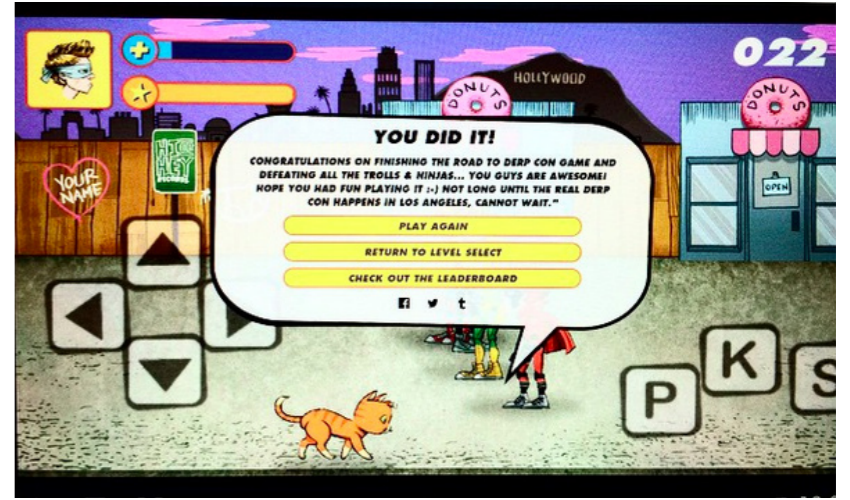
LUKE



CALUM



ASHTON





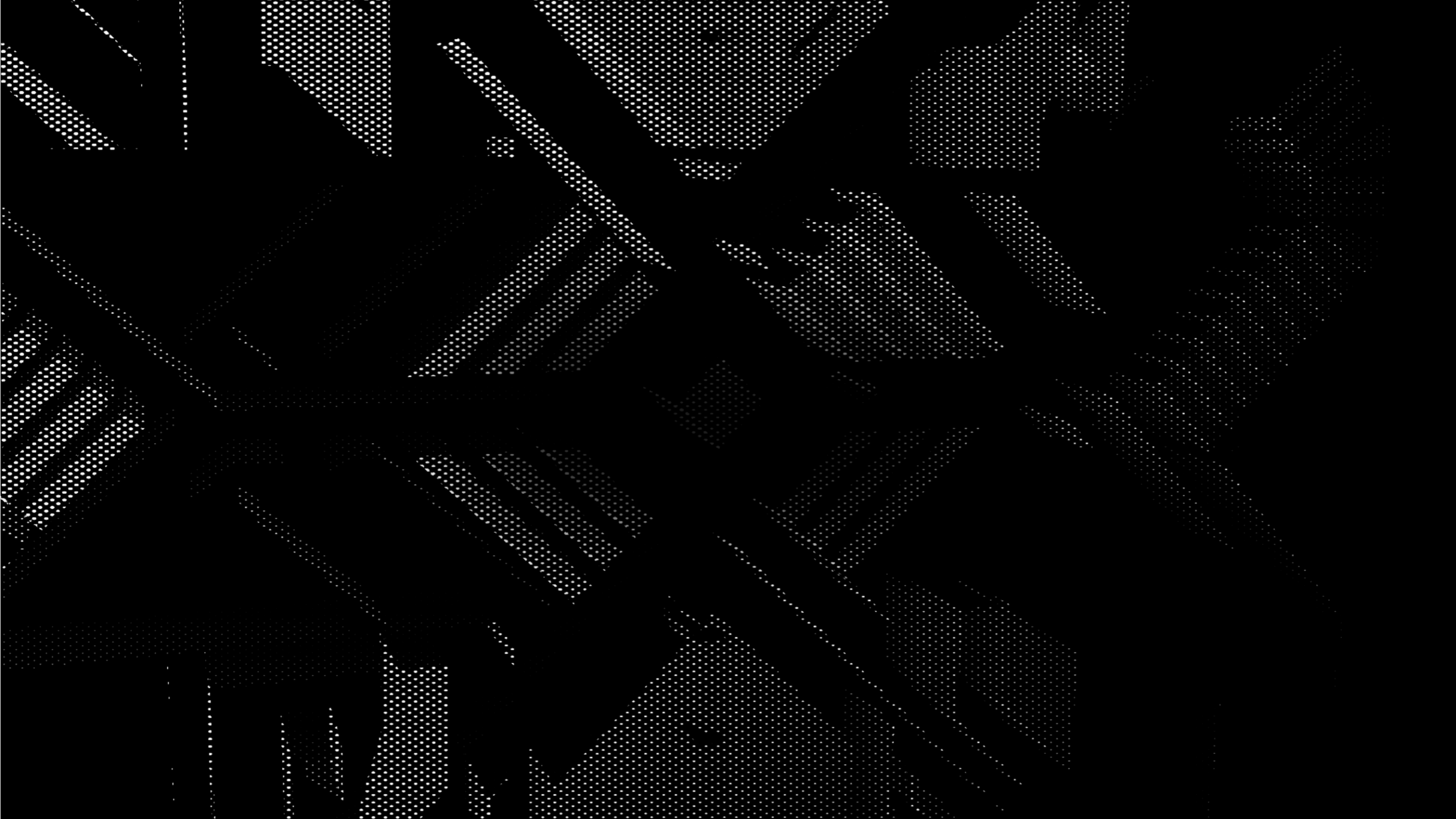
SOCIAL CLICK THRU



UNIQUE USERS



VISITS



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THANK YOU

The End