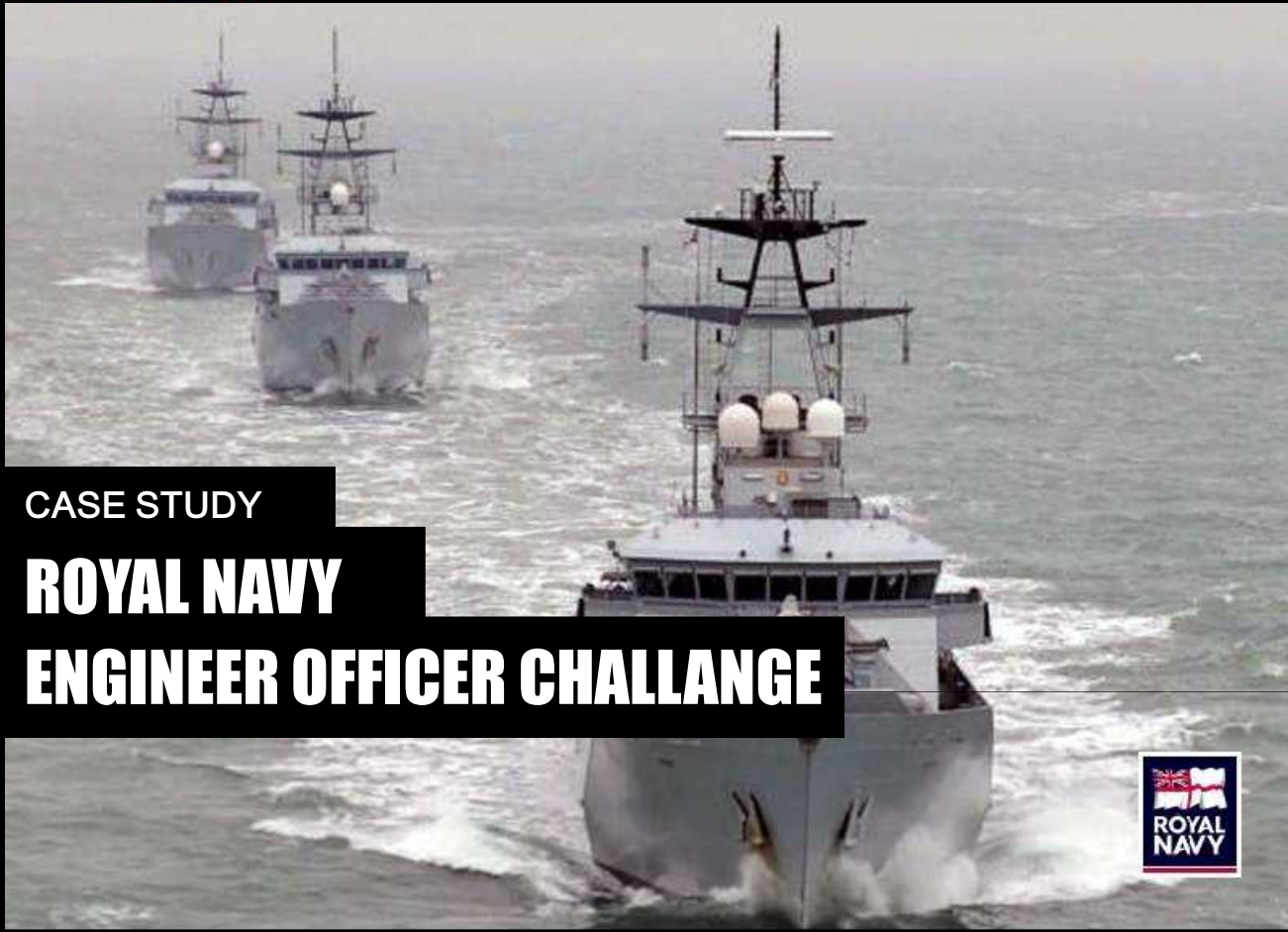


InSocial



CASE STUDY

ROYAL NAVY ENGINEER OFFICER CHALLENGE

The challenge

Drive awareness and downloads of the interactive Game to recruit engineers to the Royal Navy.

Marvellous created an interactive game played across an iPhone App and Facebook widget to simulate real-life missions facing Engineering Officers.

Online and offline media relations focused on trade, consumer and engineering using *InSocial Media News Release*.

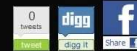
Blogger outreach programme to recent graduate and science engineers.

Twitter campaign, Forum and Bulletin Board management and Video seeding.



ROYAL NAVY RECRUITS MARINE ENGINEERS VIA SOCIAL MEDIA CHALLENGE

Company RSS Feed



The Central Office of Information (COI) in collaboration with creative agencies, Marvellous and Glue, is helping the Royal Navy attract the best engineering talent to become officers through an interactive challenge played across an iPhone app and Facebook widget.

Core Facts

1. The Royal Navy Engineer Officer Challenge, will put potential recruits through their paces with 5 interactive missions - each based on realistic Royal Navy training tasks. Utilising features including the iPhone's touch screen interface and accelerometer, some challenges are set aboard HMS Deter, urgently needing repairs.
2. As the Lieutenant in charge, the player makes crucial decisions, as they would as an Engineering Officer - from fixing the engine or preparing for a simulated missile attack, to re-wiring the radar system.
3. After each challenge the player is presented with video footage revealing the impact of their decisions in the task. Once completed their score is submitted to a leaderboard where they can challenge a friend or simply visit the Royal Navy website for more in-depth career information, or join the Royal Navy Facebook group.
4. The Facebook widget replicates the iPhone app in allowing users to get the feel for a virtual 3 hands on engineering experience, as well as enabling people to share among friends and start a discussion.
5. The Royal Navy Engineer Officer Challenge is available on the iPhone and iPod Touch and can be accessed via the iTunes app store. The widget can be downloaded from the Royal Navy Recruitment Facebook page, or the applications section on Facebook.

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Relevant links

- Royal Navy Engineer Officer Challenge
- Royal Navy facebook site
- Royal Navy careers
- Download the app via Apple app store
- Marvellous
- Marvellous YouTube channel

Categories

Gaming -> Web/online
Technology -> Gadgets/Mobile
Technology -> Web applications

Videos



Images



Quotes

When thinking of engineering careers potential candidates automatically default to civilian and commercial businesses so demonstrating how challenging and rewarding a Royal Navy Engineer Officer career can be was a key objective in this campaign.

Maxine Brown, Senior Interactive Services Manager at the Central Office of Information said:

With this campaign, we wanted to replicate the demands on Royal Navy Officers, and challenge people to see how they cope with solving complex engineering tasks under pressure. The iPhone is perfect to display complex technology and by planting the campaign across social media it's positioned where the next generation of Royal Navy Officers are right now.

Jon Carney, founder and CEO of Marvellous said:

Company information

Marvellous:
Embracing emerging digital channels such as mobile, social and online, Marvellous is a creative interactive agency that specialises in using technology in innovative ways to make new consumer connections.

Based in London, Amsterdam and Dublin, major clients include adidas, Coca-Cola, GSK, Guinness, Peugeot, Tiffany and Vodafone. The combination of marketing, creativity and technology has earned Marvellous industry-wide acclaim, including Webby, D&AD, and Cannes Lion awards in 2009.

You can follow Marvellous on Twitter @bemarvellous or on Facebook: bemarvellous.

Add New Comment

You are commenting as a Guest. Optional: Login below.



150

unique pieces of media coverage in first ten days with lead stories in top targets Wired, TechCrunch, Campaign, Young Engineer, iPhoneblog and ZDNet.

Media coverage



80,000

games downloaded via iTunes App Store, making Royal Navy Engineer Challenge a global top 30 iPhone App in the first week



Marketing

TechCrunch
LONDON

campaign

silicon.com

paidContent:UK
COVERING UK'S DIGITAL MEDIA ECONOMY

your career guide
...helping you decide

ZDNet

“InSocial’s seeding and online PR was critical for the success of this high profile campaign”

Jon Carney,
CEO of Marvellous