

Project : Orta-Kafa-Gol (Eng:Header Goal)



CODEMODEON
INNOVATIVE DIGITAL WORKS

Agency

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Codemodeon creates interactive experiences and makes custom video games for brands.

We offer a complete solution for advanced digital marketing experiences. Social media integration is an inseparable part of these applications.

We are focused on bringing the brand identity to the digital world by using gamification scenarios and social media integration suitable for the brand.

Client

NESİNE.COM

Since 2006 Nesine.com is one of the largest online legal betting platform in Turkey.

Nesine.com is a brand of DOL(Dogan Online).

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Brief

Events are one of the key marketing activities for “Nesine.com”. They wanted have a custom game specially designed for events which has to include connections with soccer and betting concept. Designed event game should have its own name which is catchy and reminiscent of the brand “Nesine.com”. Modular setup, easy relocation, competitive and being suitable for long term usage are the key points of the brief.

Focus Group:

People who love soccer and older than 18 years.

Idea

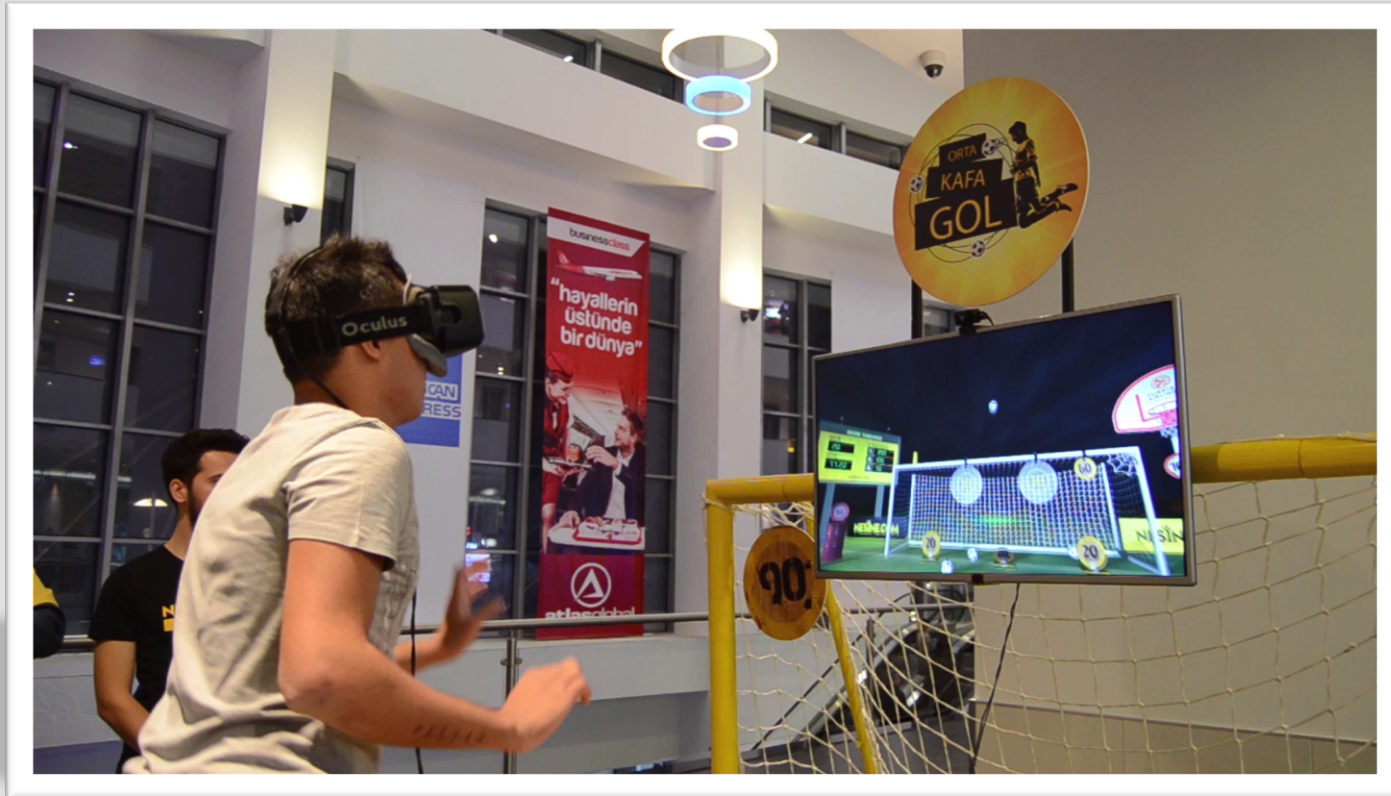
In virtual reality it's possible to create great immersive experiences. Considering our focus group which consists of soccer fans, we wanted to create a soccer game that fans will enjoy and compete.

We wanted them to utilize their header skills because using natural body movements as the main interaction boosts the competition between attendees who are avid fans of soccer.



Project – Video

Public Link: <https://vimeo.com/145413900>



Project – “Header Goal VR”

We developed a game that tracks your head movements and lets you interact with the virtual ball in the most natural way possible.

Oculus Rift and it's head tracking camera is used to achieve our goal.

Game is all about hitting the incoming balls with your head to destroy the various funny targets.

In game targets and theme is also reflected to the booth design.

To increase the fun factor we added special balls including basketball, inflatable beach ball which have different characteristics.



Project – Social Media

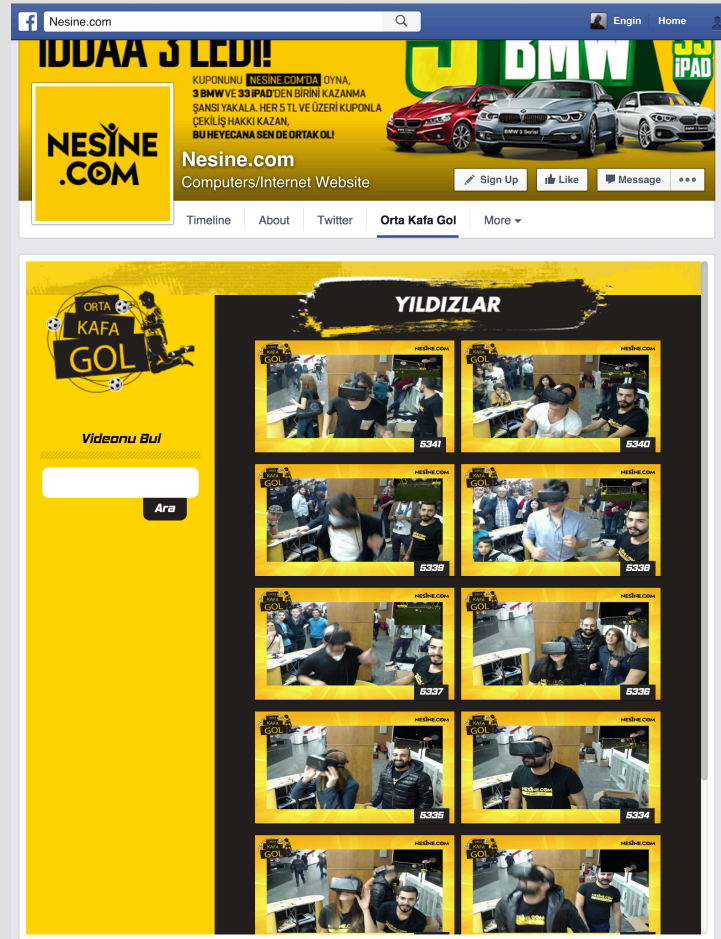
While experiencing virtual reality contents like “Header Goal” people have some much fun and want to share their experience with their friends. We developed a solution which does all the work to capture the fun.

A HD webcam is placed above the platform to record the player.

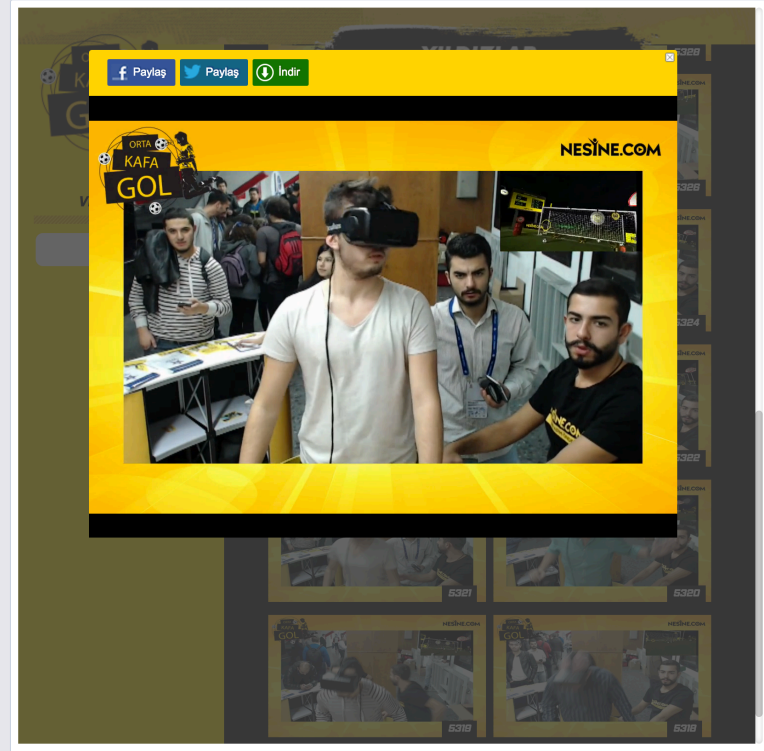
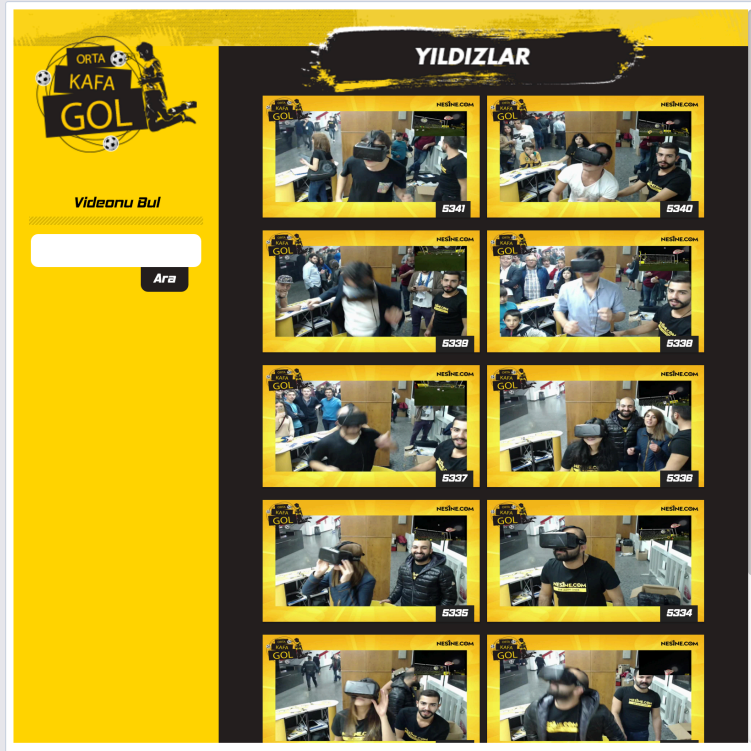
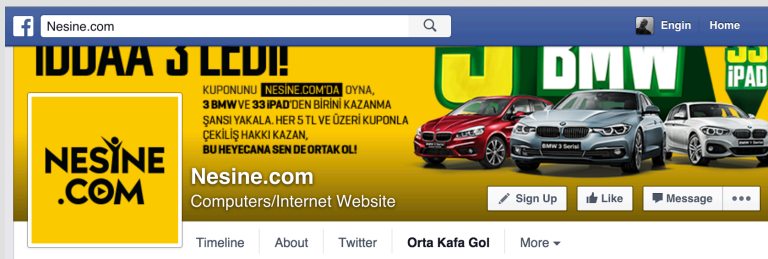
In-game view is also captured automatically and merged with the player’s video.

Generated video content is uploaded to the cloud and become accessible through an application inside brand’s Facebook page. Thus the players could find their videos online and share it with their friends just after the game.

A frame from the generated video is also printed and given to the attendee as a memory.



Project – Social Media



Project – Metrics

In 2 days:

- 280 football fans
- 100+ Facebook Tab visits
- 20+ social media shares

THANK YOU!

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