



Interactive Games

Renda Broadcasting has access to a variety of games that can be branded with a client's logo, advertising message and/or product images. This type of branding encourages interaction between consumers and brands by communicating the benefits of a product or service within a fun gaming environment. It's an excellent method to build brand awareness and increase the frequency of an advertising message as users repeatedly play the game.

Games can link to a contest registration or other such content upon completion.

Our inventory of repurposed games include:

Group A:

- Word Search
- Slider Puzzle
- Texas Hold 'em
- Connect 4

Group B:

- Slot Machine
- Basketball

Group C:

- Crack the Pin
- Timed Trivia
- Memory Match

Package Includes:

- Client branding within a game
- Content box to promote the game on the website
- Custom contest page
- Inclusion in email newsletters
- Inclusion in on-air promotional mentions

Best Use of this Application:

- Using the slot machine game to promote a casino / entertainment facility
- Promoting the use of credit / debit cards at a restaurant through the use of a break the pin game using the ATM template
- Branding a logo that isn't as recognized by putting it into the Connect 4 game pieces
- Promoting a new show or movie release by utilizing images in the card memory/concentration game

