



## MMA CASE STUDY

**SMARTIES**

# Untie the Knots

## Campaign Summary

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To differentiate from its competition and move to the forefront of consumer consideration, stomach pain medicine producer Buscopan created a mobile game that engaged users and positioned the brand in a more lighthearted manner than usual.

## Strategy

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### Objective and Context:

Buscopan is a medicine for all types of abdominal pain. But people only think of medicine when they feel pain and often reach for other options. The brand's challenge was to make people remember Buscopan even when they weren't in pain, effectively increasing the time they were actively engaged with the Buscopan brand.

### Target Audience:

The target audience was comprised of men and women, ages 18 to 44. This segment tended to think about medicine only when they were already in pain and were accustomed to trying different brands and categories — whatever was easiest and available at the moment they needed it.

### Creative Strategy:

In order to engage consumers in a new way, the brand created a game for tablet and mobile. The objective was simple: "Untie the Knots" in order to ease stomach pain. To do this, users memorized a sequence of sounds and colors emitted by the knots and tried to accurately repeat them. The game allowed users to compete with friends on Facebook to make the experience more social and fun.

It was the first game created for an abdominal pain reliever brand. This new approach enabled the audience to interact with the brand in disruptive and funny ways.

## Execution

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### Overall Campaign Execution:

One of the core challenges of this campaign was increasing the time consumers engaged Buscopan. Considering that time spent on mobile devices in Brazil has increased by 27 percent in the last 18 months, the brand focused on mobile and invested in the development of a game for mobile and tablet experiences. By making the brand visible via an "always on" mobile platform, the brand stood a better chance of being the brand on consumers' minds when they had abdominal pain.

### Mobile Execution:

There were no other relevant efforts in Buscopan's category for mobile apps. Most brands focused their strategies on TV, media performance, and point of purchase. No other pharmaceutical brand in Brazil had the chance to be in the consumer share of screen with a game. Buscopan's Untie the Knots app was a new way for the medicine brand to talk to its audience.

## Results

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The game was downloaded more than 150,000 times in the Apple App Store and Google Play during the first month, 148 percent of the initial goal. People spent an average of 8.5 minutes playing. The game also reached the Top 100 in the Google Play Arcade. Untie the Knots allowed the brand to talk about an unpleasant topic (pain) in a fun and enjoyable way, positioning the product as the solution to that pain.

## Source

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“Untie the Knots.” 2014 MMA Smarties Finalist In-App or Gaming Advertising. Brand: Boehringer/Buscopan. Lead Agency: SapientNitro.