

DEUTSCHE BANK



A TRADING GAME WITH GREEN ROOTS

Some projects you love doing and some you adore. The challenge of making a truly infinite game requires engaging game play, educational content and most importantly some rather complex algorithms. With our creative an technology heads on we went to work and produced a result which gained wonderful feedback.

WEBSITE & CAMPAIGN

- Game conceptualisation
- Competition based on highest score
- Random game play resulting in unique scenarios
- Real life gas, coal and oil markets
- Developing world investable projects such as solar
- Western green projects such as electric cars
- Buying and selling of carbon credits
- Content and player management
- Developed to deadline in 4 months.

BRIEF

The brief was to promote Deutsche Bank and engage the best students from the UK's top universities in a recruitment drive. CarterLondon was commissioned to conceptualise and deliver an engaging game which could be played infinite times to allow for prizes to be won by the highest scores..

STRATEGY

Our concept was to simulate life at the bank, whilst at the same time demonstrating Deutsche Bank's acute awareness of environmental issues. The collection of email address in the game was to be followed up by subsequent communications to ensure the best students were attracted.

IMPACT

The gameplay was based on trading carbon credits and investing in innovative green projects both in the developing and western world. The game had an average of three and a half hours playing time per student. It was subsequently rolled out in the US.

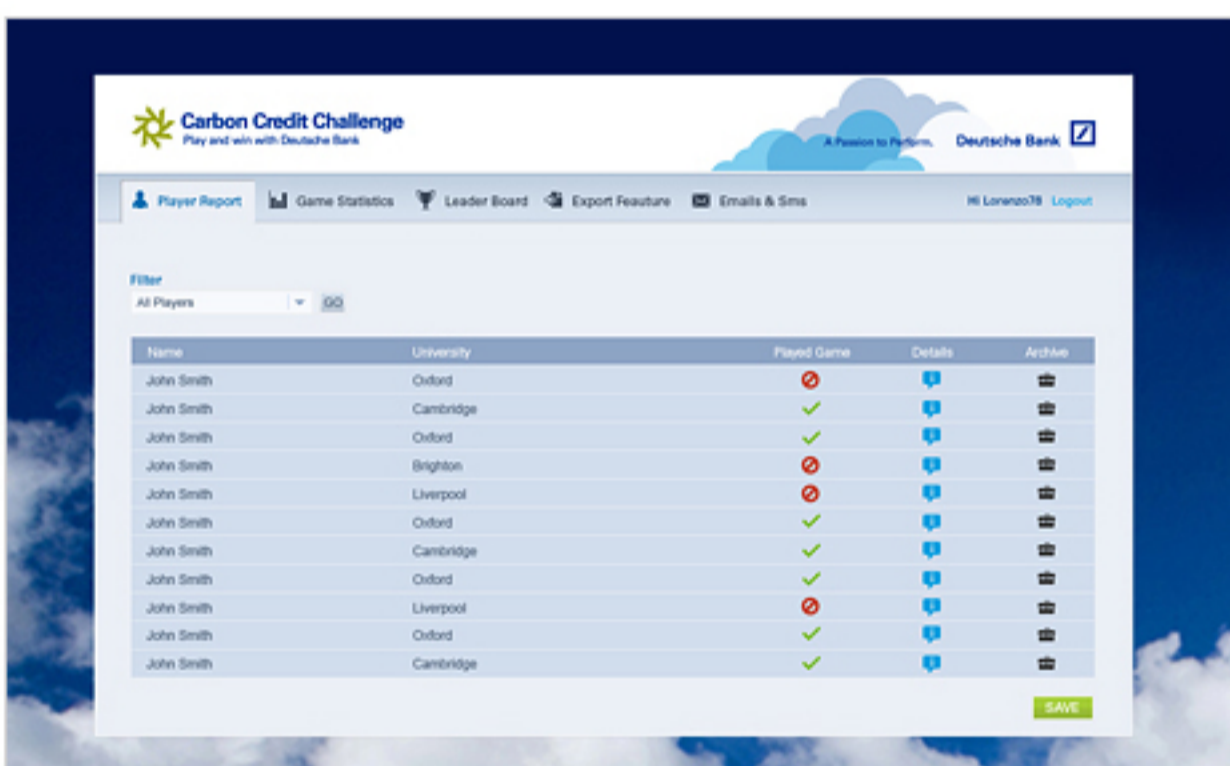
GAME PLATFORM



VIDEO COMMS



ALL IMPORTANT LEADER BOARD



INTERNAL MANAGEMENT SYSTEM

