

*Bring the X-BOX Game
Introduction to life*

PINATA



¡No les pegues, únete a ellas!

Create the Viva Piñata World

The Challenge

- Make Viva Piñata the Best Christmas gift for children and break through the competitive clutter

The Insight & Strategy

- All Mexico children know and love the Piñata.
- Introduce children to the piñata world with the biggest piñata ever made

Activation creates the world

- Sponsorship of Wizard Godfathers(Nickelodeon), Puzzle Inserts in magazines, Adwalls and School buses.
- Banners/buttons in Cartoon Network.com Lead to the Viva Piñata website revealing the Guinness World's Record of largest

Effectiveness

- Integrated campaign delivered the 2nd most sold Xbox videogame of the season; free media coverage; 2.6 million visits to website; a new generation of people who love XBOX



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