



Client: Heatwave Interactive (Platinum Life)

Campaign Type/Description: Advertorials and display ads

Campaign Duration: 6 weeks

Issue: The client wanted to reach an urban audience for their Platinum Life social game that was being released. The game is web based and could be played on their own domain as well as on Facebook. Because of this they wanted to attract an audience who was familiar with social gaming.

Solution: Black Web Media created a 6 week Social Gaming series for Heatwave that included advertorials (1-2 per week) that included tips on how to move to different levels of the Platinum Life game. In addition we also used the Social Gaming series that we created to feature background information on the company and the company's founders. Lastly, we incorporated general news on the social gaming industry as well as how one would go about starting a business in the billion dollar industry.

Results: Accompanied with the Social Gaming series the display ads performed extremely well garnering a .83% CTR on average with CTR ranging from .6%-1.5% throughout the campaign.



5 Tips for Living the "Life"

by Sherri L. Smith

April 14, 2010 View Comments



If you've been following my sojourn through the world of Platinum Life, you know I've encountered quite a few things. From creating my avatar to rocking my first performance and gaining my first few levels, it's been a fun and engaging experience. If you haven't done so, I encourage you to kill a couple of [...]

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Omarion Living the Platinum Life

by Sherri L. Smith

April 8, 2010 View Comments



And he's loving it, to borrow from a certain fast food chain's catchphrase. An avid gamer, the singer, dancer/actor Omarion is one of the artists featured in Platinum Life. "The concept is great...Platinum Life is an introduction to the drama that [artists] encounter in the industry. There's budgeting, competition, and drama. It involves a lot [...]

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Platinum Hustle: Handling Business

by Sherri L. Smith

April 2, 2010 View Comments



In the world of social gaming, if it don't make dollars, then it don't make sense. Sure, you're having fun moving up the leaderboard. I mean who can resist the thrill of showing the competition why you're the best there is, was, and ever will be? But lets face it, leveling up and battling are [...]

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