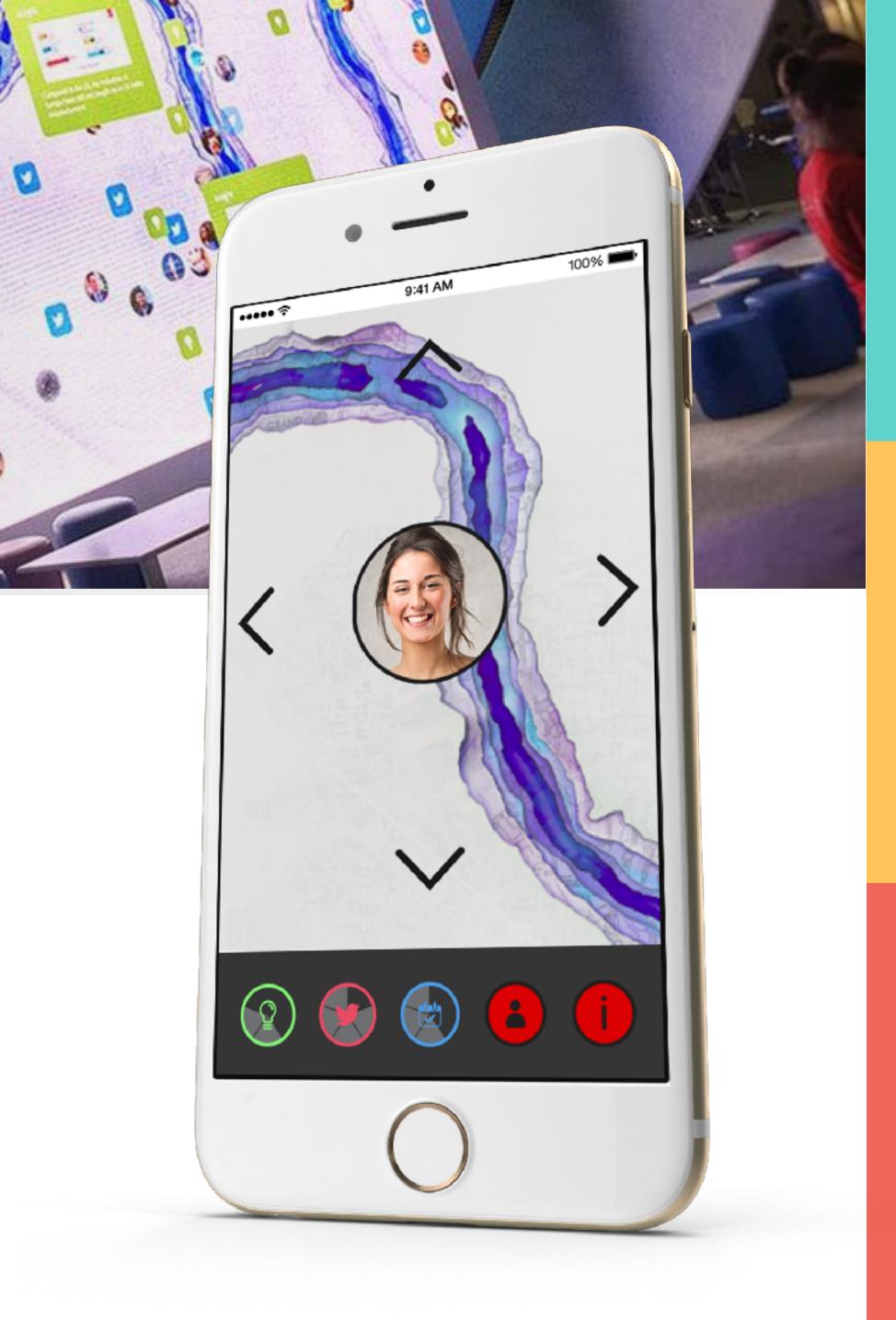# VISUALVOICE®

ADOBE
#ADOBESUMMIT

Challenge

Increase public engagement

UGC collection

Gather user insights

Solution

Users at the event were asked to tweet #AdobeSummit and received instantly a response with a link to a game. The game interlinked Twitter and put the user in control of their avatar. This resulted in a 50% increase on the previous years activity and global buy in from Adobe with the game travelling around the world.

22 548
in game collisions

5 312
Unique Players

16 016
game plays