

Project Profile

**Location:**

Israel

Project:

Kan Games

Industry:

IT

Technologies / Platform:

- Android 2.2+
- iPhone iOS 5
- Mantis Bug Tracker
- Basecamp

Business Benefits:**Customer/Consumer**

- Enhanced Brand connection
- Enhance Delek's service marketing and reach
- Boost in-store sales
- Boost gas station revenue

Client

Kankado is a mobile application development company located in Herzelia Pituach, Israel. By combining a high-level of creativity and design, with cutting-edge mobile technology, Kankado delivers its customers the mobile edge they seek in their applications.

Business Needs

To create four different games targeted at the age group from 5-12. These promotional games are developed with a prime objective to increase the brand awareness / create a strong brand connection with children and indirectly assisting in increase sales at various gas stations for Delek.

RapidSoft's Role

The job was sub contracted to Rapidsoft. It implemented the solution by creating a 2D game engine and leveraging it to create the desired four games.

Solution Overview

- **Catch Game:** Game is conceived creating variety of eggs which will be popping from all areas of the screen and player has to tap on these to score points. Different types of eggs have different points.
- **Score Game:** Players have to score the goal to earn points. There are three different levels in this game with different goalkeepers.
- **Star Game:** In this game player has to shoot down the satellites from his gun on a rocket and escape from Asteroids as they cannot be destroyed.
- **Speed Game:** In this game, player rides a racing car and earns the points by collecting the symbols on the road. Player also has to escape from Wooden Logs, barriers and oil on the road set as obstacles.

Highlights:

- **In-Game Promotions:** Game has been provisioned to enable players win the coupons in the game which have the details of the free prize they have won.
- **Increased Brand connection:** Game play of four games has been designed and implemented in way to enhance Delek's Brand awareness and connection with not only the children but eventually help Delek to engage with customers.
- **Boost Sales:** Prime aim of the games is to add happiness in life of children and also assist Delek to increase sales by providing players to redeem prizes at convenient stores located at gas station hence increasing changes of more frequent gas refills at the gas station.