

SLURP SPORTS

BACKGROUND

AFTER 56 YEARS, INDONESIA ONCE AGAIN HOSTED THE ASIAN GAMES. MANY INDONESIAN BRANDS TOOK PART IN IT TO MAKE SURE INDONESIA IS SEEN BY THE ENTIRE WORLD.

CHALLENGE

HOW TO MAKE INDONESIA'S LEADING INSTANT CUP NOODLE, POP MIE BREAKS THROUGH THIS CLUTTER?

IDEA

WE CREATED THE GAME DURING THE GAME TO LET EVERYONE TASTE THE GAME.

THE FIRST-EVER SLURPING-BASED MOBILE GAME IN INDONESIA



More than **1,800 slurp athletes** acquired during Asian Games

Generated **348,322 SLURPS!**
Equivalent to **29,000 cups!**

Total playtime **830 Hours**

SLURP!
SLURP!

SLURP!
SLURP!



POP MIE