

Tribal DDB and 3RD Sense deliver online promotional vehicle to attract potential students for the University of Technology, Sydney

UTS Thinks Laterally About Student Recruitment With The Box

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BREAKING

CAMPAIGN

SYDNEY, Australia June

23, 2009 - 3RD

Sense, which operates the successful play platform Fizzy.com, and develops games and online apps for consumers and innovative brands worldwide, today announced the launch of a new game and promotional website called The Box. The promotion was created for The University of Technology in Sydney which was looking for an effective way to attract prospective students to its courses in the faculties of Engineering and Information Technology. The project objective was to engage online audiences, especially gen-Ys with a multi-level puzzle game that encourages the player to think outside the box. The puzzle game format was chosen because complex problem solving is a highly desirable requirement for students of engineering and IT. The Box is a multi-level puzzle game that sees you guiding a cute mononaut out of The Box to escape to UTS and avoid a life of boredom! The game has 25 levels, including five training levels as well as a level editor allowing users to generate their own levels. Social media tools have also been incorporated with players high scores highlighted online through microblogging tool Twitter (http://twitter.com/UTS_TheBox) Colin Cardwell, CEO at 3RD Sense said, We created this game to engage leftbrain thinking and a sense of interest in problem solving. We hope visitors to the site will find the game fun and addictive enough to share it with their friends. Our ultimate aim is to spark the interest of gamers and drive them to the UTS Engineering and IT faculty sites where they can discover what the university has to offer them in terms of a future career. To try and escape The Box for yourself, visit the website at: <http://thebox.feit.uts.edu.au/MULTIMEDIA>

ELEMENTS:Game

screenshots and spokesperson photographs supporting the story are available for download here: <http://picasaweb.google.com/spectrum261/3rdSenseTheBox#> Please contact Saxon Shirley, Spectrum

Communications (+61 408 228 077) to arrange an interview. ABOUT 3RD SENSE:3RD Sense creates casual games for its Fizzy.com website which is aimed at consumers, advertisers and game developers. The success of the site is reflected in the numbers with over 1 million visitors and 35 million ads served each month, plus a growing member base of over 360,000. Advertisers and game developers are drawn to Fizzy.com because of the large and growing audience, their high levels of engagement with the site and their wide demographic range. For more information, please visit www.3rdsense.com For games that tickle your nose, please visit www.fizzy.com