



Headplay Case Study

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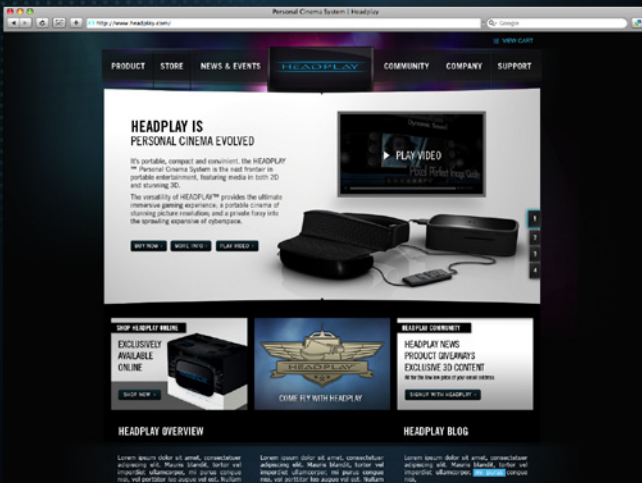
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Up-close and Personal. And that's just their website.

Headplay tasked Pump with building an up-close-and-personal interactive website that equaled their mind-blowing Personal Cinema System. The site had to allow easy purchases and downloads, accept continual technology updates, and visually connect a community of avid and growing fans.

www.headplay.com

It's a Big Screen for Your Brain

What is Headplay? Literally, it's personal-viewing headgear that places a 2D/3D screen right in front of your eyes. It gives you up-close viewing of movies and games, and goes where you go—assuming you don't need to see where you're going. GEEK Magazine called it “the biggest big screen your brain can handle.”

With gaining international recognition, Headplay needed to keep on top of their game with a re-brand, a new design and a community platform among other things that make movie-watchers and gamers so happy. With their product available only online, their site had to be cutting-edge to keep up to evolving technologies in the digital and gaming world and to reach other markets.

Build a Jaw-dropping Site, and They Will Come

Movie-enthusiasts and gamers know quality when they see it. Pump designed the Headplay site for futuristic, sleek visual appeal and with strong information architecture that indicates the stunning experience of their viewing product. The site's features include incredible flash features, a well-organized e-commerce system, blogs, news and podcast features, while still allowing for high search-engine accessibility.

Online Contests Create Buzz

We developed and marketed online contests to build buzz around the Headplay unit. Contest microsites, flash-players and links to and from partner companies, social websites, and video channels such as Youtube were incorporated to lend credibility and increase exposure. Everybody loves a contest, especially with online partner bundles and free Headplay units as the prize—the interest generated more site traffic and enticed users to stay onsite longer.

Social Gaming Network Gives Serious Product Feedback

Avid gamers love to share information. Pump created an easy-to-search, 3D-gaming information hub that allows users to share information, tips and reviews on the Headplay system—as well as access a set-up guide. It also acts as a free testing-forum for Headplay, providing valuable information to improve their technology and foster future product interest.

Services utilized

- Content Management System
- E-commerce Integration
- Online Product Registration
- Community Forum
- Blog & Podcast
- Internet Marketing
- Contest Micro Site
- Gaming Review Site
- Email Marketing
- Custom Desktop Application



» getthecockpit.com



» headplaygaming.com