

# PRESS RELEASE



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## **GO CRAZY WITH NEW ADVERPUTT**

Lead Animator of the Oscar nominated 'This Way Up' - Reece Millidge of 'Damp Gnat' launches his new creation 'Adverputt'.

Based on the latest craze 'Advergaming', which is the practice of using games to advertise and engage users with a brand, 'Adverputt' aims to do just that in a fun and tactile way!

Reece has devised the online game for companies to place their branding on a selected mini-golf hole which users play over. There are 12 holes in total, and when you complete a hole you are given your par score and also more information about the company products or services, featuring an external link to their company website.

Reece explains - "Adverputt embraces hyper-commercialism as an aesthetic. It was inspired by the fusion of design & promotion in heavily branded racing sports and a reaction to ugly ad ridden websites".

3 good reasons to adopt Advergaming in your marketing strategies...

1. Allows users to interact with your branding in a fun and engaging way
2. Adds a viral asset to your website or blog to drive more traffic to your site and keeps visitors on your website longer
3. Burger King launched 3 Advergames and saw a 40% increase in Burger King's profits during the quarter in which the games were released

To celebrate the release of Adverputt, Damp Gnat is offering an Introductory Special Offer. All 12 holes will be sponsored for 2 weeks for FREE by the top 12 website owners who's links send the highest number of NEW visitors to [www.adverputt.com](http://www.adverputt.com) by midnight GMT on May 7th 2010.

Thereafter all holes will be available to purchase per month. For more information on how to purchase or to just have some fun playing the game visit: <http://www.adverputt.com>

Adverputt FAQs can be found on <http://www.adverputt.com/adverputtfaq>

Reece has also launched 'Microputt'. A mini version of Adverputt for anyone to customise and host on their own site for free. For more information on how to obtain your FREE Microputt game visit: <http://www.dampgnat.com/microputt>

Microputt FAQs can be found on <http://www.dampgnat.com/microputtfaq>

**\*\*\*\*\*ENDS\*\*\*\*\***

## Notes to Editor about Damp Gnat:

- Reece was Head of Animation & Compositing for Nexus Productions on many successful TV commercials such as the multi award winning 'Honda Hate' and feature films such as 'Thunderbirds' & 'Lemony Snicket' and Oscar nominated short 'This Way Up' <http://www.thiswayupmovie.com>
- Damp Gnat is a creative hub for showcasing Film, Animation, Novel and Game related articles, links and original material. Established in 2007 [www.dampgnat.com](http://www.dampgnat.com)
- Stilton Studios produce online marketing/communications for Damp Gnat. Stilton Studios are specialists in digital media [www.stiltonstudios.com](http://www.stiltonstudios.com)
- Graduated with an MA in Animation at the Royal College of Art in 1998.
- Portfolio: [www.dampgnat.com/reece](http://www.dampgnat.com/reece)
- Reece Millidge on IMDB: <http://www.imdb.com/name/nm2781310>
- Reece's first co-created game was the popular Commodore Amiga game 'Odyssey' for Audiogenic 1995 <http://hol.abime.net/2278>
- Reece recently launched the successful online game 'Icycle' <http://www.dampgnat.com/icycle>