



# Case Study



## Jersey Sucks / Guernsey Sucks

www.jerseysucks.co.uk

“From launch to 40,000 hits in just one week with no marketing spend whatsoever”

Playing on the legendary rivalry between the two largest Channel Islands - JerseySucks.com and GuernseySucks.co.uk was a viral and guerrilla marketing experiment that exceeded all expectations.

Byte Art created two cartoon style Flash games that pitted islands against each other with impossible odds and an ever increasing cumulative score - the more people played the more the other island “sucked”.

The viral campaign was seeded by merely placing enigmatic self produced fliers on 50 car windscreens in both islands and within a week the it had captured the attention of the local media, been condemned by politicians and tens of thousands of unique users had played the game.

### technologies

ASP, Flash, SQL Server, Javascript, CSS, HTML

### services

Website, Content Management System, Game Creation, Viral Marketing

