



Users can access the game through the QR codes within the Trolli packaging | Photo source Ferrara

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## CONFECTIONARY BRAND LAUNCHES VIDEO GAME

 ADVERTISING & MARKETING

### The "Deliciously Dark Escape" game can be accessed through QR codes on Trolli's sweet packaging

**Spotted:** Confectionary brand Trolli, part of the Ferrara brand, has debuted a video game, the "Deliciously Dark Escape", where players protect their gummy avatars from various obstacles.

The game comes in the wake of the COVID-19 pandemic. Although the confectionary industry hasn't been hit as hard as others, fewer celebrations around Easter and Halloween ensured fewer sweets were bought, a fact which did take its toll.

The game can only be accessed by buying the Trolli gummy worms, contained in which is a QR code, which unlocks a secret website. Users can then access a 14-day PlayStation Plus trial, a Trolli Dynamic Theme for PS4 and the Trolli game.

Gamifying the sweets is a strategic move: Dave Foldes, senior brand manager for Trolli, cites an Entertainment Software Association report that three-fourths of American households have at least one gamer, 21% of whom are younger than 18 years old. Leveraging the desires of this younger market is a sure way of guaranteeing sales in a year that hasn't been advantageous for any retailer.

Their use of QR codes is also strategic: as their use on smartphones become more and more standard, the easy-to-access nature of the codes makes the game even more appealing to a consumer.

The Trolli gummy sweets, complete with QR codes, are available across the US.

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## Takeaway:

Trolli is not the first brand Springwise has spotted using gamification to appeal to customers. In 2019, we featured a partnership between Adidas and Snapchat, who launched a [game allowing fans to purchase limited-edition baseball cleats](#). Indeed, with the number of people gaming more often due to the COVID-19 pandemic [increasing by 46% in the US since March](#), the strategy is a sensible one from Trolli. Associating their products with stay-at-home activities is one way for retailers to ensure sales in a year of decline.