

## ☹️😊 JACK MORTON

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**CAMPAIGN:** LEAGUE OF LEGENDS, WILD RIFT

**CLIENT:** RIOT GAMES

**AGENCY:** : JACK MORTON

League of Legends, a well-known PC game, has been around for 11 years. So, when Riot Games wanted to release a mobile version called Wild Rift, we needed to find a way to reignite the imagination of gamers around the world.

Existing fans needed to know there was still more to discover. New mobile gamers needed to get a taste of the game's complex and exciting world. We wanted to get people talking about Wild Rift.

So, what did we do? We gave them a literal taste of the game. In a time when the world was moving physical experiences into the virtual, we brought a virtual fruit, Honeyfruit, into the real world. We launched the game by launching a fruit.

For the first time in League's history, gamers could taste this highly sought after in-game magic fruit at our immersive Honeyfruit Cart events.

We worked with a world-class chef to give Honeyfruit a complex and multifaceted taste. Using molecular gastronomy techniques, we seeded the fruit with microbeads of flavor that exploded with different tastes with every bite. From sweet to spicy to fizzy. This meant that every gamer had a magically unique eating experience. No one could agree on the taste, and everyone had something to say, leading to a bountiful harvest of social comments, reaction videos, live taste tests and more.



At the event itself, we immersed players in the League of Legends world. Honeyfruit was served via Honeyfruit Carts - vehicles that looked like they rolled right out of the game. Staff were dressed in fantasy costumes, carts were packed with easter eggs and lore details were scattered everywhere, giving endless photo opportunities to attendees looking for a taste of Wild Rift.

Because our activation was a physical fruit, it couldn't be shared digitally. However, the experience could be. Gamers showed up in droves and lines stretched around the block. We made 10,500 Honeyfruits, and everyone who ate one become a walking media platform, sharing their experience on social media and through taste test videos, reaction clips and tweets.

The campaign, created with our partner agency, earned a juicy 4.4 million media impressions and 1.7 million social impressions within two weeks. This in turn helped fuel Wild Rift's rise to the top spot in the app store.

