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# RED Interactive Agency and LucasArts: LEGO Star Wars III: *The Clone Wars*



## Adobe® Flash® Platform

### Online game builds anticipation

To whet gamers' insatiable appetites for the video game release of LEGO Star Wars III: *The Clone Wars*, LucasArts partnered with RED Interactive Agency to create an engaging online experience. RED crafted a website that informs visitors about the new 3D console game and also gives them a taste of the fun with an integrated, real-time, massively multiplayer online game experience. Users can travel the galaxy, complete tasks and challenges, navigate obstacles, and interact with others—driving both enthusiasm and preorders.

RED used the Adobe Flash Platform—including Adobe Flash Professional, Flash Builder™, and Flash Player—to create the captivating online game. To date, the site has amassed over four million unique visitors, who performed nearly 300 million interactions and averaged 12 minutes on the site. The viral social media aspect of the site has also enabled 48,000 Facebook users to share 234,000 pieces of content. As a result of its efforts, RED also won an [FWA Site of the Month](#) award in January 2011, a 15<sup>th</sup> Annual Webby Award in the Games category, and two Mi6 awards.

**RED** INTERACTIVE AGENCY™



