



# Case Study: clickoff.net

ClickOff is “the World’s Best Spot-the-Ball Competition”. Having developed a number of ‘Spot-the-Ball’ games for various sites, including the Independent Online Rugby 99 Site – a concept we presented, developed and jointly marketed with IOL – we decided to package this concept as a single, for-fun site.

This award-winning site starts with the game: a sophisticated Java applet that permits the user to drag the ball wherever they think it might be.

Entries are recorded in the weekly high scores, and players are also ranked in the league, which awards points for accuracy, and subtracts points for inaccuracy – you can’t win by simply entering hundreds of times.

The ‘Challenge-a-Friend’ function has been extremely successful as a viral-marketing tool – most players challenge others, and a number of players have informed us that their offices play with one another on a weekly basis.

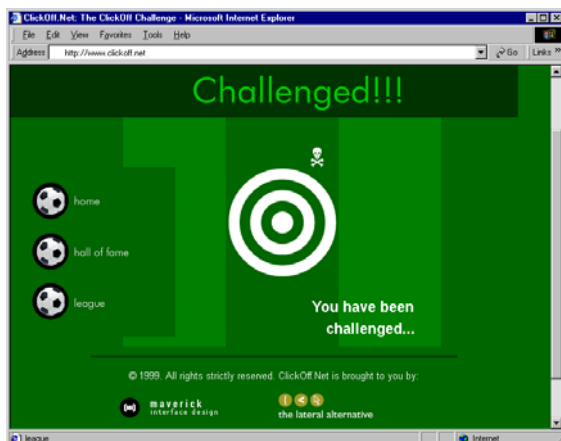
Successfully marketed in Germany and the UK, ClickOff.net demonstrates what can be done with a simple concept, well-executed.



clickoff - drag the ball to the correct position...



clickoff email integration...Challenge a Friend... await the Results



clickoff - You have been challenged...



clickoff - view past competitions and winners

<http://www.clickoff.net>  
<http://www.clickoff.co.za>

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