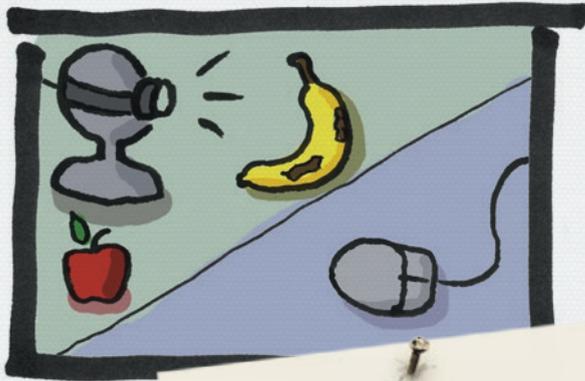




The Organic Game „Listen to the Nature“

Claim: „Nature knows what's good“

Migros is Switzerland's largest retail company, its largest supermarket chain and largest employer. To increase the popularity of its organic food assortment, Jung von Matt/ Limmat received orders to make an online game. It was a tricky task, to release within a week a game with photos, but no shooting. Nevertheless, it got a great success with a huge positive user respond.



Have a look by yourself:

https://www.youtube.com/watch?v=-xWO9B_M9Do

The game can be played with the webcam or alternatively using the mouse. The aim is to dirigate nature's orchestre with the beat and earn points with a good timing.



Startseite - Supermarkt - Bio - **Game**

Der Migros Bio-Spiel "Hör auf die Natur".



Collaboration in concept, usability,
illustration and screen design:

