

Adobe Success Story (http://www.adobe.com/cfusion/showcase/index.cfm?event=casestudyprint&casestudyid=1069041&loc=en_us)

IQ Interactive: UPS Racing (<http://www.iqinteractive.com>)

DEVELOPED BY

[IQ interactive](#)

IQ INTERACTIVE

PRODUCTS USED

[Creative Suite](http://www.macromedia.com/products/creativesuite/) (<http://www.macromedia.com/products/creativesuite/>) , [Flash Professional](#) (<http://www.macromedia.com/products/flash/>) , [Flash Player](#) (<http://www.macromedia.com/products/flashplayer/>)

IQ Interactive helped the UPS Racing website increase online leads with the Track Side Challenge, a fun racing game delivered via the Adobe Flash Player

To coincide with the start of the 2010 NASCAR season, UPS Racing launched the Track Side Challenge, an interactive game designed to increase affinity within the racing community and generate leads for end marketing. The game, delivered via the Adobe Flash Player, offered participants a chance to win daily prizes including cash and merchandise, as well as grand prizes of \$100,000 cash, a UPS Racing scooter, or a VIP race weekend.

Digital agency IQ Interactive used Adobe Creative Suite Web Premium software, including Flash Professional, to create the game, which tested participants' knowledge of UPS and NASCAR racing. Integration with Adobe SiteCatalyst and Data Warehouse, powered by Omniture, let the team track what was happening with the game and make any necessary adjustments in real time. Participants registered to play, a strategy that served as a lead generation tool over the course of the four month campaign.

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