



# WINE & SPIRITS

GET RESULTS WITH  
TRESSENSA PLAYABLES

## MOËT MAKES THE MOST OF MOBILE

Moët made the most of Valentine's Day with the playable love poem generator. Consumers enjoyed launching the champagne cork into a glass which would deliver a piece of a love poem, which was written by a famous poet who was working with Moët.

The campaign was incredibly successful by allowing consumers to engage with Moët in a unique and positive way -- and for an extended period of time -- resulting in over 1 minute of time spent.

## THE TRESSENSA DIFFERENCE

- Premium interactive experiences with rapid versioning & testing technology built-in for optimal results.
- Lightweight & adaptive TreSensa tech means higher quality graphics, features & play all within app publisher size parameters.
- TreSensa Playables significantly outperform video on Facebook, Snap & more.
- Let us build your high impact playable or use our Creative Builder tool - no coding or training required.



## PROVEN PERFORMANCE

38%

REPLAY RATE

73%

COMPLETION RATE

725

TOTAL HRS. SPENT ON  
SNAP WITH 17 SECS. AVG.  
TIME SPENT

## CHECK OUT THE MOËT PLAYABLE

[http://play.tresensa.com/launch?  
placement=b970&line=217](http://play.tresensa.com/launch?placement=b970&line=217)