Soap is a dedicated interactive agency specializing in innovative, highly creative and strategy-focused campaigns across websites, online gaming and social media.
2009 SHOWREEL

www.soapcreative.com/showreel

...or explore the full portfolio:
www.soapcreative.com/soapbox
Sales +38% with 1.5 Million Views for Video Content

Sales +14% across both years with over 110,000 cinema redemptions

FOXTEL: www.foxtel.com.au
WINNER: Cannes Silver Lion

FOXTEL: www.feelsomething.com.au
+62% Lift in Registrations and more than 425,000 Forum Posts

ACTIVISION : http://marvelultimatealliance.marvel.com
Sales +23.1% and 5.5 Million unique consumers reached across the duration of the campaign

An ever-expanding library of 125+ custom games across all genres: from retro classics to large interactive adventures.

www.soapcreative.com/games
4.3 Million Game Plays

19.5 Million Visitors; Average Time of 10+ Minutes

MARVEL: http://marvelkids.marvel.com/games/Wolverine_MRD_Escape
4.5M Game Plays with 250,000+ Visits Referred to Client Site

8.4 Million Game Plays (13:49 Average) with 750,000+ Visits Referred to Client Site

LG : http://au.lge.com/transformers/autobotstronghold
“BUILD YOUR OWN” DESIGN ENGINE

www.soapcreative.com/designtool
We have created and maintained many blogs over the years... here are just a few of our favorites:

**Bannerblog**
http://www.bannerblog.com.au
An industry-leading (and Webby Award-winning) collection of the best, worst and latest in online advertising.

**Sleevage**
http://www.sleevage.com
The world’s best archive of music-inspired design. Created to promote the lost art of actually buying a CD, as well as various EMI artists, the site receives nearly 65,000 visitors per month with zero paid media.

**Underground Blog**
http://www.cityofember.com/underground
A cool-hunting style blog focused on all things underground, created to support the post-apocalyptic City of Ember.

**Guitar Noize**
http://www.guitarnoise.com
Guitar news from the furthest corners of the interwebs! Served fresh daily.

**Walden Blog**
http://www.walden.com/blog
A resource for educators, parents and movie-lovers alike, featuring celebrity guest authors and syndicated content partners.

**HeroHQ Forums**
http://www.herohq.com/forums
A persistent community for superhero enthusiasts to unite, debate, and speculate.
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