June’s Journey’s Railway Riddles attracts 178,000 Players for Week-Long Campaign

To mark its third anniversary, Wooga’s June’s Journey, the highest grossing Hidden Object game worldwide*, organised a unique creative campaign to bring out the detective in each and every player.

To celebrate its inquisitive community of players, Wooga had dedicated months of planning to create a pop-up June’s Journey escape-game. In light of the current safety constraints imposed by Covid-19, Wooga was committed to ensuring that its players did not miss out and, therefore, developed a virtual escape room, which was free to enter and play and had the benefit of being widely accessible to hundreds of thousands of players around the world.

The global Railway Riddles campaign, which took a little more than 6 months to develop, gave players an opportunity to search for clues on a virtual train by untangling a series of riddles to solve the disappearance of the game’s leading character – detective June Parker. The clues could be found within the game and on social media. Luxury prizes included a journey across Europe aboard the Venice-Simplon Orient Express, redeemable at any time so that the winner is able to travel when safe to do so. Whilst the sweepstake has concluded, the game can still be played and enjoyed for a month.

Over the 8 days of promotion, 178,000 unique players participated in the Railway Riddles adventure, with more than 683,000 riddles being solved in total. Around 23% of players reached the end to uncover the secret behind June’s disappearance.

Working closely with the Apple App Store team, who have featured the app on the Today tab, Wooga’s tactic of creating a game to promote their established June’s Journey title can be measured in a number of ways:

< >Wooga gathered a total of 3,759,000 impressions on their Facebook posts related to the campaign alone Wooga saw people from all over the world come together to solve the riddles In addition to their official dedicated “Railway Riddles” group that saw 15,000 players post thousands of messages every day during the campaign, players also started to create their own collaborative groups

This campaign follows the success of last year’s anniversary event - June’s Journey Hidden Talents competition, which culminated in a web series covering the 5 winning players’ week-long visit to the Wooga offices in Berlin.

Nai Chang, Managing Director at Wooga, said: “With thanks to our marketing team, members of the June’s Journey game design and writing staff for their hard work, we were able to create a collaborative and meaningful campaign in these uncertain times. We are incredibly grateful to our dedicated community of players for their continued enthusiasm and could not be prouder of their in-game achievements yet again!”

*Based on AppAnnie’s YTD, 2020