

## Sailing through virtual worlds



For the national release of the new Pirates of the Caribbean, Disney France has created a virtual regatta from May 3rd to June 15th. Users can create their own boat and sail through the movie's journey, with a chance to win a trip to Hawaii as incentives.

### Why it matters

Beyond simple storytelling, Disney's gameplay is tuned with the movie's universe, compelling users to go and watch the movie. Can you think of a way to fit your entire brand's universe into an interactive virtual experience beyond a traditional website?

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