

ING-DiBa Bank features an unusual Basket challenge: high yields in user engagement with the 'Free Throw' tournament

German bank **ING-DiBa Bank** sponsors the Basketball league in Germany and wanted to connect their offering to a younger audience at Basketball events across the country... So they aimed to leverage smart phones to create an interactive experience anyone could play, and "**Free Throw Billboards**" were born.

Users could connect their phone directly to the billboard, essentially turning it into a virtual basketball, to take 3 "Free Throws" in the competition and emulate german basket star **Dirk Nowitzki**.

Leveraging **Facebook Connect** along with a mobile (iOS + Android) app, the installation allowed for easy live broadcast to friends and family along with a wall post of you in action shooting virtual basketballs on Facebook.

Results?

**More than 21,000 users, more than 2,800 active players, some 8,000 Likes... and one broken iPhone!**

A pretty cool idea, a great user-engagement result and an installation I suspect we'll see more and more like this...

[Via [DigitalBuzz](#)]