

# GOLF ADIBREAK CHAMPIONSHIP



## RELEASE

Art Of Play have teamed up with fellow Melbourne based visual powerhouse Lumberfly to create a first-of-its-kind immersive browser-based 3D racing game to officially launch the 2021 Volkswagen Golf GTI for Tribal DDB.

The Golf Adbreak Championship can be played in 2 modes:

**PRACTICE** - take the new Volkswagen Golf GTI for a spin around 3 iconic Australian landscapes.

**CHAMPIONSHIP RACE** - scan the QR code displayed on specially aired TVCs during selected timeslots to instantly start racing and go into the draw to win the latest GTI.

### App & Plug-in Free Instant Racing

With minimal download time, activated directly from a QR code, The Adbreak Championship was designed to push 3D browser based gaming to the limits - working across core mobile devices and backwards compatible by 4 generations to the iPhone 7 and Android equivalent.

[PLAY THE GAME](#)

[WATCH THE TVC](#)

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For more info



artofplaygames.com

**LUMBERFLY**

lumberfly.com