

## **2010 OMMA AWARDS**

### **Raytheon *Sum of all Thrills*<sup>TM</sup>**

#### **300-Word Brief**

Raytheon identified that middle school students have become less likely to pursue a career in math. One in 10 sixth graders report ‘hating’ math, and this number jumps to one in five in eighth grade (*Source: 2009 Raytheon US Middle School Student Math Habits Study*).

MathMovesU.com is a website designed to redefine middle schoolers perspective on learning and fuel their interest in math.

Raytheon launched *The Sum of all Thrills*<sup>TM</sup> at Epcot® at the Walt Disney World Resort in Lake Buena Vista, Florida; an attraction where attendees use math to design a thrill ride.

The digital advertising objective was to take the experience to MathMovesU.com in an innovative and entertaining way.

#### Objectives:

- Increase the visits to MathMovesU.com
- Grow the existing database of users
- Demonstrate interaction with the site

The *Sum of all Thrills*<sup>TM</sup> became a 3-D world on MathMovesU.com where students solve problems, learn math facts, and test their ride construction of a RollerJetSled course. The student selects the complexity of the math problem, thus leading up to the “awesomeness” of their RollerJetSled ride. Ultimately, the harder the math, the more thrilling the ride, and the more points earned.

The questions challenge the students in roller coaster theories such as velocity, force, and momentum. Upon completion, the user ‘sits’ in their RollerJetSled cart and rides the course they created. A first person view of their unique thrill – what an accomplishment!

The ride launch was supported with a sweepstakes to the grand opening, banner ads, emails, and MathMovesU.com homepage messaging.

The launch proved to be a success! Middle School students engaged with the content; thus learning that math can be fun.

*\*results through 12/31/09*

- 40% increase in average visits per day
- 60% increase in registered users
- 30% increase in time spent on site