



[www.FlagTheDonkey.com](http://www.FlagTheDonkey.com)

**Reach the World Champion title by play:  
Two Berliners link online-game to business idea.**

Berlin, 22<sup>nd</sup> May 2006. Two Berlin football fans have created the 'Ultimate World Cup Battle', an online flash game related to the World Cup. On [www.FlagTheDonkey.com](http://www.FlagTheDonkey.com) players choose a flag of one of the participating nations and drape it around a donkey standing in a virtual football stadium. Using the keyboard, players control the donkey to try and score as many goals as possible within 90 seconds, in order to lift the ranking of their chosen nation. Players can view the latest number of total goals and find out which nation is leading the championship. Those who fancy themselves as an equine Pele or are just plain patriotic can play as often as they like.

While founders Michael Quast and Marcel Willms, are hoping players will enjoy having a bit of fun they also hope it may prove a moneyspinner. Combined with the game is the 'World Cup Gallery', the background screen for the virtual stadium, filled with flags of all 32 participating nations. With the game already proving popular they are looking to attract advertisers that can benefit from the game being viewed across the globe. Each flag space can be bought and replaced by a linked image. Advertisers are free to buy one flag space at a size of 240 pixels (20x12) or a bundle which will then link directly to their businesses' homepages in order to generate additional traffic to their websites. Players of the 'Ultimate World Cup Battle' can also win 111 free flag spaces for a period of one week if they score a lucky goal.

The [FlagTheDonkey.com](http://FlagTheDonkey.com) team expects a lot of traffic on their platform, counting on the patriotism of football fans and even the curiosity about who placed images in the 'World Cup Gallery': "The users are the ones who decide the outcome of the Ultimate World Cup Battle. Here they can show the world online which nation really has the best football fans", explains Michael Quast.

FlagTheDonkey.com is an example for easily linking an attractive, easy-to-play and fun online game to a promising business idea of banner advertising. The game is just the type that proves a sure-fire hit in offices and households across the world. The international players on the site are a large target group for all kinds of businesses from any country.

Michael Quast, who works for a Marketing Service Company in Berlin, and Marcel Willms, who just graduated from University, had the idea for FlagTheDonkey.com on a Sunday afternoon in the beginning of April 2006. The concept was developed and rapidly completed during their spare time. "Time was running against us with the World Cup fast approaching. But about one month later FlagTheDonkey.com was born. We're sure people will fall in love with our donkey!", says Marcel Willms.

*Characters: 2.327 (not including blanks)*

Image material is available at: [www.flagthedonkey.com/press.php](http://www.flagthedonkey.com/press.php)

In case of publishing we kindly ask for a sample or recording.

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