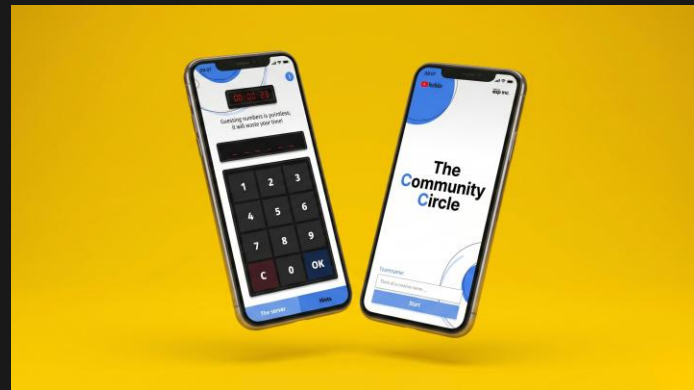


ESCAPE BOX

# Turning YouTube Shorts Insights into Play

Client: Google (YouTube Shorts)

How we turned platform data into a competitive, branded experience that made 50 international stakeholders genuinely understand why Shorts wins.



AT A GLANCE

# The Numbers That Matter

**50**

International Stakeholders

**100%**

Custom YouTube Design

**25**

Key Insights as Puzzles

**94%**

Higher USP Knowledge

*Real metrics from Google's internal stakeholder branding game.*

## THE CHALLENGE

### Making Data Feel Like a Story

Google wanted an innovative way to immerse their international stakeholders in the success story of YouTube Shorts. Simply presenting data slides and growth figures would not cut it.

The mission: make stakeholders genuinely feel why Shorts is so successful. The core challenge was translating abstract success factors and complex platform knowledge into a tangible, competitive experience that both informs and excites.

### The Brief

**From abstract data  
to an experience  
they would remember.**

— Stakeholder engagement, the Helden way.

OUR APPROACH

## A Branding Game in YouTube's DNA

*Knowledge-driven puzzles, built entirely around the propositions of YouTube Shorts.*

1

### The Puzzle Design

We developed a custom Branding Game as our Escape Box, fully designed in YouTube's visual identity. By cracking codes directly linked to platform insights, players discovered step by step the elements that drive the success of short-form video.

2

### The Brand Experience

Every physical puzzle element was crafted in YouTube's brand language, making the experience feel premium, authentic, and unmistakably Google. The box itself became a branded artifact stakeholders remembered long after the session.

PRODUCT IN ACTION



# The YouTube Shorts Escape Box in Action

*50 international stakeholders. 25 platform insights. 1 unforgettable experience.*

THE RESULT

## A Powerful Awareness Booster

By packaging knowledge into a competitive game format, adoption of core messaging and USPs among stakeholders increased dramatically. The game created a strong emotional association between YouTube Shorts and a memorable, hands-on experience, achieving the goal of making the platform stand out in stakeholders' minds.

94%

Higher USP knowledge after playing

50

International stakeholders actively engaged

WHAT GOOGLE SAID



*The Escape Box was unlike anything we had done before for stakeholder engagement. Helden Inc. transformed our platform data into puzzles that people actually wanted to solve. The fact that 94% walked away with deeper knowledge of our USPs speaks for itself — this format works.*

**— Google, YouTube Shorts Team**

LET'S BUILD YOURS

# Ready to create your **own experience?**

Helden Inc. designs gamified experiences that turn complex business challenges into unforgettable team moments. From escape rooms to learning events, custom-built for your goals.

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