

More Viral Marketing from M\$

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This weekend Microsoft launched a cryptic new web site at origenxbox360.com. The site is composed of a single page of flash showing a tree, an orange bunny, and a numerical countdown in the background. This sort of thing is old hat to gamers already acquainted with Microsoft's previous viral marketing campaigns [ilovebees](#) and [ourcolony](#). Considering the approaching launch window of Xbox 360, this time the stakes are a bit higher.

The first indication that new campaign was afoot came early Saturday when the screen name "gamem8ker" signed online. This name was given as an early hint on the [Ourcolony](#) riddle. This mysterious page hides a number of secrets.

- The countdown timer in the background will end on September 27th at noon. What will occur at this time is anyone's guess but looking back on [ilovebees](#) offers a suggestion. Devoted fans of that "alternate reality game" were rewarded with a chance to play Halo 2 early at a private gathering. Origen might conclude with a similar preview of 360 hardware and software.

[Full Story](#) [2].

[Gaming](#)

Source URL: <http://www.tuxmachines.org/node/2325>

Links:

[1] <http://www.tuxmachines.org/taxonomy/term/69>

[2] <http://xbox360.ign.com/articles/644/644110p1.html>