

## **Dum Dum Pops Flick-A-Pop App Hits The Spot with Kids and Families**

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Ohio based FORM today announces that their iPhone app Dum Dum Pops Flick-A-Pop has reached #1 in the App Store's Kids and Family charts, and #10 in overall Free Games. Developed for Spangler Candy Company, the promotional app was designed to introduce the Dum Dum Pops brand to new and younger audiences. It challenges users to eat as many lollipops as they can by flicking the iPhone's touch-sensitive screen.

Cleveland, OH - FORM's iPhone app, "Dum Dum Pops Flick-A-Pop", has reached #1 in the App Store's Kids and Family charts, and #10 in overall Free Games. Developed for Spangler Candy Company, the promotional app was designed to introduce the Dum Dum Pops brand to new and younger audiences. It challenges users to "eat" as many lollipops as they can by flicking the iPhone's touch-sensitive screen.

On average, the game is played over 10,000 times per day and users interact with the game for more than six minutes. The app's popularity has grown in an organic and viral nature, steadily climbing the charts since its debut in summer 2009. It has remained in the Top 30 Free Kid's Games chart for six months, and recently reached the #1 slot.

Originally envisioned as the world's first lickable iPhone app, "Lick-A-Pop" was initially rejected by Apple, citing concerns that it "encouraged a physical activity that could result in a customer damaging their iPhone." FORM changed the name to "Flick-A-Pop", and the app debuted in the App Store in summer, 2009. At the end of each game, users are encouraged to visit the Dum Dum Pops web site, where they can order Dum Dum Pops, vote for their favorite flavors, and download wallpapers.

FORM has released 10 iPhone apps to date, including its self released titles, "Abandoned", which hit Apple's "What's Hot" list and the #4 slot in the Top Paid Travel apps, and "CornHole!", which has remained in the Top 50 Paid Sports apps since its release more than a year ago.

### Minimum Requirements:

- \* Compatible with iPhone and iPod touch
- \* Requires iPhone OS 2.2.1 or later

### Pricing and Availability:

Dum Dum Pops Flick-A-Pop 1.1 is free and available worldwide exclusively through the App Store in the Games category.

### FORM:

<http://www.theformgroup.com>

### Dum Dum Pops 1.1:

<http://www.dumdumps.com/>

### Download from iTunes:

<http://itunes.apple.com/us/app/dum-dum-pops-flick-a-pop/id319699491?mt=8>

### Screenshot #1:

[http://www.theformgroup.com/press/FlickAPop\\_Main.jpg](http://www.theformgroup.com/press/FlickAPop_Main.jpg)

### Screenshot #2:

[http://www.theformgroup.com/press/FlickAPop\\_SpinWheel.jpg](http://www.theformgroup.com/press/FlickAPop_SpinWheel.jpg)

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Screenshot #3:

[http://www.theformgroup.com/press/FlickAPop\\_ShakeScreen.jpg](http://www.theformgroup.com/press/FlickAPop_ShakeScreen.jpg)

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Steven Cencula  
Principal  
216-921-9460

[steve@theformgroup.com](mailto:steve@theformgroup.com)

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