



SCAMMINTERS

**beeline's
AI-driven
detective game**

challenge

beeline has been speaking the same language as gamers for years — an audience that doesn't respond to standard advertising. In 2024, ComNews Research named us the safest mobile operator. And we needed to make sure gamers recognized it too.

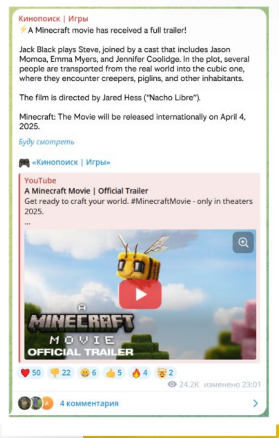
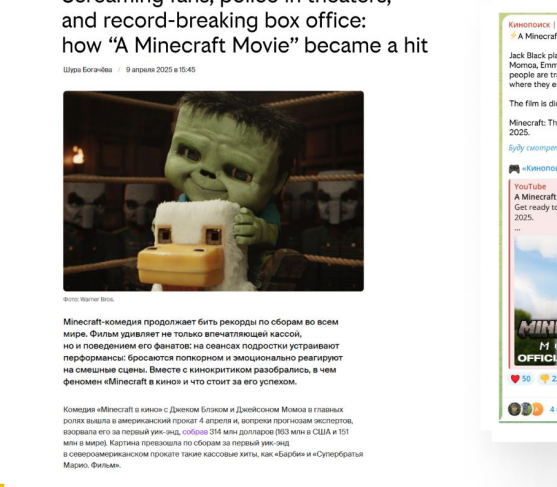
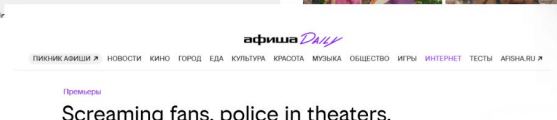
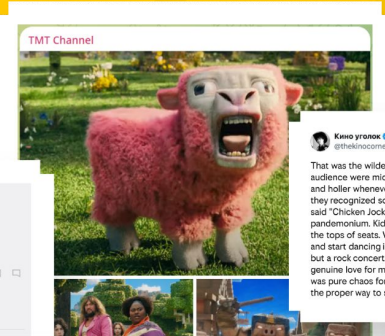
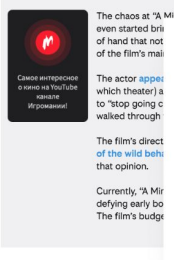
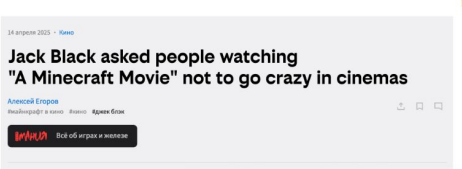
We knew the main challenge was to engage gamers in cyber safety by creating both entertaining and educational content.



background

2025 was the year of Minecraft madness. The whole world was waiting, playing the game, going to the cinema, and throwing popcorn with excitement.

beeline decided to use this hype to remind fans about cyber safety in a way no one had done before!



SCAMBUSTERS

A pixel art illustration featuring three characters in a city setting. Two characters in the foreground wear yellow and white outfits with yellow visors. A third character in a black suit is suspended in the air, surrounded by yellow rings. Two yellow and black striped cubes float in the air. The background shows a city with a large tree and a sunset sky.

idea

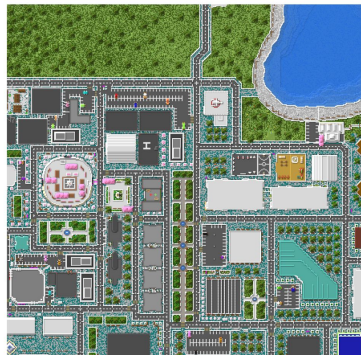
beeline introducing: "Scambusters". A detective game with AI integration. It's goal — **to teach gamers in game format** how not to become victims of phone scammers.

execution

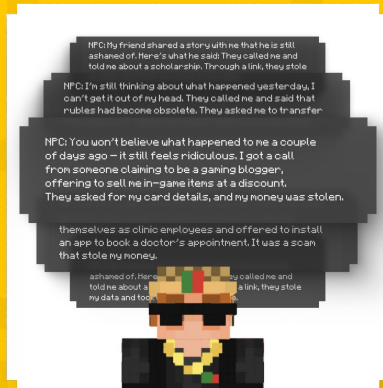
Instead of boring safety lectures,
we built a massive city — **Scamcity**.
And populated it with **800 NPC**
residents who got tricked by scammers.



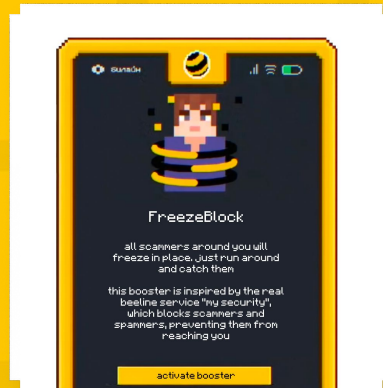
gameplay



Explore
the giant Scamcity



Learn over
100 real scam
schemes by talking
to NPCs



Catch scammers using
boosters **based on real**
features from beeline's
service "my security"



And win
real prizes
for it

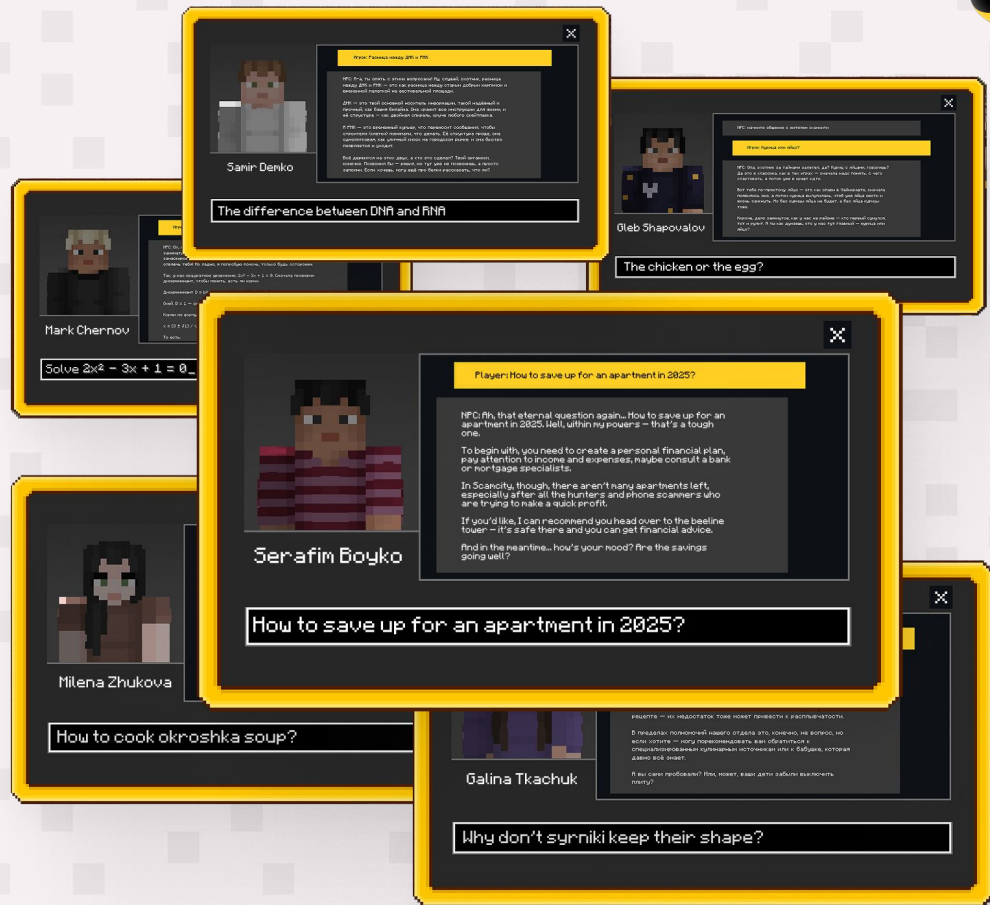
innovation



Ahead of top gaming studios, beeline was the first brand to integrate AI into absolutely every character in the game!

This meant gamers could talk to NPC residents without any scripted dialogues and discuss absolutely anything with them!

This innovation boosted player engagement as they tried to test the residents' intelligence or even hack them.



how else did we boost player engagement?



Created a
**block-style avatar
generator**



Added
unique locations
to Scamcity



Hid
Easter eggs



And even had the whole
city searching for
legendary actors

result



We rode the Minecraft hype wave and created our own buzz.

But the biggest achievement — gamers started thinking about their cyber safety.

And everyone won from this... Except the scammers!

1:47:06 🧑🏻‍💻 **Taby.R8:** @PWGood scammers hacked my mom's colleague's account and messaged my mom saying she was in legal trouble

1:42:45 **sasha_jan:** same story, scammers called my grandma using my aunt's voice

1:43:11 **stalkerkillierassin228:**
First they call and stay silent to get you talking, then deepfake your voice with AI

1:21:11 🧑🏻‍💻 **estherkerro:** called pretending to be my family members

1:23:26 🧑🏻‍💻 **ZM856:** My school's principal was getting hacked on social media like clockwork — literally every damn week

1:22:44 🧑🏻‍💻 **chestan10:** They told my daughter was hit by a car and I needed to transfer money (this was during class at school)

2:13 🧑🏻‍💻 **kwblt:** Asked if they were scammers - they were like "nah"

gamers' reactions



2:11:55



Pooshka:

- Can't talk, I'm catching scammers
- Dude... you literally called ME

0:08



stacy_femmes: scammers
better watch their backs

2:21:07



tobyrt_: WHAAAT the ad actually works

2:20:17



lina_violly: Bruh, this is hilarious

1:20:28



Baz1l_: ⚡ ⚡ SCAMMERS — GAME OVER ⚡ ⚡

5:33:57



jon1_di: @Recrent will they
tell how they "scammed"
me in Standoff?



Baz1l_: Even without the prizes,
it's interesting to read about all
these different scam schemes

7:25:18

Konnor_Drake: that's creative

5:36:36

yewich: This beeline game
got more viewers than PUBG
lol



insomniatricz: PWGood showed
this to my grandma, now she
catches scammers 24/7



7 000+

players

200 000+

conversations

100 000+

scammers caught

25 minutes

average game session

18 000 000+

project reach

beeline's AI-driven detective game

SCAMBUSTERS

background

2025 was the year of Minecraft madness. beeline decided to use this hype to remind fans about cyber safety in a way no one had done before!

idea

beeline introducing: "Scambusters". A detective game with AI integration. It's goal — to teach gamers in game format how not to become victims of phone scammers.

execution

Just for this game, we built a massive city — Scamcity with 800 NPC residents who got tricked by scammers.

Gamers learned over 100 real scam schemes from residents and could chat with them about anything. All thanks to AI integration in every single character in the game! This innovation boosted player engagement as they tried to test residents "to the limit".

As a result, we rode the Minecraft hype wave and helped gamers think about cyber safety!

NPC: My friend shared a story with me that he is still ashamed of. Here's what he said: They called me and

NPC: I'm still thinking about what happened yesterday, I can't get it out of my head. They called me and said that

NPC: You won't believe what happened to me a couple of days ago — it still feels ridiculous. I got a call from someone claiming to be a gaming blogger, offering to sell me in-game items at a discount. They asked for my card details, and my money was stolen.

an app to book a doctor's appointment. It was a scam that stole my money.

told me about a scholarship. Through a link, they stole my data and took out a loan in my name.



7 000+

players

200 000+

conversations

100 000+

scammers caught

25 MIN.

average game session

5:29:02 **kr4dima**: Even though it's an ad, this looks f---ing interesting

5:36:36 **yewich**: This beeline game got more viewers than PUBG lol

2:20:39 **Baz11_**: Even without the prizes, it's interesting to read about all these different scam schemes

1:20:28 **Baz11_**: ⚡ SCAMMERS — GAME OVER ⚡