

Reaching the 18-34 Demographic Through Games

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The Challenge – 18-34

_Media habits changing

_Fragmentation

_Engagement



Then and Now: Games Advertising

_ From sponsorship to content

_ From discs to digital distribution

_ From one-shots to integrated programs



PLAY TOOLBOX



IN-GAME INTEGRATIONS
ADVERTISER IS REPRESENTED WITHIN THE GAME.



CONNECTED ENVIRONMENTS
GAMES ARE NETWORKED TOGETHER VIA A BROADBAND INTERNET CONNECTION. IN CONNECTED GAMES, A GAMER CAN PLAY HEAD 2 HEAD AGAINST OTHER GAMERS FROM ALL OVER THE WORLD.



MARKETING ALLIANCES
COLLABORATIVE EFFORTS RANGING FROM ADVERTISING TO RETAIL.

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Reach/Reward 18-34: Cadillac Elite

_ Cadillac creates a branded echelon of top tier console players

_ Two key mechanisms:

– Recognize them

- Xbox Live provides the environment & tools

– Reward them

- Content does not have to be explicitly Cadillac

_ Brand value applies to both sides of the velvet rope



Cadillac Elite

VERSION 1.0

_Project Gotham Racing 3

- Latest iteration of world-class franchise
- 40% of Xbox 360 owners have it
- #1 racing title on Xbox Live since its release
 - 59% of PGR 3 owners are on Xbox Live

_Introducing the Cadillac V-Series Collection





Cadillac V-Series Collection & Cadillac Elite Player



download



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Cadillac V-Series Collection & Cadillac Elite Player



download

race



play



Cadillac V-Series Collection & Cadillac Elite Player



download

race

win



play



Cadillac V-Series Collection & Cadillac Elite Player



download

race

win

flaunt



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PGR 3 Program Extensions

_Mini-site on Cadillac.com

- Created by Arc World Wide
- Traffic driven from Xbox.com & gaming sites
- Exclusive content highlighting game play
 - Includes tips and tricks

_V-Series fill E3 valets

- Partnered with Arc World Wide & Leo Burnett Detroit
- Nine influential gaming editors selected to drive a V-Series over E3 week
 - Generating multiple references in target publications



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Reach/Engage 21-34: Miller Beer Run





Miller BEER RUN

WILL YOU MAKE IT BACK IN TIME?

[PLAY BEER RUN >](#)

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Miller Beer Run Results

_Over 3MM game plays and 1.2MM Unique Players

_Provided an unexpected experience that disrupted consumers' perceptions of domestic beer advertising

- “The game is about beer! How much better can it possibly get? I submit that this is the greatest game ever invented!”
- “this is not only fresh because it's a beer run video game, but it's Miller...”
- “Different yet NICE! A first of its kind!”

*Quotes are verbatims from consumer postings on Yahoo! Games



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Reach/Engage 18-34: Pontiac VNF4

_Advertising objective

- Leverage NCAA equity to build:
 - Brand relevance
 - Performance messaging

_Media objective

- Drive engagement among M25-34 with Pontiac-owned NCAA content
 - Leverage between round timing to fulfill existing consumer need





Pontiac Virtual NCAA Final 4 In-Game Integrations



Pontiac Game Changing Performance



Pontiac Tournament Mode



Pontiac Virtual NCAA Final 4

_ Pontiac creates an annual institution allowing console gamers to play the NCAA men's basketball tournament

- Console gaming + office brackets + fantasy sports
- Participants are not the target, but the mechanism



RADIO



PRINT



REGISTRATION

PONTIAC
VIRTUAL NCAA[®] FINAL 4[™]
LIVE THE TOURNAMENT[™] **2K Sports**

ONLINE
GAMING MEDIA



CONNECTED
CONSOLE



CABLE TV



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RADIO



THE CHAMPION

HAS
ALREADY
BEEN
CROWNED



NCAASPORTS.COM/PONTIAC

PRINT



ONLINE
SPORTS MEDIA

ONLINE
GAMING MEDIA



REGISTRATION

DRIVERS



BROADCAST
ADVERTISING

CONNECTED
CONSOLE



PONTIAC
VIRTUAL NCAA FINAL 4
LIVE THE TOURNAMENT **2K Sports**

CABLE TV



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REGISTRATION DRIVERS
DISTRIBUTED CONTENT

PONTIAC
VIRTUAL NCAA FINAL 4
LIVE THE TOURNAMENT

RADIO



NCAASPORTS.COM/PONTIAC

PRINT



ONLINE SPORTS MEDIA

ONLINE GAMING MEDIA



BROADCAST ADVERTISING

CONNECTED CONSOLE



ONLINE GAMING ADVERTORIAL

CABLE TV



PRESS

TOURNAMENT SITE



HOOP CITY EVENT

CONTENT SITE



ROAD 2 THE FINAL 4



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PVNF4 Results

IN-GAME INTEGRATIONS

_ Pontiac considered the best sponsorship fit among non-sports brands for CH 2K6

_ 28% “feel better” about Pontiac

- Average player spent 32 hours with CH 2K6
 - 26 Pontiac Game Changing Performances



PVNF4 Results

TOURNAMENT PARTICIPATION

_ 98% would play in PVNF4 '07

_ 50% “feel better” about Pontiac

_ Primary motivation was “to enhance the real world NCAA Tournament experience”

_ Nearly 1/2 of players told 4+ people about it



18-34 Conclusions

- _ Advertisers can create coveted content that's co/owned by the brand
 - Distribution is the key
- _ Multiple media touch points can be leveraged around a digital destination without falling into the dotcom trap
- _ Creating advertiser value is not limited to when one has a controller in his hand
- _ Advertising scale will be derived from brands understanding how gaming fits into their target's lifestyle



Questions

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