



WARCRAFT ARCLIGHT RUMBLE AT BLIZZCON

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Why BlizzCon



**WAR Release
at BlizzCon**



**Borrowed
Equity of
WoW**



**Reaching
Current & New
Customers**



**Digital
&
Traditional**



**Driving
Downloads**



**Leveraging
WOM**

1. Post-COVID 2023: WAR Release at BlizzCon



Mike Ybarra
@Qwik

...

Had a good Blizzcon review just this afternoon. We're figuring out communication and show plans. A lot has changed since pre-COVID. We know players are eager to understand changes happening and when things will roll out. More soon when we are ready, thanks for your patience.

2. Wow, WoW: Borrowed Equity of WoW

RANK

1

World of Warcraft is ranked #1 out of 138 tracked MMOs in terms of aggregate server and player population.

TOTAL PLAYERS

125.81M

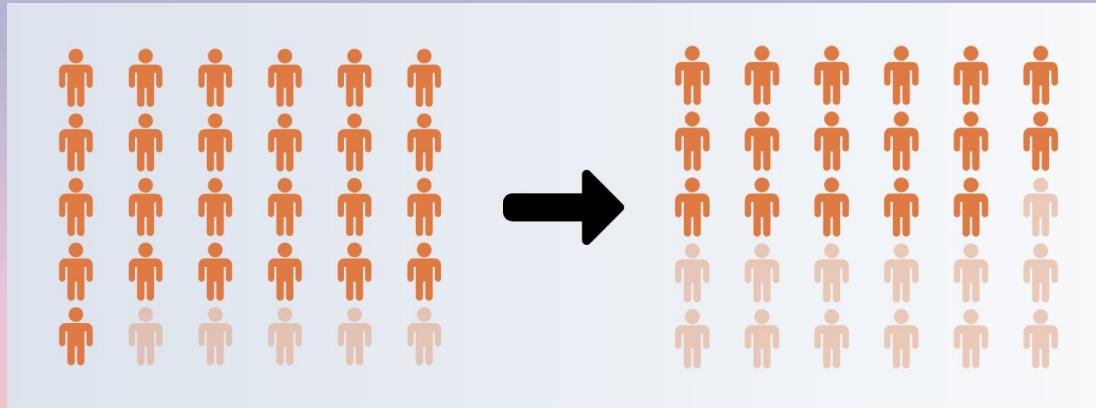
World of Warcraft is estimated to have 125,814,122 total players or subscribers.

DAILY PLAYERS

1.20M

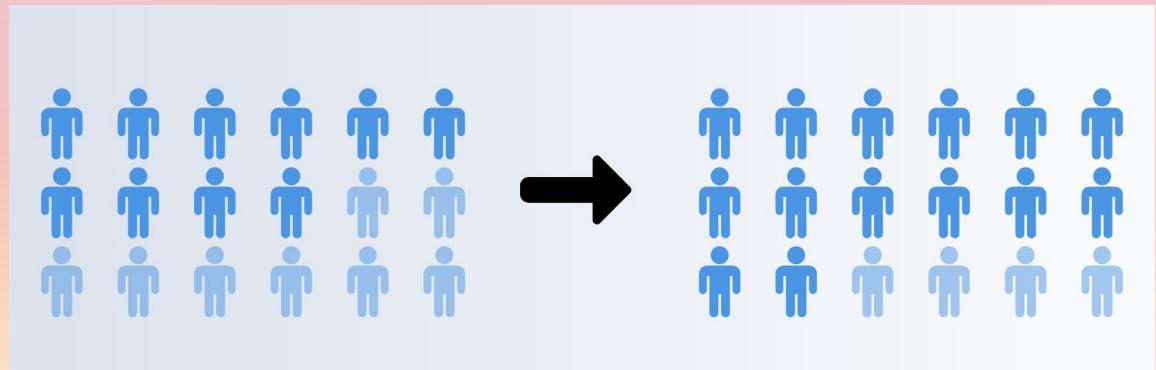
World of Warcraft is estimated to have 1,195,234 players per day this month.

3.1 Broadening User demographics

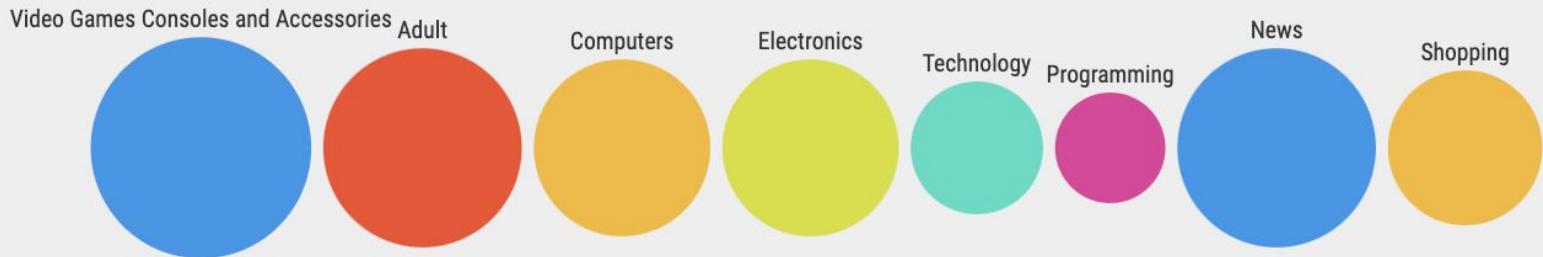


Age
Current vs. New:
13-24
55% → 75%

Gender
Current vs. New:
Female players
15% → 45%



3.2 Expanding User Psychographics

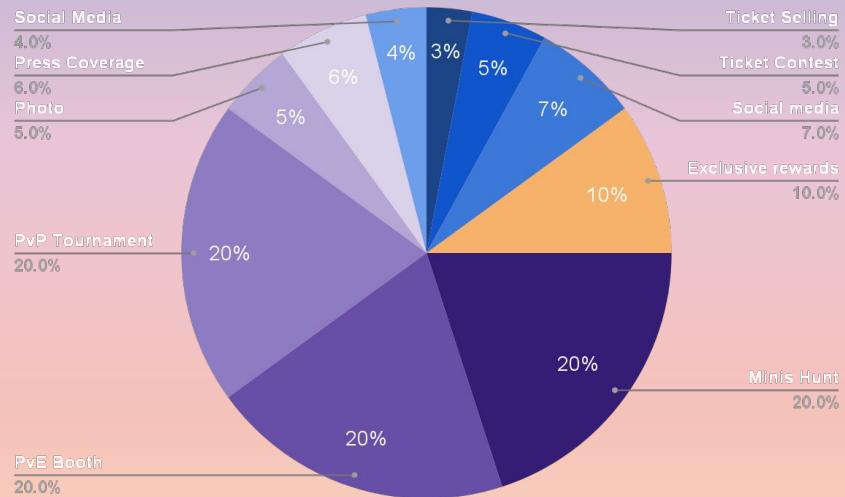


“Diverse Community”

Cross-border collaboration: +Sports +Beauty +More



4. Digital + Traditional



10% Traditional

20% Digital

70% Digital & Traditional

5&6. Objectives

Short-term

Driving Downloads

Long-term

Leveraging WOM

PRE BlizzCon

BlizzCon Ticketing: Website Advertising

The screenshot displays a payment interface for a BlizzCon Pass. At the top left is the Battle.net logo. On the right, there's a user profile icon for "BrownSeal". The main content area shows a "Payment Information" section with a dropdown menu set to "Please select a payment option...". Below it is a note about payment terms and links to Blizzard's EULA and Terms of Sale. Two large, identical "Warcraft Arclight Rumble" game art assets flank the central payment form. To the right, a summary box shows the purchase of a "BlizzCon Pass" for a total of \$200, linked to a "WoW1" account. It includes a "Contact Support" link and a "WE ACCEPT" section with logos for various payment methods. At the bottom, an "Age Rating" box indicates "TEEN" and "Blood and Gore".

BlizzCon Ticketing: O Party Data

"Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them]."

- Mobile gaming preferences
- *GENERAL USER INFORMATION/CUSTOMER DATA*



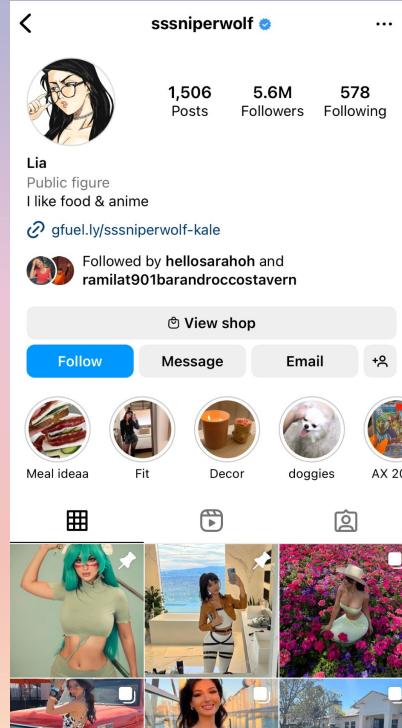
Ticket Giveaway/Contest

Generate social media buzz around the event:

- LA based muralist with ties to gaming
 - Incorporate traditional and new game art style
 - QR code embedded within mural



Influencer Activations



Social Media Memes



Meme contest on WAR and WOW for BlizzCon tickets



Social Media Filters

- Fun and interactive filters
- Different platforms (Tik Tok, Snapchat, Instagram)



AT BlizzCon

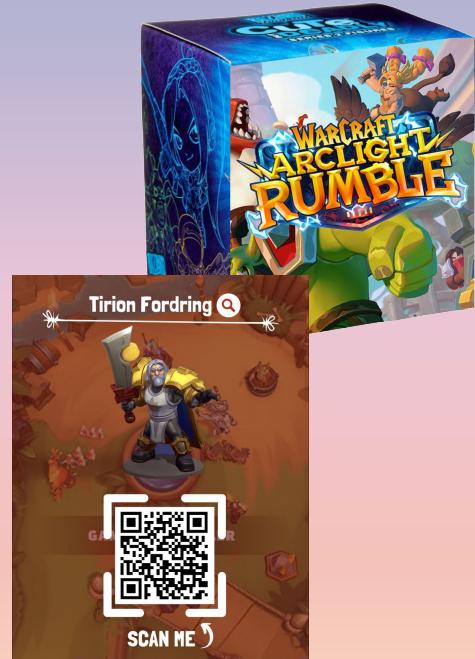
Goody Bag & Exclusive Rewards



Goody Bag

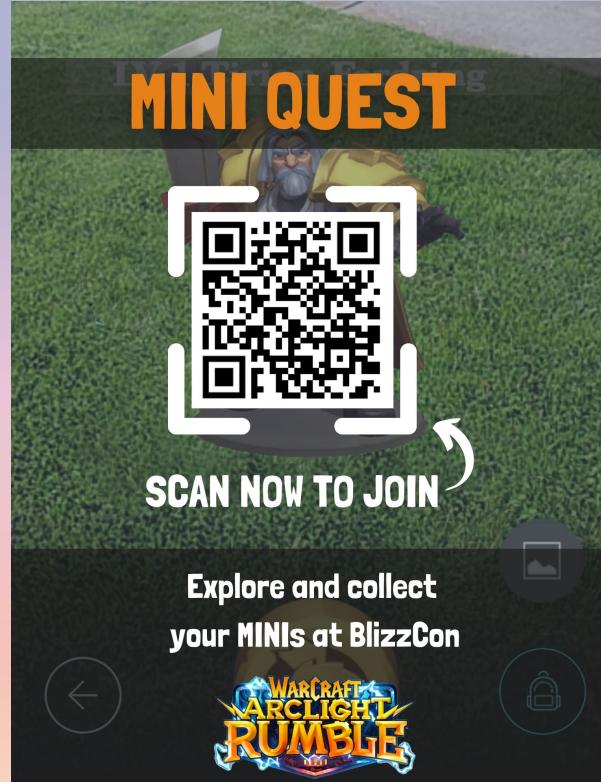


Phone Charms



Blind Box

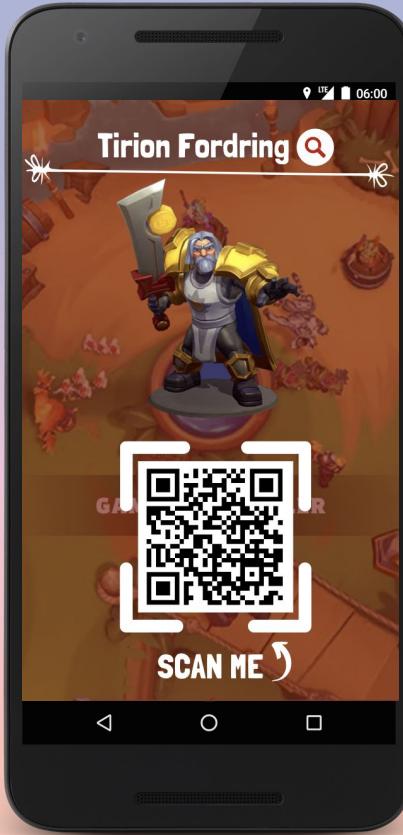
MINI QUEST



A web page AR experience



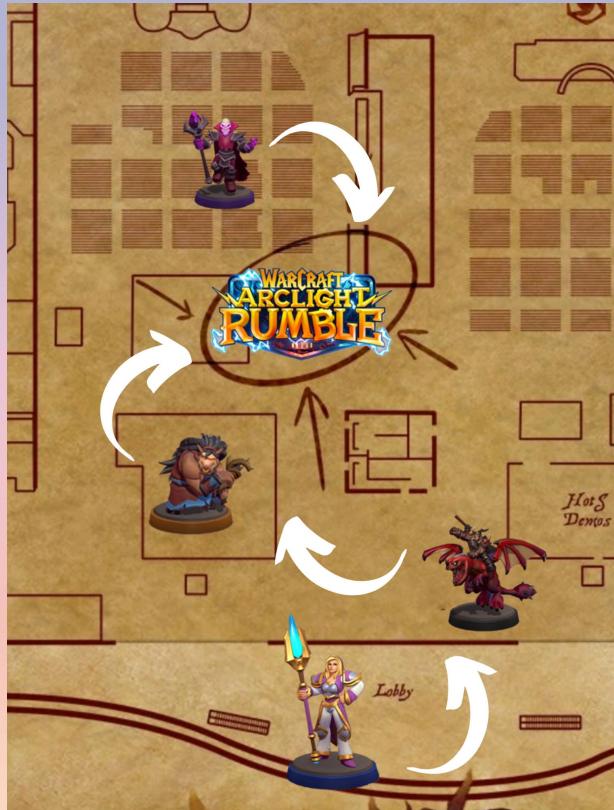
Find and collect Minis in the conference center



Scan and get bonus coins in the WAR App

MINI QUEST

Explore and collect
Minis in the
Convention Center

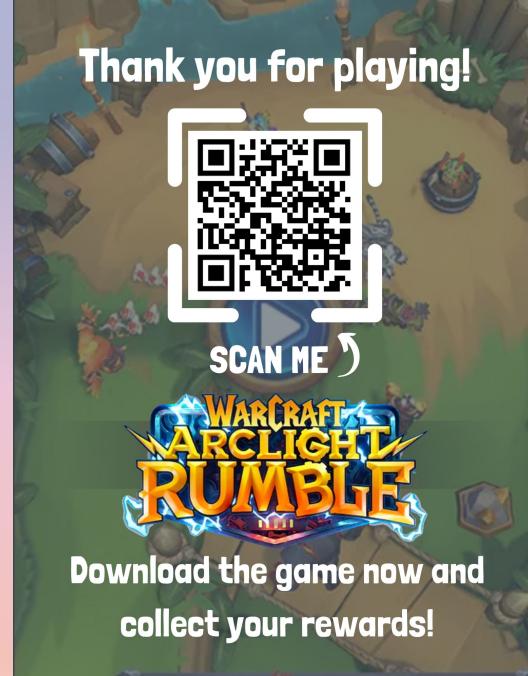


Paths lead toward
the WAR booth

PvE Booth Set-Up

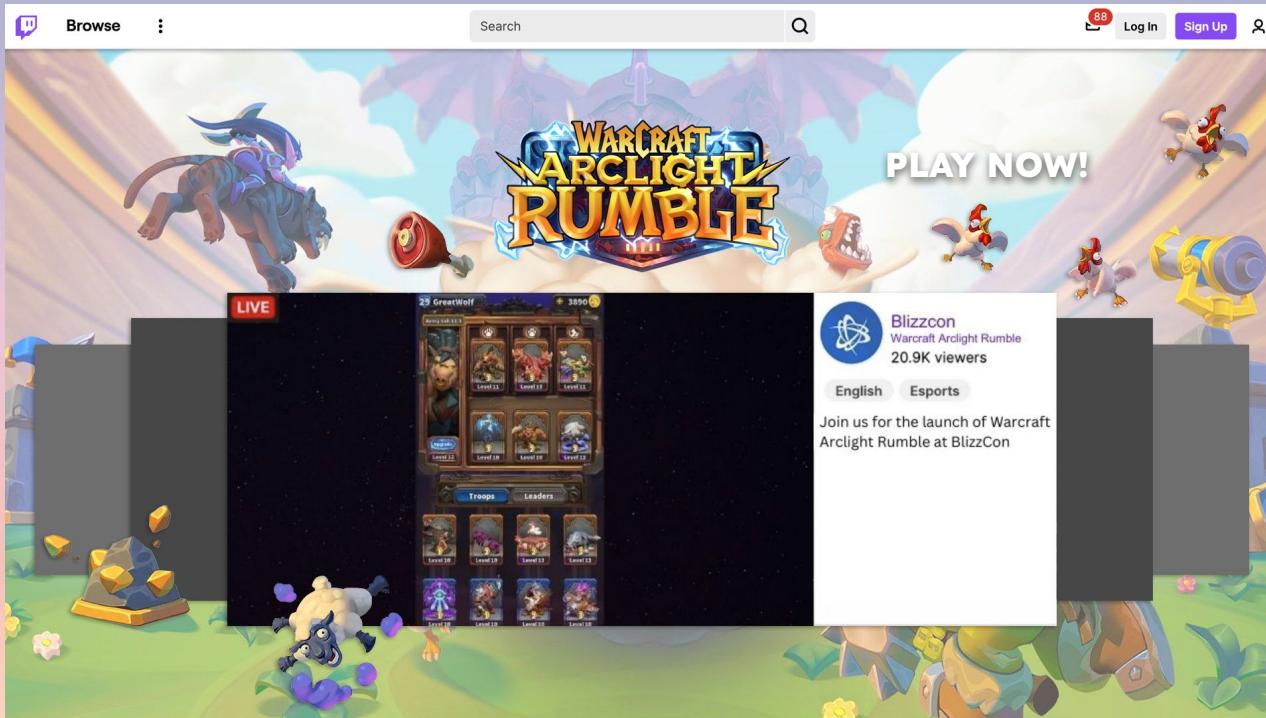


Demo phones at the booth
Showcase the PvE



Digital incentive and rewards
after each round

PvP Tournaments



Twitch front page takeover

Photo Opps

Spark user-generated content,
word of mouth

Leverage visual motifs

- Arclight, lightning, explosive clouds
- Collectible minis, accessories
- Towers, platforms, gears
- ...

#WarcraftRumble



Photo Opps

Arclight installation

- Art installation with appeal beyond WAR/WOW

Photo booths

- Showcase new WAR art style

Social media filters



POST BlizzCon

Press Coverage

- Coverage from journalists who attended BlizzCon
- Coverage from different gaming magazines
 - GamesPress
 - PC Gamer
 - PLAY Magazine
 - 110% Gaming
 - Game Informer
- Coverage from newsletter editors/Gaming bloggers
 - GameDiscoverCo
 - Game Informer
 - Destructoid
 - Metacritic
 - GamesRadar+

Social Media

- Coverage from influencers who attended BlizzCon
- Photo booths - Instagram reposts/story highlights
- #WarcraftRumble
- Blizzard/Warcraft Rumble's own social media accounts + website

THANK
YOU

