

Warcraft Arclight Rumble at BlizzCon 2023

Assignment Reach existing Warcraft players at BlizzCon and springboard to wider audiences.	Positioning WAR is a new twist on the beloved Warcraft IP. The mobile game offers engaging multi-dimensional gameplay in bite-sized moments.	Ownership Zitong Wang, Audrey Lin, McKenna Velasco, Jamie Wang, Cassie Ackemann, Xinyu (Sigrid) Xu
Why are we doing this? Mobile gaming captures the largest share and fastest-growing market of players (more than game consoles and PC), proving great market opportunity.		
What is the job to be done? Engage attendees, drive downloads, leverage word of mouth, and convey WAR's brand and new art style through a series of WAR-related campaigns at BlizzCon.		
What does success look like? App downloads by at least 60% of BlizzCon attendees, 20% of remote audiences; +10% in #WarcraftRumble mentions from BlizzCon 2019's relevant hashtags; +10% in share of search; +10% in social media reach.		
What do we know that helps? <ul style="list-style-type: none">• Warcraft players make up a large portion of the BlizzCon audience. <24 year olds make up 11% of in-person BlizzCon audience and 23% of virtual BlizzCon audience.• WAR's new art style is light-hearted, playful, magical, contemporary, and 3D.• Visual motifs: arclight, lightning, explosive clouds, collectible Minis, accessories, towers, platforms, gears, arcades, taverns, etc.• Gameplay: mobile strategy, hero collector, PvP, PvE (unique maps), dungeons, raids, co-op.		
Who is our audience & what about them matters most? WoW's existing audience is maturing, multi-generational, and busy with family and life obligations. WAR targets 13-24 years old. They delight in humor and play to cope with mental health.		
Single minded strategic idea Attract youthful audiences through light-hearted, fast, and frenetic play		
Reasons to believe Future trends show growth in mobile gaming market, increased potential for IP games, and esports-friendly games; Gen Z are playing more mobile games and willing to spend.		
Ways to show up Social platforms and cross-industry influencer partnerships; engage local and remote communities through mural spotting and meme contests; Mini Quest, PvP tournament, and photo opportunities at BlizzCon.		
Considerations and mandates <ul style="list-style-type: none">• How can we transfer the success at BlizzCon to long-term effects after BlizzCon?• How can we promote WAR considering the difference in gameplay and aesthetics from WoW?		