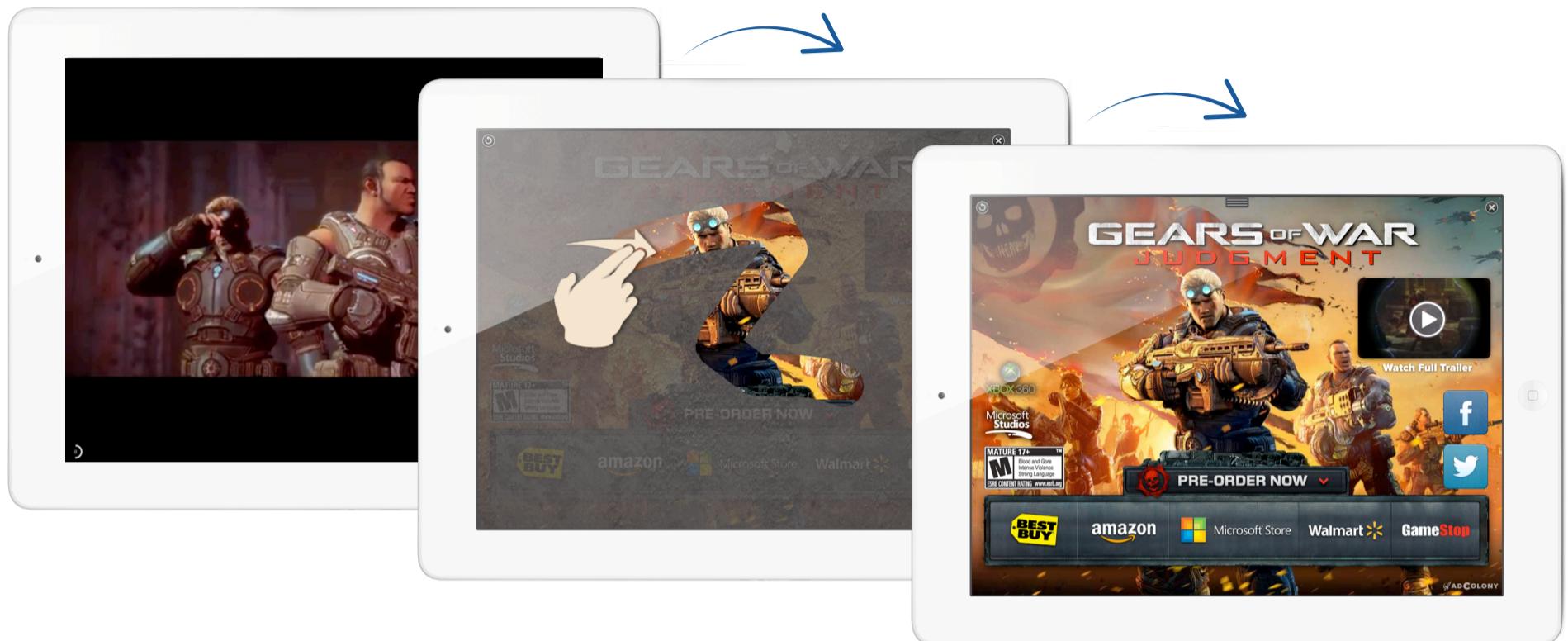


Xbox Mobile Video Campaign Drives Trailer Views & Boosts Purchase Intent for Gears of War: Judgment



THE OBJECTIVES

- Create a custom mobile video branding experience to build hype & buzz for the highly anticipated Gears of War: Judgment Xbox game release
- Engage Xbox's "Gears Nation" core gamer audience by showcasing exciting gameplay features via video trailer to drive awareness & interest
- Boost purchase intent for Gears of War: Judgment via video views, lean-in engagement features & option for post-video view consumer action
- Drive additional long-form video views on YouTube for core gamers to experience additional Gears of War: Judgment content

THE EXECUTION

- Leveraged AdColony's Instant-Play™ HD mobile video ad network, where videos load without ever buffering, to serve high volume video view campaign
- Launched FIRST EVER "wipe off" video end card for users to "wipe" dust off the screen after the trailer to further engage with the content & click through to see more or to purchase the game
- Served campaign across custom smartphone & tablet app list hitting M18-49 target w/ emphasis on apps indexing for core, serious & independent gamers
- Utilized device language targeting in custom Hispanic targeting package to reach Hispanic consumers with the high impact mobile video trailer

THE RESULTS

