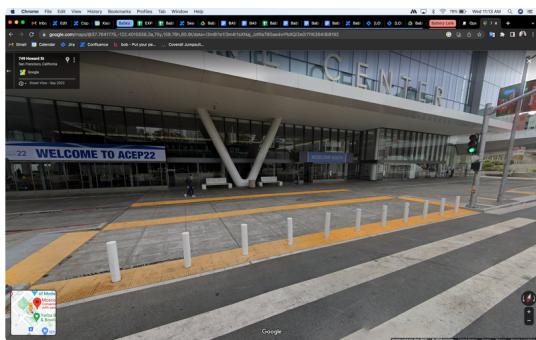
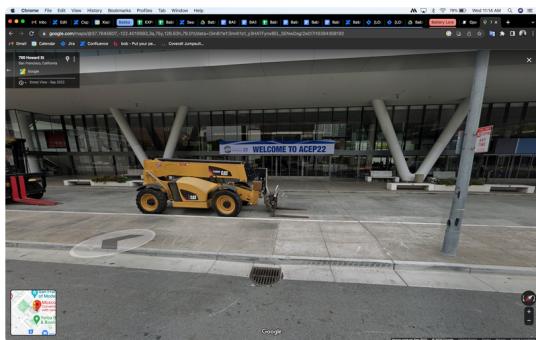
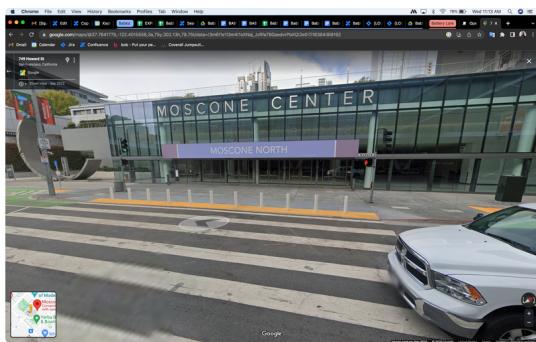




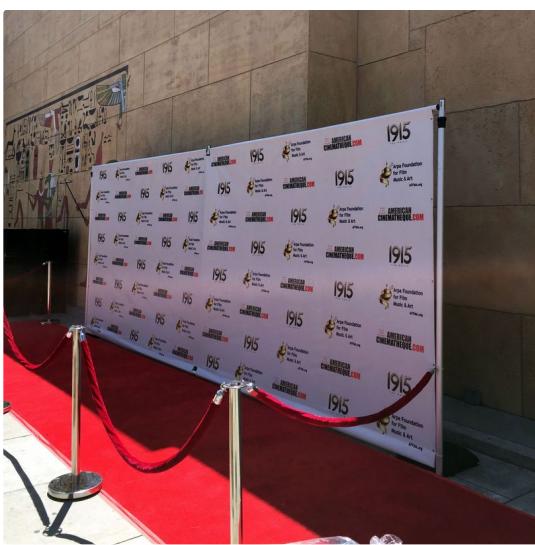
Potential outdoor locations



Babka & Nushi size reference.



Step & Repeat example





TBC

Key Event Touchpoints: TO BE COMPLETED

Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.

Conference Floor	Conference Booth/Activation	Online

Consumer Overview

Event Atmosphere

Use this area to cover general notes on event atmosphere, crowd types, and pitfalls to avoid given the history of this event and attendee type.

Attendee Profile

Use this area to build consumer profiles around primary attendee types, focusing on the types of engagement that they prioritize.

Event Goals and KPIs

Use this area to cover event goals and specific, trackable KPIs around product, brand, and narrative.

Which elements of the product are we socializing? ie. Which product features are integrated into key event mechanics?	How is the brand represented and publicized? ie. What are social media tie-ins that build the scale of the event? What number of impressions/reach are we targeting?	Which narrative elements are in play at this event? ie. Are there any narrative reveals or narrative content drops happening associated with this event?

Product KPIs	Brand KPIs	Narrative KPIs
		Introducing Babka: B2B learn about Babka as a support for game purchases, and the potential for in-game purchasing

Technical Specs

Booth/Activation Specs

Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.

Floor Specs

Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.

Costume Specs

Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.

Agenda/Run of Show

Use this area to cover logistical considerations around load-out and load-in for the event, as well as time-sensitive experience moments/participant interactions during the event itself.

Key Logistics

Open Tasks

Use this area to cover key tasks to complete and tag relevant stakeholders to assign the task to them



Timeline

Use this area to cover key milestones around design, creative, production, and logistics related to the event.

Budget

Use this area to cover key budget asks, and to link out to more detailed budget considerations.

Key Xsolla/Babka Team Members

Use this area to list key stakeholders related to the production and execution of the event, as well as the event elements they can be contacted with regards to.

Previous Iterations

Babka Plans for GDC 2022: [Babka @GDC \(March 21-25, 2022\)](#)

GDC 2023 Red Carpet After Action Report

Introduction:

The brand activation event was organized with the objective of creating an engaging and memorable experience for attendees, generating buzz on social media, and increasing brand awareness. The event was executed by a team comprising of Front of House (FOH): badge scanners, Babka assistants, event photographers, hosts, videographers, live musicians, Nushi vision tech, and Back of House (BOH): Photo editors, video editor, copywriters, social media posters, and influencer campaign managers.

Key Performance Indicators (KPIs):

Proposed KPI's

[Sign in to access Google Drive Spreadsheet](#)

Results

- 700 badge scans
- 24 Attendee focused posts
- 1934 photos taken
- 102 video interviews recorded
- Increased growth across new social media accounts through synced influencer campaign



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Event Results:

The event was successful in generating buzz on social media and increasing brand awareness. However, some challenges were encountered, including:

- The delay and processing time to get photos back to attendees
- Lack of collecting attendee socials for tagging
- Writing custom responses to attendees
- Publishing videos in a timely manner
- Coordination and narrative arc of the booth experience
- Discomfort experienced by performers in Babka suits

Lessons Learned:

Based on the outcomes of the event, the following recommendations are made to improve future events:

- Deliver clear event narrative, talking points and CTA to all FOH participants
- Clarify specific responsibilities of each role
- Hire both an event production partner and an event marketing partner. Alternately, hire an in-house event production manager and build an in-house marketing team. Much to discuss on this front.
- Remake Babka suits to avoid ethnic bias and become more globalized, and ensure performers' comfort
- Implement an efficient workflow and plan for posting content to social media and sharing with attendees
- Change benches to 16"-18" max height so people can sit comfortably, no bench behind Babka to avoid obstruction and allow group photos and Nushi dances
- Improve coordination and narrative arc of the booth experience
- Develop process for timely delivery of photos, accurate tagging of attendee socials, and custom responses to attendees
- Monitor and track attendee engagement through badge scans and social media analytics to gauge the success of the event
- Assess efficiency of influencer campaign against other strategies
- For future events marketing team and content back of house production team must have separate spaces from which they operate. Green room cannot double as campaign headquarters.

Conclusion:

Overall, the brand activation event was successful in introducing the B2B community to Babka and Nushi with an overall positive reception. The content produced along with the influencer campaign successfully launched Babka's key socials, with the most dramatic engagement on TikTok. However, improvements can be made in the coordination and execution of the booth experience, timely delivery of content to attendees, and ensuring performers' comfort as well as premediation campaigns and more narrative content production to increase variety for influencer campaigns/ boosted posts to gain more traction. By implementing the above recommendations, future events can be more successful and engaging for attendees.

Appendices:

 [Sign in to access Google Drive Presentation](#)

BABKA @ E3 2023 (Cancelled - See Xsolla Lounge)

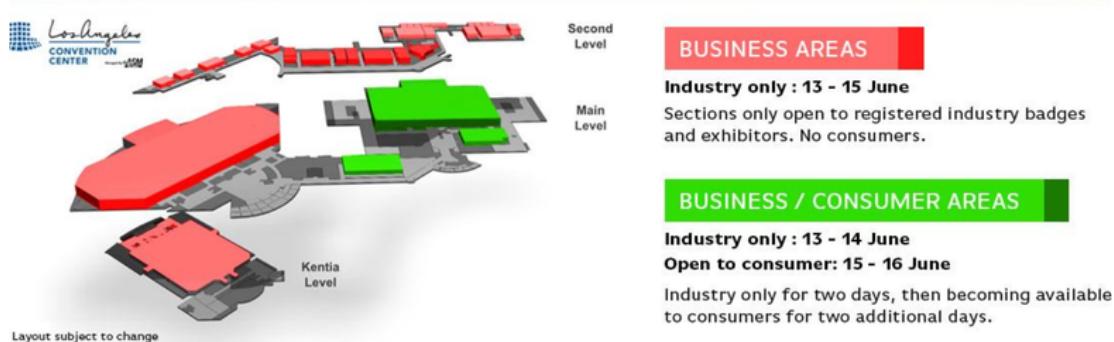
Event Details:

Event Name	E3
Website	E3
Dates	Digital: 6/11 - 6/17 Physical: 6/13 - 6/16
Event Run Time	
Location and Venue	Los Angeles Convention Center
Format	
Target Audience	Business and Consumer
Number of Attendees	n/a
Primary Contact	
Xsolla Sponsorship Level	TBD

Consumer Overview

Event Atmosphere

This is the first year for the new format for E3 with their new ownership under ReedPop. There are 3 Business and 2 Gamer Days, with 1 day of overlap. The Business days will cover the entire expo and allow space for meetings, presentations, & interviews. The Gamer Days will allow the general public access to a smaller separate section of the expo. This environment will be much closer to a PAX event, louder, crowded and more focused on either top of funnel customer engagement or hands on demoing of games and services.



	SUNDAY 11 JUNE	MONDAY 12 JUNE	TUESDAY 13 JUNE	WEDNESDAY 14 JUNE	THURSDAY 15 JUNE	FRIDAY 16 JUNE	SATURDAY 17 JUNE
DIGITAL	E3 DIGITAL WEEK						
PHYSICAL	E3 BUSINESS DAYS						
	E3 GAMER DAYS						

Attendee Profile

The Business Days will be like normal E3 with a mix of business heads, media, & journalists. The Gamer Days & area will be the average mix of 18-35 year olds most likely 60/40 male to female audience mix.

Past experience, Gamers at E3 are either waiting in line for a demo, want free shit, or meet an influencer. a place to rest is the ideal niche for Babka to fill. Allowing gamers to rest, recharge and get right back out there to gaming. But it's also about community and bring those different gamers together.

Event Goals and KPIs

TBD

Which elements of the product are we socializing? ie. Which product features are integrated into key event mechanics?	How is the brand represented and publicized? ie. What are social media tie-ins that build the scale of the event? What number of impressions/reach are we targeting?	Which narrative elements are in play at this event? ie. Are there any narrative reveals or narrative content drops happening associated with this event?

Product KPIs	Brand KPIs	Narrative KPIs

Technical Specs

Booth/Activation Specs

Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.

Ideation



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