



### 1. What is the objective, the purpose of the project?

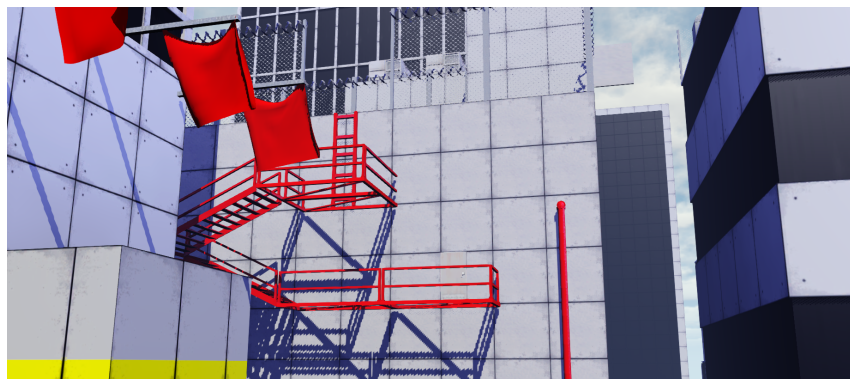
The purpose of creating a creative digital marketing project is to generate interest and ultimately drive sales for the upcoming release of *Mirror's Edge Catalyst*. By providing fans with an interactive experience that gets them excited for the game's release, Electronic Arts will not only be able to ensure that existing fans purchase the new release, but also that new fans unfamiliar with the franchise are attracted to the game by the campaign. The campaign will be one that not only works to maintain current interest in the upcoming release but also will have the aim of being accessible to users unfamiliar with *Mirror's Edge*, thus attracting additional fans and customers.

### 2. What are we going to tell our target and how are we going to tell it?

*Mirror's Edge* tells the story of a dystopian world in which a totalitarian control has been placed on information and communication. The player takes on the role of a “runner” named Faith, who acts as a courier of private documents and information and utilizes parkour to avoid the police.

The target audience is going to be told that they can take on the role of Faith in their daily lives and an attempt will be made to bridge the gap between fantasy and reality. This is going to be done through the creation of a “Runner's Spot” app for mobile devices that will allow users to share parkour locations with one another. Users will be able to log into the app and take photos and videos of various “everyday” parkour locations along with details about these locations, such as a list of tricks that can be performed, the danger and difficulty that these tricks present, and the “bust factor”: the chance that the police or other authorities will stop users from using the location.

In order to promote this product, *Mirror's Edge* will launch a real-time marketing campaign that generates posts relating to various pop culture events. These posts would prompt users to use an online tool to create their own “runner's maps” of venues like famous stadiums or concert halls. Users would be challenged to generate a red route on a map of the venue with the goal of creating the fastest route to reach some destination from a given starting point. The following image is an example of a route a user might be able to paint with this online interface:



These maps could then be shared online and the best maps could be reposted by Mirror's Edge to show support for users' efforts. These could even be done in advance of pop culture events so that Mirror's Edge could simply post the best fan-generated route on the day of something like the Super Bowl. Alongside this campaign would be a reminder that users can share their favorite parkour locations using the Runner's spot app and that downloading the app will privilege users an exclusive downloadable content map pack featuring some of the real locations from the campaign. The hashtag for the campaign would be #AlwaysRunning.

### **3. What are our interaction goals?**

The goal is to have users interacting with the campaign in a multidimensional fashion. The campaign has many different layers and there is an emphasis on bridging the gap between reality and fantasy. In terms of the campaign itself, there is a goal that a significant number of users will be sharing maps created by fans of the franchise. At a deeper level, there is also a goal that fans will participate in the generation of content and will take part in constructing routes for the various venues. This process should be fun and intuitive and should be intrinsically rewarding for customers to participate in.

As a result of the campaign, there is an interaction goal of participation with the Runner's Spot app as well, both through posting runner's spots and through interacting with others' posts in the form of comments, ratings, and shares. Lastly, there is the ultimate interaction goal of attracting users to purchase the upcoming *Mirror's Edge Catalyst* release and to continue to interact with the brand through the game. One of the most important goals, however, is not necessarily that a large portion of current fans participate in the campaign, but rather that the campaign attracts new interest to the franchise from those unfamiliar with Mirror's Edge. This will require a lot of sharing from current users of fan-generated runner's maps and runner's spots.

### **4. What impact or role do we want users to have with the message?**

Users play a big role in the creation of the message and the content for this digital marketing strategy. Users will be responsible for creating maps for the various venues posted by the campaign and will also be the primary content generators for the Runner's Spot app. The purpose of the campaign is to encourage users to think and act like a runner and to be #AlwaysRunning, so it is important that they have a very involved role with the campaign itself. Mirror's Edge does not currently have an owned online community and this campaign presents a great opportunity to create one. Ultimately, Mirror's Edge would use this campaign as a way for fans to become directly connected with the brand in a way that is rewarding and unique, thus building a strong relationship between the product and the consumer.

**5. What kind of social currency does our target have? (i.e., To what extent do users share their experience with our brand as part of their everyday lives?)**

This product provides social currency in two different ways. The first way is through the active sharing of running spots and the interaction users will have with one another within the app itself. Parkour is an extremely niche interest, but is likely more popular amongst fans of the Mirror's Edge franchise than amongst other consumer bases. Therefore, the app would provide an effective way for people with this unique shared interest to connect and show off their tricks in a constructive environment.

The creative digital promotion strategy associated with the product would provide the second avenue through which users would realize social currency. By sharing their personal runner's maps online and posting to social media, users will be able to interact with their friends and discuss the design of their maps, as well as compete to build the most efficient route. This will enable a completely unique connection with the Mirror's Edge brand that is also relatable for those who are not familiar with the franchise. It is not everyday that a football fan is able to see their favorite stadium painted with a red parkour route and to view this venue in an entirely new and exciting way.

**6. How will we measure the effectiveness of the creative?**

Effectiveness will be measured based on how many users share and like the content generated by this campaign relative to other posts made by the Mirror's Edge brand pages. Effectiveness will also be measured by user feedback in the form of comments and the general consensus from online forums relating to the campaign. Fans have shown dissatisfaction toward other efforts by the Mirror's Edge's online presences in the past, so it is fair to assume that they will be honest and provide useful feedback about a new creative campaign. Consumers have a lot of power to support or damage brands online because of how powerful a tool the Internet has become. Mirror's Edge will need to not only track content generation and the sharing of content, but also negative responses and potential backlash to the campaign.

In addition to tracking fan's responses to the campaign, Mirror's Edge should track what new users were drawn to Mirror's Edge due to the campaign. Because of the nature of this creative strategy and its goal of attracting new fans to the franchise, effectiveness will be measured by how many new fans Mirror's Edge's online presences gain.

Furthermore, effectiveness will be measured by downloads of the Runner's Spot app and user engagement on that app. This is likely not something that will be adopted by anything more than the "innovators" and "early adopters" within the Mirror's Edge community because of the niche nature of the app, speaking in Dr. Petouhoff's terms about the ROI of social media. However, the real aim is to attract

new users to the game in a unique way. It can be difficult for brands to attract new customers and to develop marketing that reaches new consumers rather than simply appealing to current consumers. Finally, effectiveness will be measured by sales and preorders of the upcoming game, which is the most tangible measure of ROI Mirror's Edge will have when comparing the cost of implementing this marketing strategy to the benefits.

Reaching out to new consumers is risky and needs to be done creatively, and a Runner's Spot app and the associated #AlwaysRunning real-time marketing strategy has the potential to be effective at doing just this and bolstering the Mirror's Edge experience.