



The biggest real time marketing strategy that Mirror's Edge and EA Games as a whole use to connect with their fans is through video game conventions. For video game companies, whose focus is providing a fantasy adventure to its consumers in a way that separates players from reality, connecting with real-world events and providing real time marketing strategies does not necessarily make sense and may not always work to connect users with the brand in a meaningful or valuable way.

Video game conventions are one exception and are an example of, in Altimeter terms, a brand event case of real time marketing. At a convention, companies host events or are present at a larger industry-wide event and attempt to make product announcements that will excite and intrigue fans. These organizations need to be prepared in advance for real time marketing that they can use to reach fans across the web. While Mirror's Edge does not have its own mobile app, they are inherently present on fans' mobile devices through their presence on Facebook and Twitter. Sharing cosplays is the best way for the brand to connect with fans at these events and Mirror's Edge does a great job of doing so.

However, some of Mirror's Edge's competitors have adopted more creative strategies to connect with fans and do so in a more meaningful way. Deus Ex is one such example. Deus Ex is a competing franchise and the newest Deus Ex release – Deus Ex: Mankind Dividend – is scheduled for February 23rd, which is the same date as the release for Mirror's Edge: Catalyst. This competitor connected to fans at one convention by asking a cosplayer at the event to mock some of the funny features of older Deus Ex games that have since become viral Internet memes. The following link is one of the videos they shot with this cosplayer and shared through social media under the campaign name #NeverAskedForThis:

<https://www.facebook.com/DeusEx/videos/vb.119442141442476/841516199235063/?type=3&theater>

The following two links provide some context for this campaign.

<https://www.youtube.com/watch?v=Y414Q7vVgYU>

<https://www.youtube.com/watch?v=CXpuRIZzJog>

Unlike most competitors in this market, Deus Ex also has a strong presence in the mobile arena. In 2013, Square Enix, the publisher of the Deus Ex franchise, released a mobile game entitled Deus Ex: The Fall in preparation for the announcement of Deus Ex: Mankind Dividend. This is the franchise's way of using the mobile platforms to generate revenue, as the game costs \$6.99 to download and also features in-app purchases. The game has fairly strong reviews from fans as well, with an average of over 4 out of 5 stars from 2,174 users on the App Store. In addition to this mobile game, Square Enix has also released a Deus Ex Universe app. This app allows the user to purchase Deus Ex products on the go

and provides news updates for the Deus Ex universe, including newly released content, pre-order details, comic book announcements, and even links to clothing stores that sell licensed Deus Ex clothing. This real time strategy is a new step for video games that may eventually attract consumers' interest, but currently is failing to do so. Video game consumers are ultimately more interested in playing games than participating in campaigns geared toward generating hype. While Deus Ex: The Fall has over 2,000 reviews on the App Store, the Universe app has a measly two reviews. For this reason, it is clear that Square Enix is experiencing the turbulence maturity stage with its mobile real time marketing strategies. The app is live and has some users, but it is not clear exactly what revenue goals hope to be achieved with the app or what customer pain points are being addressed with its inception. The potential to surpass competitors like Mirror's Edge on mobile platforms is high, but it is also evident that Deus Ex has a long way to go before it exits this stage of heavy turbulence.

On the other hand, Deus Ex's social media real time strategies have been very effective. It is one of few video game brands to connect its fictional story with real world events. The game is about the year 2027 in which mechanical and biological augmentations have become available to the general populace and are having a massive effect on Earth's political landscape and are creating class warfare amongst societies. On the Deus Ex Facebook page, moderators frequently post inspirational or informative videos of real life prosthetic organizations and their progress toward innovating the industry. These posts generate thousands of comments and shares from fans because the videos are relevant, real world news and are consistently fascinating. Through these shares, people other than core gamers are exposed to the Deus Ex brand and may be attracted to the game as a result. The following post is an example of Deus Ex's real time marketing: "It's not the year 2027 yet, but you can see it from here:"

<https://www.facebook.com/DeusEx/videos/vb.119442141442476/861703323883017/?type=3&theater>

Ultimately, these strategies are far more effective than attempting to connect with consumers in ways that they #NeverAskedFor. Video game players are not likely to download a mobile app that shares nothing uniquely valuable to them and will not frequently check that mobile app even if they download it. For video game brands, it is far more effective to focus on more traditional real time marketing strategies leading up to release and Deus Ex has done so in a way that Mirror's Edge thus far has not achieved. Perhaps before their shared release date, Mirror's Edge will attempt to compete with Deus Ex in this respect.