

CANNES LIONS **2021** *Gaming Digest*

Our Cannes Lions 2021 take outs
on how Gaming is changing the
ADV industry.

**PRESS F
TO PAY
RESPECT**



Hello, I'm **Gaming** and now I'll explain how and why many

***ADV GOLD RULES
BECOME OLD RULES.***

This year - at Cannes Lions - several stakeholders spoke about the impact gaming has on the adv industry.

Get ready to change your mind on those marketing rules you were sure about.

AGENDA

1. IF YOU CAN'T YOU PROBABLY CAN
THE FUTURE OF EVENTS IS NOT AN EVENT **.2**

3. FB, TW AND IG ARE NOT THE ONLY SOCIAL NETWORKS
GAMING IT'S NOT JUST GAMING **.4**

5. NOT JUST FOR YOUNG PEOPLE
PROMO? IT'S A GAME TOO **.6**

EXTRA
GAMING VADEMECUM

***IF YOU CAN'T,
YOU
PROBABLY CAN***

There are no rules or different rules in Minecraft

Whether it is about LAWS

RSF REPORTERS WITHOUT BORDERS

„Minecraft reveals uncensored library full of banned journalism.“

„Millions of young players are experiencing press freedom for the first time.“

Permanent part of the exhibition.

GameStation

Frankfurter Allgemeine

BBC CNN CNBC THE VERGE The Guardian THE DESIGN MUSEUM Mashable

BUSINESS INSIDER Medium FAST COMPANY arte EUROGAMER The Drum GIZMODO IGN ARD

TechCrunch HUFFPOST FOX4 DER SPIEGEL The Daily Dot Le Monde

YAHOO! NEWS n imgur designboom 丁香园

THE UNCENSORED LIBRARY

790+
News Stories

2.7 B
Total Media Reach

15 YRS
Total Playtime

62%
Increase in Donations

Turning a game into a tool to bypass censorship

Millions of young people grow up under strict online censorship. Yet, even in places where almost everything is blocked – Minecraft, one of the world's biggest games is freely accessible. For the first time, Reporters without Borders (RSF) used a game to bypass censorship:

The Uncensored Library – republishing formerly censored articles by acclaimed independent journalists as uncensored “Minecraft books” – readable in a huge digital library built within Minecraft.

The library reached 20+ M. gamers in 165 countries, made global news headlines, massively increased donations for RSF and became an educational tool in schools and universities. The Uncensored Library will stay open → to overcome censorship and keep free information available for the next generations.

uncensoredlibrary.com | #TruthFindsAWay

400+ Community videos incl. big gaming influencers

Censored articles became uncensored books

Librarian Sparklez can help you find out what other players are doing

6,8 M Followers

4 M Followers

11 M Followers

1.87600万本免費超える

we are social



MONEY

“We don’t have the money to sponsor Messi, Ronaldo & Co”. Are you sure?

\$2.5M
EARNED MEDIA
Source: ABMC

+25K
VIDEOS OF GOALS SHARED
Source: BK Internal Data

MOST USED TEAM
DURING THE CAMPAIGN

If a brand wants to sponsor Messi, Cristiano Ronaldo, or Neymar, they have to pay millions of Euros. But Burger King realized that there's a way to endorse them without paying them a single penny.

A year ago, we became the main sponsor of a team at the bottom of the 4th division of English football: Stevenage FC.

Many thought it was a terrible investment. But it was going to pay off because we knew that if our logo was on their shirt, it was going to appear in FIFA 20 – the most played video game in the world.

Once the game came out with the new Stevenage FC shirt with our logo, we launched the #StevenageChallenge.

We invited gamers around the globe to play with our team, sign the best players, and score goals with them to get free BK food in return.

Not only did we receive tens of thousands of UGC content with Messi, Cristiano Ronaldo, Mbappe and Neymar wearing the Burger King logo (without having to pay them a penny), we also turned a team that's small in real life into the biggest team online.

★☆☆☆☆ STEVENAGE CHALLENGE

THE SEASON THAT BURGER KING SIGNED THE WORLD'S BEST PLAYERS.



"THE BIGGEST TEAM IN THE WORLD, AT LEAST ONLINE."

ESPN

"BURGER KING IS GIVING YOU A FEW GOOD REASONS TO BE A STEVENAGE FAN."

Bloomberg

"EVERYBODY'S TEAM."

FourFourTwo





Or even a PANDEMIC

Yes, someone has been a tourist during the pandemic.

THE BIRTH OF GAMING TOURISM

CHALLENGE

Xbox believes that gaming is for everyone. Yet games marketing has always targeted those who love action. How could Xbox target new people who didn't care about the combat?

IDEA

By creating a brand new reason to buy games. **Not to play. To visit.** Xbox transformed into a travel brand, for the first time promoting not gameplay, but games as tourist destinations. It was all built around a ground-breaking partnership with global travel guide publisher Rough Guides, which worked just like their guides to countries, but with all the advice entirely for virtual worlds. Launched at the UK's largest travel expo, it changed how people see games. A gaming brand transformed into a travel brand, from in-game walking tours based on the book to re-framing console bundles as vacation packages. With Covid restrictions in place affecting the travel sector, our new way to travel, became the only way to travel.

RESULTS

Debuted in **29 COUNTRIES** and counting. **4X** average response rate. **55%** traffic increase.



READ THE E-BOOK
VERSION NOW

'TRAVEL WITHOUT TRAVELLING'



'GAMING TOURISM IS NOW A LEGITIMATE TREND'



'EYE - OPENING'



'APPEALS TO PEOPLE BEYOND THE EXISTING GAMING COMMUNITY'

CONTAGIOUS

'XBOX REINVENTS GAMES'



TRAVEL GUIDEBOOK



186 PAGES OF TRAVEL ADVICE



PHOTOGRAPHY EXHIBITION



IN-GAME LIVE GUIDED TOURS BASED ON THE BOOK

Reaching the unreachable:

82% of Generation Z skip ads as fast as they can if given the option
(AdReaction - Millward Brown research)

If it is not an ad.
ADBLOCK
can't stop you

***“Don’t be afraid of planning for a future you can’t yet visualize.
Embrace the technology, pushing limits of what is possible.”***

PETER MOORE

SVP & GM SPORTS & LIVE ENTERTAINMENT AT UNITY

***THE FUTURE
OF EVENTS
IS NOT AN EVENT***

Leverage on **gaming accessibility**: think about **consumers globally**, not just locally.

If your KPI is about how many people you can gather around the same place, have you ever seen an event with **12.3 million** participants?



Elevate the experience:
in gaming you can let your
customers do what they
can't in real life.

For example:
have you ever wondered
about letting people run
on the Super Bowl field
wearing a banana suit



Verizon turned the least attended Super Bowl in history, into the most attended

This year's Super Bowl stadium was almost empty because of the pandemic. So Verizon brought fans together virtually, for the ultimate Super Bowl experience, in Fortnite. To bring it to life, we teamed top game builders with top NFL players, and armed them with Verizon 5G at the top-tier stadium, James Stadium, to build the ultimate reaction in Fortnite. We maximized exposure by creating a crossover of pro gamers, NFL players, and sports influencers with a combined fanbase of 70 million. Fans poured in for a week of content, games, and head-to-head livestreams on primetime. Fans even got to meet their favorite NFL players prior to the game—similar to what fans have done from the stadium. Millions of fans and turned the least attended Super Bowl in history into the most attended.

40MM
Stadium Players

#1
Share of conversation

5MM
Livestream viewers

3.6B
Impressions

“Verizon reaches consumers in new ways in Fortnite.”

“Verizon elevates Super Bowl LV with the largest activation ever built in Fortnite...”

“Verizon's digital stadium lets people interact with their favorite NFL Players.”

THE INGREDIENTS

FOR THE PERFECT E-VENT

Immersive Experiences

True Interactivity

Deeper Emotional
Connection

Co-creation of Content

LEON CHEN - SVP OF MARKETING AT IQIYI
Redefining Storytelling in Entertainment

The **League of Legends World Championship** got more viewers than the **Super Bowl**.

So.

Are you sure **that (IRL) teams or tournaments** is the **best fit** for your brand



Yes, but what about
**EVENT
SPONSORSHIPS**

NOPE
“Yes But, maybe they
are casual viewers”

4

People stay on Twitch
times more than on any
other media

ANDREA GARABEDIAN

Global Head of Advertiser Marketing

@Twitch

**FB, TW AND IG
ARE *NOT* THE *ONLY*
SOCIALS**

“Many fans turned to gaming as the source of social connection, a way to interact with friends and family in a virtual world and this has driven its strong emotional connection to gaming.”

CLEMENT XUE

HEAD OF ACTIVISION BLIZZARD

(Why The Most Important Characters in Gaming Are The Players)

40%

indicates **social**
connections as a
motivator
for **playing games**

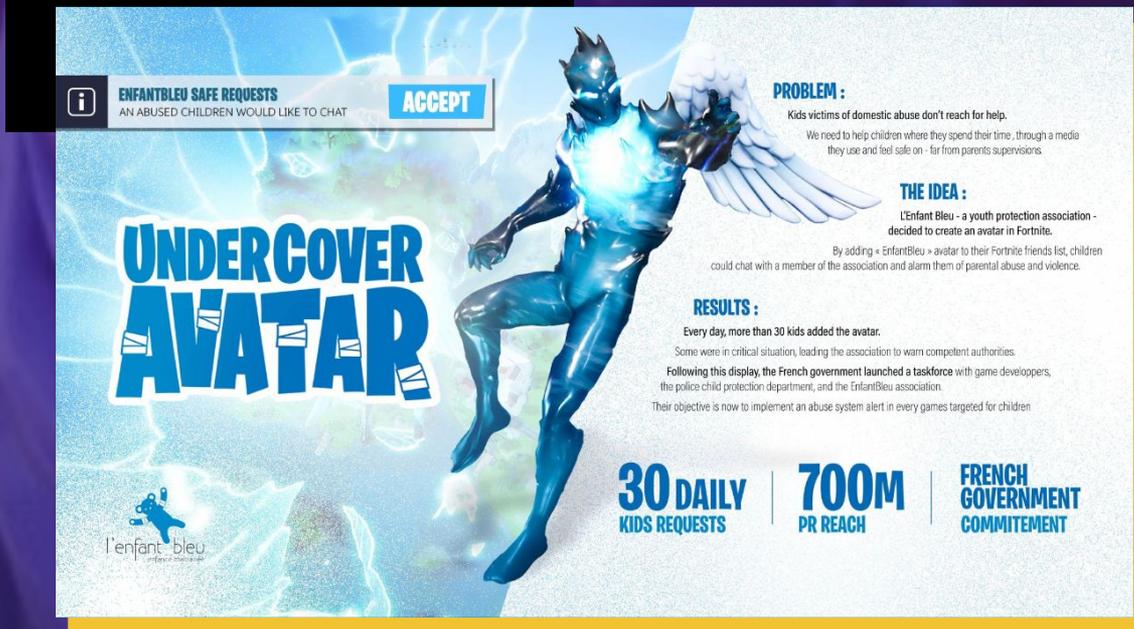
JONATHAN STRINGFIELD
VP Global Business Marketing @
Activision Blizzard



Still funnier than video-calling the ear
of your grandparents

Most
multiplayer online games
have a
communication system
similar to social networks.

You could **hack** it,
like you tried to hack
“classic” social networks.



ENFANTBLEU SAFE REQUESTS
AN ABUSED CHILDREN WOULD LIKE TO CHAT

ACCEPT

UNDERCOVER AVATAR

PROBLEM :
Kids victims of domestic abuse don't reach for help.
We need to help children where they spend their time, through a media they use and feel safe on - far from parents supervisions.

THE IDEA :
L'Enfant Bleu - a youth protection association - decided to create an avatar in Fortnite.
By adding « EnfantBleu » avatar to their Fortnite friends list, children could chat with a member of the association and alarm them of parental abuse and violence.

RESULTS :
Every day, more than 30 kids added the avatar.
Some were in critical situation, leading the association to warn competent authorities.
Following this display, the French government launched a taskforce with game developers, the police child protection department, and the EnfantBleu association.
Their objective is now to implement an abuse system alert in every games targeted for children

30 DAILY
KIDS REQUESTS

700M
PR REACH

FRENCH GOVERNMENT
COMMITTEMENT

l'enfant bleu
association française de protection de l'enfance

Think about **mobile gaming** as a **social** network within which people are **engaged** and **definitely active**. They socialize by doing actions, maybe towards you (brand).

Don't miss the
MOBILE
MARKET

INTERACTION

PLAY > SCROLL

***GAMING
IS NOT JUST
GAMING***

How might gaming's limitless creative potential be used for good ?

Keep in mind: there is a **strong connection** between the **metaverse** and **real life.**

PROBLEMA
En Argentina más del 50% de los niños y adolescentes viven en situación de pobreza, provocada por la falta de ropa.

OBSERVACIÓN
El 10% de los niños gasta en promedio U\$2.000.000 en skins para sus juegos por mes.

IDEA
Junto con la ONG Fundación Manos Abiertas, nos asociamos al evento gamer más importante de LATAM, La Final del League of Legends.
Creando un **Marketplace** como "The Skin Trade", ofreciéndoles a los gamers un intercambio único: donar la ropa que ya no usan en el mundo real, a cambio de ropa (skins) para su personaje online.

RESULTADOS
En solo un día, se ONG recibió más ropa por el lanzamiento de "The Skin Trade" de la que había necesitado en todo el año, SU ENTREGA YA.

La campaña logró amplificar los donativos generados día y noche desde la Final, tanto en redes sociales como en Twitter. Alcanzando el reconocimiento de toda la comunidad de los eSports.

La acción fue tan exitosa que "The Skin Trade" formó parte de los Eje, Games, la Final del Torneo. Así como también de todos los eventos de eSports en Argentina.

#SkinTrade
FUE TRENDING TOPIC

- +200.000 PRENDAS DONADAS
- +2MILL ESPECTADORES ONLINE
- +5.000 VOLUNTARIOS

Flow | Fundación Manos Abiertas

Adlatina Ads-World LatinSpots TotalMedios 57 The Drum PRODU

Gaming is a serious thing.
But also serious things can
be gaming.

For Example:
Fortnite players
can **save lives** instead
of **taking them**



Or you can help students
reflect on **history**,
impact and **different realities**.



“Integrating with these platforms in a way that breeds positivity, understands the relative need states that individuals are coming to these platforms for, will inevitably create overall connections that are better and stronger than any cut type of advertising.”

JONATHAN STRINGFIELD

ACTIVISION BLIZZARD - VP GLOBAL BUSINESS MARKETING

(How Gaming Found Increased Purpose In 2020)

But do it in a smart and integrated way that makes sense and is relevant for the given platform.

You know, gamers are tech and marketing savvy.

Be their
HERO

Don't be the **scammer** or the one that is there solely to **follow** a "trend". Find your **message** and **deliver** it with the right **TOV**.

***NOT JUST
FOR
YOUNG PEOPLE***

Gamer **moms** and **dads** are everywhere.

20%

of all gamers are dads

71%

Of US moms are gamers.

MEREDITH WORRILOW BARRETT
ACTIVISION BLIZZARD

Gamers aren't just kids.

The 80's and 90's babies
are now **parents**.

And yes,
they were the real first gamers.

Parents are the
TARGET
too.

Nostalgia Effect:
everyone loves the **games** they played
during their **childhood**.





You see? **Don't** ask for a gaming campaign **only** if you need to **rejuvenate** your brand image.

Unconventional
sometimes means
Conventional



ONCE MORE



It's not for all.
Are you sure?



THE WORLD'S OLDEST E-SPORTS TEAM

INTRODUCING TEAM LEGION: WWII VETERANS WHO PROVED THAT WAR IS NOT A GAME.



Ken Lett
Royal Canadian Air Force
Age: 97



Albert Cook
Royal Corps of Signals
Age: 95



Jack Booth
Coastal Intelligence Corps
Age: 94



George Braxator
1st Canadian Squadron
Age: 97



BACKGROUND

November 11th is Remembrance Day, when Canada honors our veterans. HomeEquity Bank sponsors The Royal Canadian Legion's Remembrance Day initiatives. This includes an annual campaign where game streamers were encouraged to lay down their controllers and #PauseToRemember our veterans. The campaign was pushed even further by introducing those who play games of war to those who truly lived it.

IDEA

The Royal Canadian Legion recruited four veterans in their 90s to form the world's oldest E-Sports team. They joined WW2 video games under the moniker Team Legion, with branding that combined the world of E-Sports with a callout to the 11/11/11 moment of silence. Top video game streamers on twitch, YouTube and Facebook Live joined them in virtual battlefields to hear their stories and honor their service.

\$1.5 MILLION
raised

400% INCREASE
in online donations

6.2 MILLION
impressions

CANADIAN SCHOOLS
now view the video



PROMO?
IT'S A GAME
TOO

Yes, all the stuff above is so cool.

But also **promo** and tactical
product communication can be
fun, within video games.

Be
TACTICAL
too.

It's not longer time for live treasure hunts.



In-game solutions
ARE NOT
second solutions.



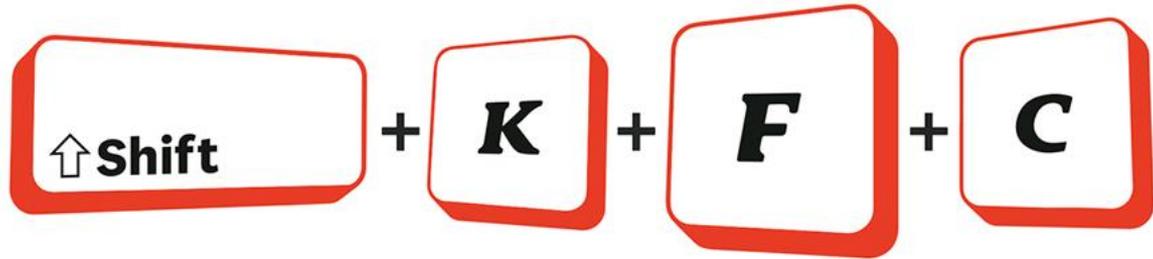
2K21

With food you do play
With food you do play
With food you do play
With food you do play





A CHEAT CODE FOR HUNGER



A CHEAT CODE FOR HUNGER

Understand the game,
the **community**
and the **language**
is the **key**.

Don't be like
Mr. Burns with the hat.

EXTRA

Gaming
VADEMECCUM

#1: Gaming is all around you

You don't have to think of gaming as the "50 more fashionable games" in the leaderboards. Stop for a moment and think if you can gamify something around you, in real life maybe.

WHERE YOU CAN SEE IT



#2: Twitch can be a retainer? For sure.

Wendy's call me when it's monday,
tuesday, wednesday, thursday, friday,
saturday, sunday.

I love the way you engage me.

WHERE YOU CAN SEE IT



#3: Community is your brand's greatest asset

Making a gaming campaign without playing is like making an Instagram editorial plan without having Instagram. So, start to play and find insightful evidence about games and the community.

WHERE YOU CAN SEE IT



#4: Consider yourself an entertainment brand

Gaming is not only about the game itself. You have to consider the resonance that you could obtain by involving the real entertainers: content creators.

WHERE YOU CAN SEE IT



In The
END

“

*Yes, it's all so cool
but for me Gaming
is only a Pandemic effect.*

”

73%

OF GAMERS
WILL CONTINUE TO PLAY
AFTER
THE PANDEMIC

ACTIVISION BLIZZARD MEDIA
“How Gaming Found Increased Purpose In 2020”



GOOD
GAME

