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MEDIA

 **NBA2K20**

CASE STUDY - NBA2K20



## DRIVING HYPE FOR NBA2K20

Driving hype around the game release, Complex delivered a multi-faceted campaign leveraging talent from the game's soundtrack in a bespoke video, plus a robust display and distribution package to drive purchase



Talent Alignment



Custom Video



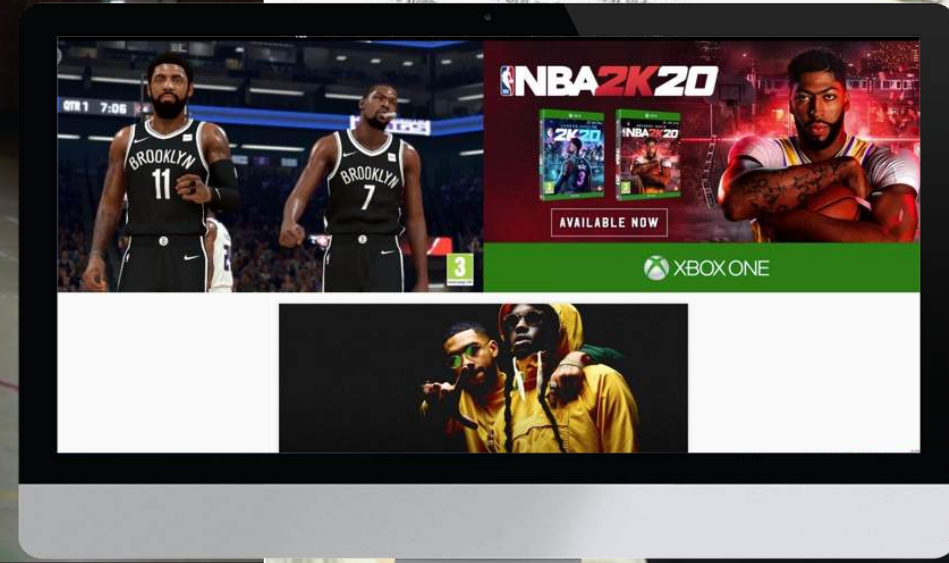
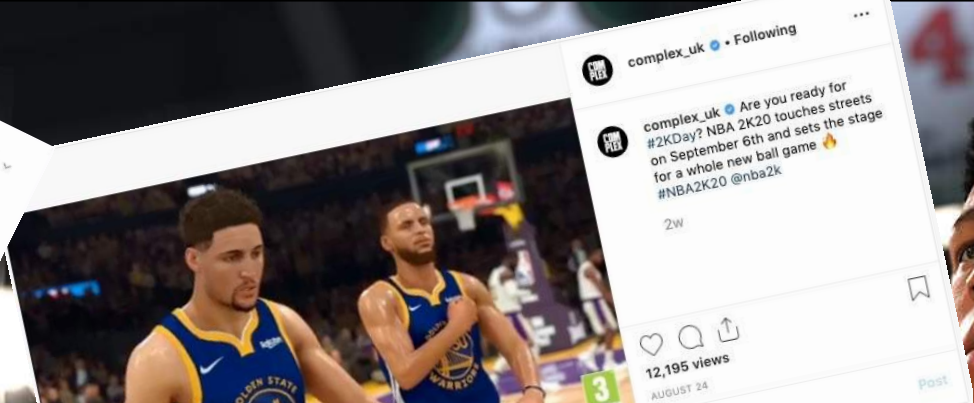
Video Distribution - talent video + official trailer



Product Feature



Impactful Display



Click Images To View Sample Content



## RESULTS

The campaign drove very high user engagement with content and exceeded all performance targets

+15%

Est. Content Impressions

3.75x

Est. Video Views

20%

Engagement Rate

0.44%

Display CTR



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