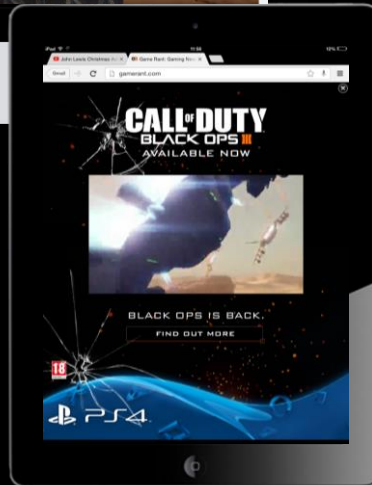
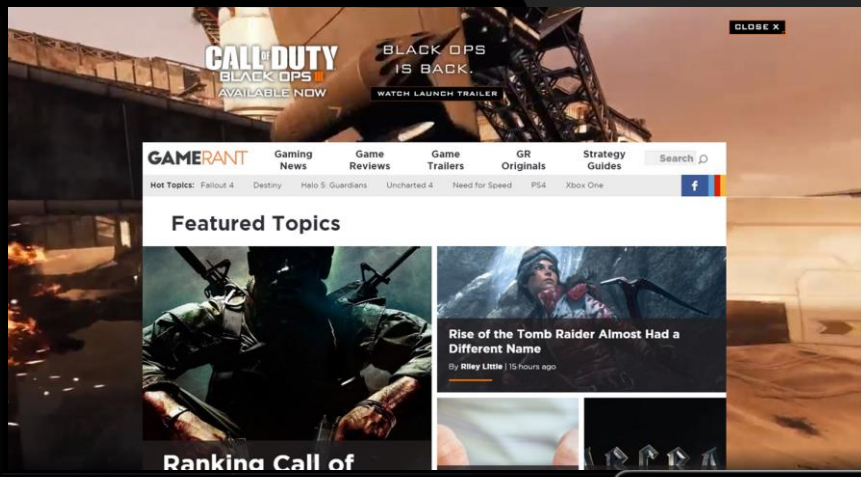


ACTIVISION :
CALL OF DUTY:
BLACK OPS III



OBJECTIVE

Reach both core and lifestyle M18-24 gamers. Position as a blockbuster release with massive impact on day of launch in particular



DESKTOP VIDEOWALL + INTERSTITIALS COMPLEX.COM MULTIPLATFORM TENANCY

Desktop videowall with custom overlay delivered huge impact for the extended game trailer supported with interstitials for tablet & mobile

For release day we ran a 1 day multiplatform tenancy on Complex.com providing huge reach into a M18-24 audience

SUCCESS

- › Videowall – 89% Viewability, 75% Video completion rate, 19x CTR vs. benchmark
- › Interstitials – 2.5x CTR vs. benchmark
- › Tenancy – 65% Video completion rate, 1.2x CTR vs. benchmark



Desktop videowall product has now been upgraded to multiplatform widescreen video panorama

WOOT!
MEDIA