

CASE STUDY | Multiple Formats

# ELEX

CLASH OF KINGS



## OBJECTIVES

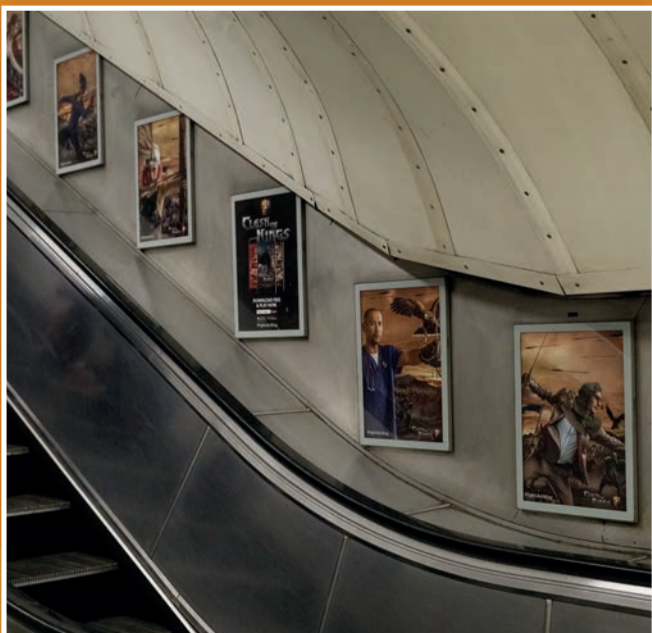
- To grow awareness of the game with a strong response-driven campaign.
- Take an unknown gaming asset in the UK and cut through in a highly competitive market.
- Bring the game to life and entice new players.

## STRATEGY AND EXECUTION

- The strategy was, **'Step into the Game'**.
- A stimulating creative campaign executed across multiple Underground formats to providing a full station domination at Oxford Circus.
- The take-over of one of the busiest stations in central London included a 360 degree tunnel wrap as well as wrapped digital walls placed at strategic locations featuring animated copy from the game.
- Full cross track domination ensured that Clash of Kings would be the first and last thing people would see regardless of which way they were travelling.



## RESULTS



- Spontaneous brand awareness: +25%.
- It became the second most mentioned gaming app after the long-established Candy Crush Saga: Clash of Kings.
- 62% of respondents exposed to the campaign, took action as a result of that.
- Clash of Kings became the 4th highest grossing strategy game in the UK, climbing from 48th to 2nd in the iOS strategy game chart post campaign.
- Overall the campaign drove daily app downloads by more than 300% compared to pre-launch levels.