

PLAYSTATION

‘Only On PlayStation’

Background

- PlayStation wanted to champion the incredible quality of the PS4 gaming experience, and specifically the range of games that are exclusively available on the console. By differentiating itself from the competition, PlayStation is aiming to shift brand preference and drive purchase intent of the PS4 console and individual game titles being released across the year.

Idea

- PlayStation wanted to immerse audiences with gameplay content, convincing current, lapsed and new gamers alike about how far the quality of videogames has come and showcase how PlayStation are at the forefront of gaming innovation.
- Cinema was a natural fit for a campaign wanting to deliver high impact and engage an in-market young adult, entertainment fan audience with gameplay content.
- The opening week of *Fast & Furious 8* offered the perfect opportunity for PlayStation to tap into a blockbuster audience that would deliver their target of 16-44 adults with a male skew.
- Rather than just run one copy showcasing a single game or a montage of upcoming titles PlayStation wanted to fully showcase the breadth and quality of their slate under the overarching campaign strapline ‘Only On PlayStation’.
- With this in mind, PlayStation decided to buy two minutes of the ad reel and intersperse ads for four exclusive titles - Horizon Zero Dawn, GT Sport, Farpoint and Wipeout - to help promote the PS4.
- The series of ads appeared in reel prior to every showing of *Fast & Furious 8* in its first week of release giving PlayStation high impact, stand out and frequency in the engaging cinema environment.
- Alongside the big screen activity, the campaign also ran across TV, press, online and outdoor.



Campaign Details

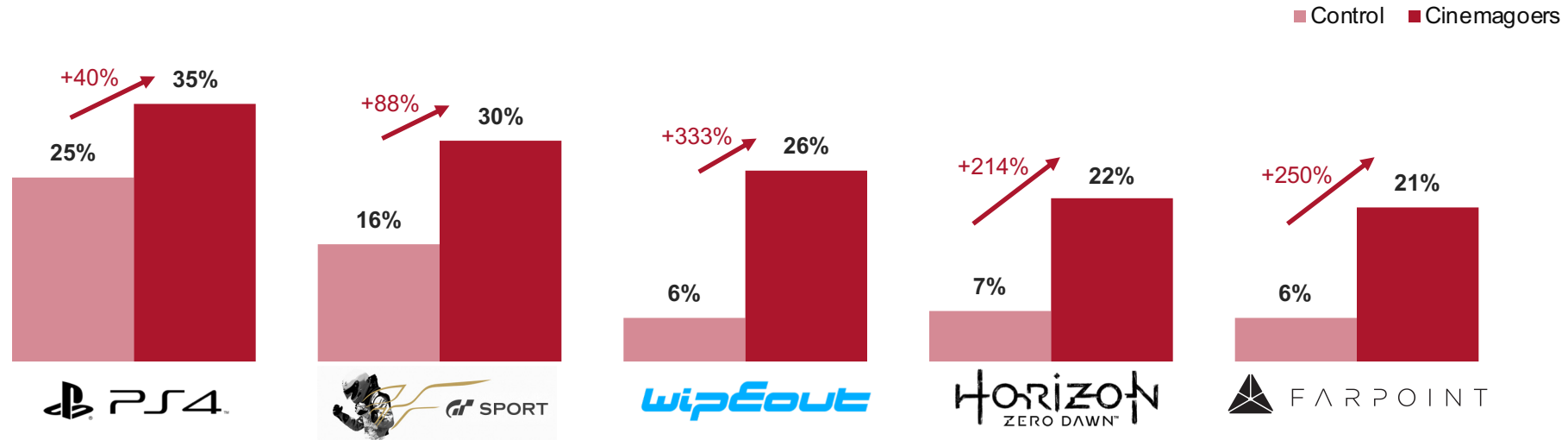
Sector	Technology
Target Audience	16-44 Adults
Package	Film Pack – <i>Fast & Furious 8</i>
Media Agency	MediaCom
Creative Agency	PPC
Duration	4 x 30”

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'Only On Playstation'



Results – Purchase Intent (% Top 3)



Uplift in prompted comms awareness:

Cinema exposed **27% more likely** to be **aware of PS4** advertising vs. control (no exposure in cinema)

Cinema exposed = 47%, Control = 37%



Driving key perceptions further:

Those exposed to the cinema activity are **29% more likely** to agree that PlayStation has the **'best exclusive games'** vs. control

All agree: Cinema exposed = 71%, Control = 55%



Uplift in purchase intent:

Those exposed to the cinema activity are **40% more likely to buy** a PS4 console vs. control

Top 3 box intent: Cinema exposed = 35%, Control = 25%

Summary

The **uniquely engaging** and **highly immersive** cinema environment has lent itself well to PlayStation's campaign and enabled the brand to not only drive substantial results for each game release but deliver a strong halo effect for the overall PS4 brand.

Adding to cinema to its AV mix has helped PlayStation **drive campaign cut through, increase awareness** of individual game titles, **land key brand messages** and **increase consideration and purchase** of the PS4 console and games.

