

### Background

- In 2018, Ubisoft launched its latest instalment of the Far Cry franchise – a first player shooter game. Amongst stern competition from a wide range of publishers Ubisoft needed the launch campaign for *Far Cry 5* to drive awareness, message takeout and ultimately purchase intent.

### Plan

- Cinema's young, male and highly engaged audience made it a brilliant fit for Ubisoft – it is the ultimate immersive environment. Moreover, cinema provided Ubisoft with a brilliant opportunity to increase the impact of its campaign by aligning *Far Cry 5* with similar entertainment content and engaging cinema trailers.
- Ubisoft's cinema campaign was twofold. Firstly, they ran a standard 30" solus copy in Cineworld screenings of *Tomb Raider* but wanted to take a different innovative approach for the rest of the campaign. Before screenings of *Ready Player One*, *Pacific Rim: Uprising*, and *Tomb Raider* in other cinema chains, Ubisoft ran 4x5" blips at various points in reel preceding the 30" ad. Ubisoft wanted to measure the effectiveness of using short blips before a 30" advert, hoping to increase the impact and recall of the 30" ad and the campaign as a whole. Each blip contained no branding but a 5" live-action replication of the story mode; they teased at the storyline and intrigued the audience, drawing their attention before the 30" ad.
- The 30" ad put the gamer in the game, featuring real-life actors replicating the *Far Cry 5* story mode. The ad aims to give audiences a taste of the game world (where it is set, who the characters are, what may happen in the storyline) in a unique, engaging, cinematic environment.

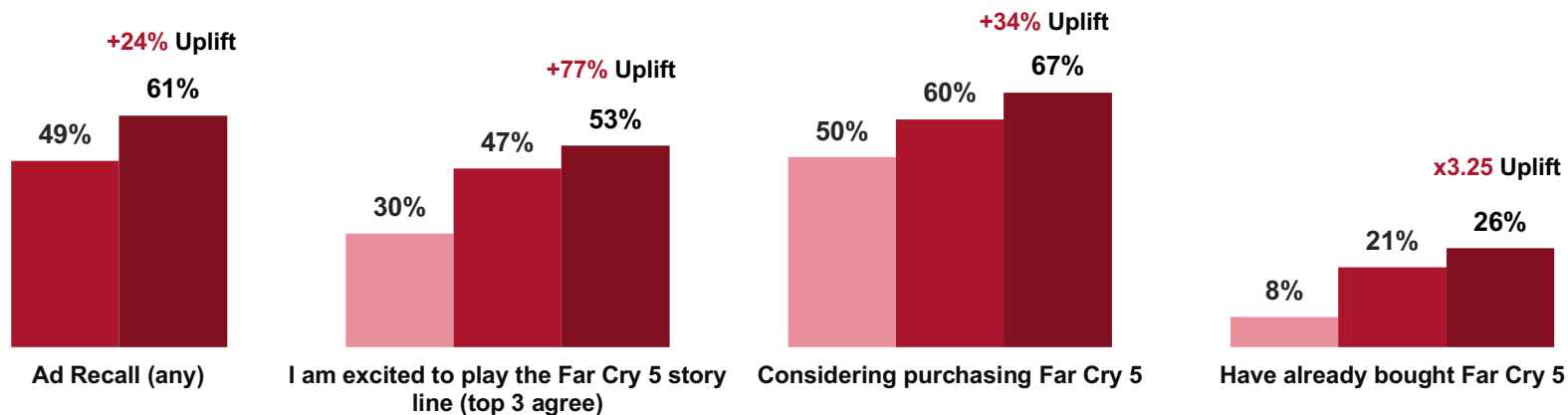


### Campaign Details

Sector	Gaming
Target Audience	16-34 Men
Package	Film Packs
Media Agency	Wavemaker
Creative Agency	DDB
Duration	30" or 4x5" Blips + 30"

### Results

■ Control ■ 30" Solus Exposed ■ 30" + Blips Exposed



#### Significant uplift in unprompted comms awareness:

Blip exposed are **24% more likely** to be **aware of Far Cry 5** advertising vs. solus 30" exposed

Blip cinema exposed = 61%, 30" cinema exposed = 54%,



#### Driving key perceptions further:

Blip exposed cinemagoers are **77% more likely** to agree they 'are excited to play the Far Cry 5 story line' and **2.4x more likely** to be excited the new game is 'set in America' vs. solus 30" exposed

Top 3 agree (10 point scale) – Blip exposed = 39%, 30" exposed = 33%, Control = 16%



#### Significant uplift in consideration:

Those exposed to the blip activity are **34% more likely** to consider buying Far Cry 5 and over **3.2x more likely** to have already purchased it post campaign vs. control

Blip exposed = 26%, 30" exposed = 21%, Control = 8%

### Summary

Using cinema, and the increased cut through of blip advertising in particular, enabled Ubisoft to effectively launch Far Cry 5. The activity successfully drove **awareness, recall and purchase intent**, with 1 in 4 blip exposed respondents claiming to have already bought the game post campaign.

