

### Background

- In October 2017, Microsoft launched its new games console – Xbox One X, 'The World's Most Powerful Console'. Amongst new competition from rivals PlayStation and Nintendo, it was essential for the campaign to help the console cut through, land its USPs and drive purchase intent.

### Plan

- Xbox had three core KPIs for the campaign – *Presence* (e.g. *I like the advertising I have seen for the Xbox One X*), *Value for Money* (*It is a console I am willing to pay a premium for*), and *Specification* (*Its specifications are the best in the market*) – which lent themselves well to cinema.
- The high impact delivered by the big screen could help Xbox achieve cut through, align the console with premium content and land key details about what the Xbox One X offers gamers.
- For the launch campaign Xbox created bespoke 60" copy and worked in partnership with DCM to cherry-pick the blockbuster titles that would deliver the best audience fit.
- Xbox purchased opening week film packs across three well aligned titles for their target audience: *Thor: Ragnarok* (16-34 Men Index: 223)<sup>1</sup>, *Justice League* (Index: 233)<sup>2</sup> and *Star Wars: The Last Jedi* (Index: 215)<sup>2</sup>. The latter provided Xbox with the perfect contextual fit for its new *Star Wars Battlefront II* game so it ran game-specific copy alongside this title.
- Alongside cinema, creative copy also ran across YouTube, OOH and Digital platforms.



### Campaign Details

|                        |                         |
|------------------------|-------------------------|
| <b>Sector</b>          | Gaming                  |
| <b>Target Audience</b> | 16-34 Men               |
| <b>Package</b>         | Opening Week Film Packs |
| <b>Media Agency</b>    | Carat                   |
| <b>Creative Agency</b> | McCANN                  |
| <b>Duration</b>        | 60"                     |



### Results

61%

of respondents are now more positive towards the Xbox One X console post campaign

38%

are now considering purchasing an Xbox One X – 63% within the next 6 months

38%

took out the key campaign message – the Xbox One X is the 'world's most powerful console'

### Summary

- Cinema had significant impact upon Xbox's three primary KPI's – **Presence, Value for Money** and **Specification**
- Overall, cinema was the second most impactful medium, just behind OOH in driving campaign KPI's. Cinema drove **significantly higher impact** than social and digital elements of the campaign.
- Specifically the bespoke 60" ad shown in **Star Wars: The Last Jedi** was the **most impactful creative**, measuring ahead of OOH displays in Shoreditch and Waterloo station.
- Using cinema helped Microsoft effectively launch it's new Xbox One X console. The campaign **achieved cut through, drove purchase intent** and ensured consumers **took out the key messages**.

