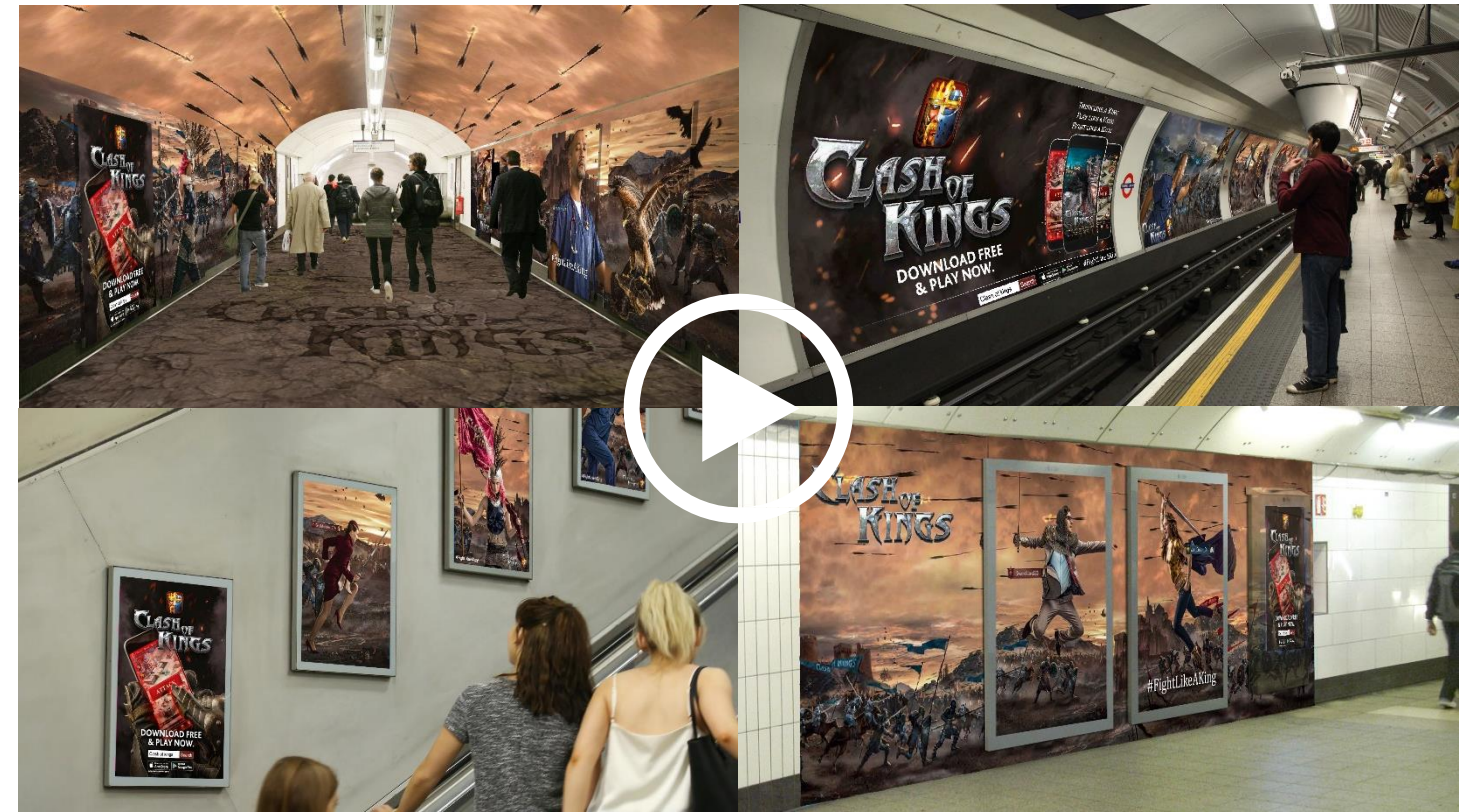
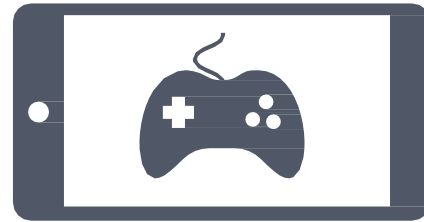


Clash of Kings

Case Study

Challenge

Clash of Kings wanted to improve brand awareness and increase usage amongst commuters



The Results

77%

of London Tube users recalled at least one of the Clash of Kings ads in the London Underground multi-media campaign

84%

of London Tube users who recalled the campaign saw three or more ads

42%

of London Tube users who recalled a Clash of Kings ad have interacted with the brand in the past two weeks



Clash of Kings

Case Study

London Underground campaign generates high level of awareness, driving action amongst commuters

THE EXECUTION

In June 2016, the Clash of Kings ran a multi-media advertising campaign, which consisted of a variety of different formats which worked to create a unique immersive experience at Oxford Circus. This activity was complemented by a burst of activity on central London DEPs.

In order to capture the effectiveness of this campaign, we measured campaign metrics in association with Dipsticks Research. The sample consisted of 400 respondents:


- All males
- 61% 25-34 years and 39% 35-44 years


Test Sample: London Tube users


Control Sample: Non-Tube users who live outside London

THE RESULTS

The campaign achieved a high level of awareness amongst commuters, improving perceptions and driving people to talk to others about the game, search online, or download Clash of Kings for themselves.

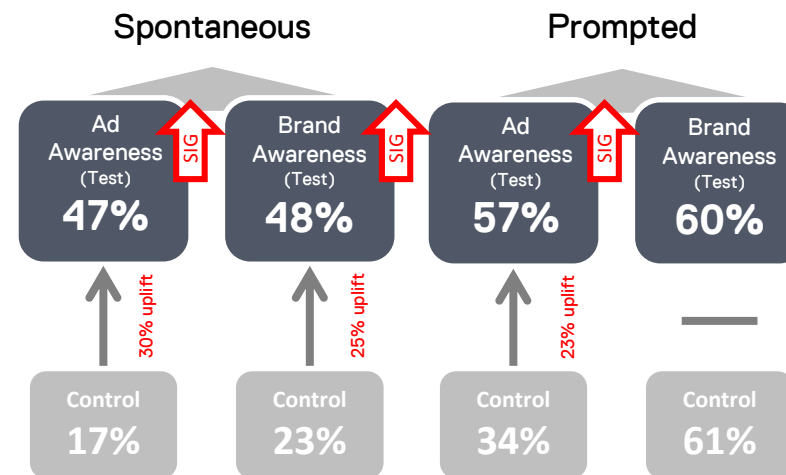
 **77%** of London Tube users recalled at least one of the Clash of Kings London Underground ads

 **96%** of mobile gamers recalled at least one of the London Underground ads

 **84%** of those who recalled have seen three or more of the ads

Base: Test (255), Test Mobile Gamers (164)

Ad awareness for Clash of Kings was significantly higher amongst those exposed to the London Underground campaign



Base: Test (255), Control (151)


CLIENT TESTIMONIAL


“A visually striking campaign that allowed us not only to connect to our target audience but to also understand the impact of a station domination.”


Spyros Maliadis – Head of Insight, Talon




62% of Tube users who recalled a Clash of Kings ad have interacted with the brand in the past two weeks

 **22%** searched for Clash of Kings on the app store (vs. 3% who did not recall)

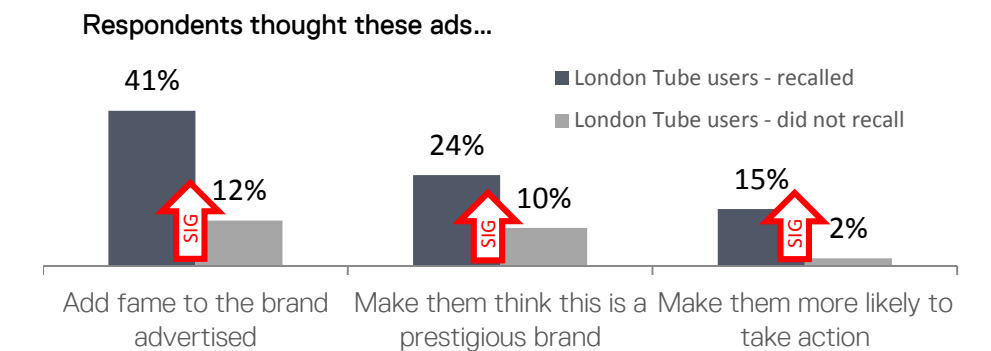
 **22%** looked at reviews for Clash of Kings online (vs. 8% who did not recall)

 **20%** have talked to someone about Clash of Kings (vs. 7% who did not recall)

 **16%** downloaded the Clash of Kings app and/or played for the first time (vs. 2% who did not recall)

Base: Test - have seen at least one Clash of Kings ad (195)

Brand and ad perceptions improved significantly amongst those who recalled the ads



Base: London Tube users – Recalled (195), Did not recall (60)

CONTACT

For more information regarding advertising campaigns with Exterion Media please contact info@exterionmedia.co.uk 0207 428 3609