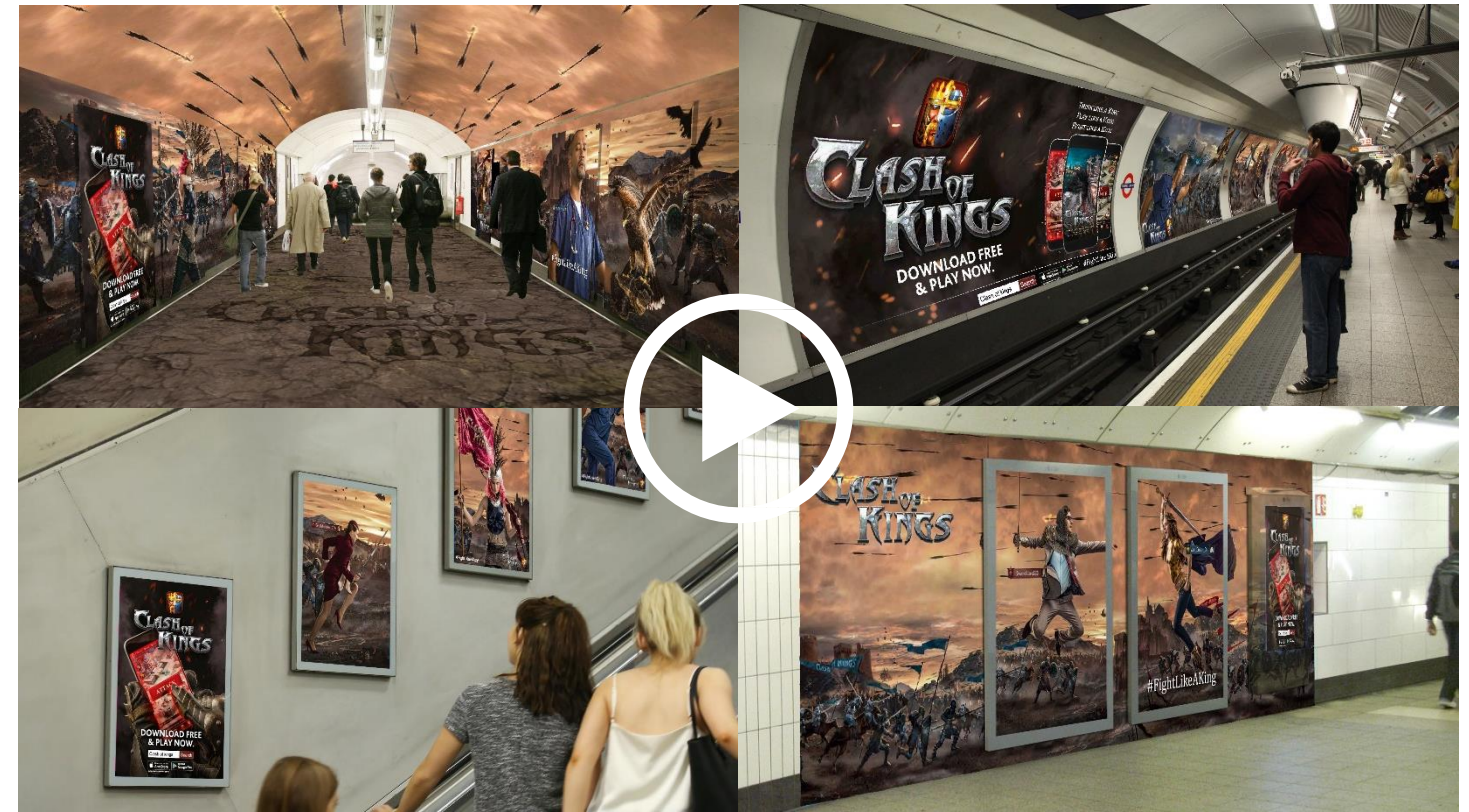
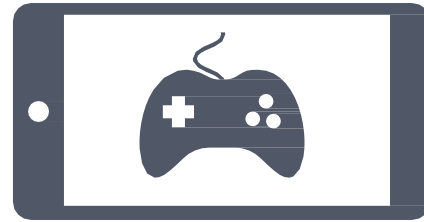


Clash of Kings

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 those who recalled the ads would now play Clash of Kings (definitely/probably)



Clash of Kings

Case Study

Station domination improves consideration to play the game, driving usage 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

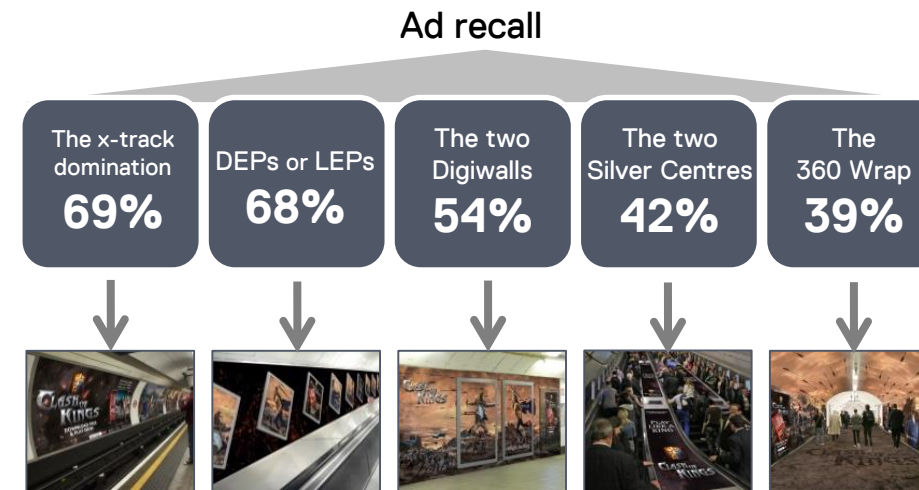
Results proved that multiple formats worked together effectively to increase awareness and improve consideration, driving commuters to take action. This included searching for Clash of Kings online, talking to others about the game, or downloading the app/playing for the first time.



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

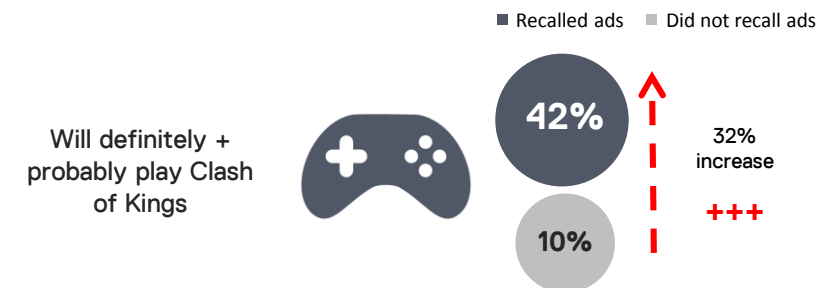
 **96%** of mobile gamers

84% of those who recalled the Clash of Kings campaign saw three or more ads




Base: Test (255) *mobile gamers are weekly+ gamers


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





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

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)

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

CONTACT

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