



UBISOFT



 campsite

# CASE STUDY – FAR CRY 5

MAY 2018



PART | 1  
**CONTEXT**

PART | 2  
**DOOH EXECUTION**

PART | 3  
**SEQUENTIAL EXECUTION**

PART | 4  
**BUILDING NEW OPPORTUNITIES**







PART | 1

# CONTEXT



CONTEXT

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**LAUNCH THE NEW GAME**  
**SPRING 2018**

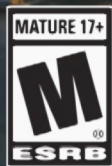
**FARCRY<sup>®</sup>5**  
★ ★ ★ ★ ★





"9/10"  
- FORBES

# FARCRY5





# OBJECTIVES

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**INCREASE AWARENESS OF THE GAME  
&  
ATTRACT NEW CONSUMERS**

**FARCRY5**  
★ ★ ★ ★ ★





# OUR TARGET INTERESTS



**GAMERS M18-34**



**MULTIPLE INTERESTS**



# **CHALLENGES**

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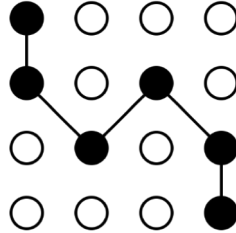
**M18-34 CONSUME CONTENT THROUGH  
A VERY WIDE VARIETY OF TOUCHPOINTS**

- **IMPORTANCE OF INTEGRATED MEDIA MIX**



# CHALLENGES

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## UBISOFT IS SELLING GAMES NOT CONSOLES

- GET MORE EFFICIENCY ON COST AND AVOID SPILL
- IMPORTANCE OF VALUABLE DATA ON GAMERS
- USE DATA FOR INSIGHTS AND FOR A BETTER UNDERSTANDING OF THE CONSUMER
- OFFER RELEVANT CONTENT BASED ON DATA, FOR AN ADAPTED COMMUNICATION PATH



# IN-MARKET OPPORTUNITY : PROGRAMMATIC DOOH

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- ✓ **LEVERAGE PERSONA** THANKS TO MOBILE AUDIENCES
- ✓ **REAL-TIME OVERVIEW** OF METRICS AND CAMPAIGN
- ✓ **REAL-TIME OPTIMIZATIONS** : CITIES, DAYPARTING ETC.
- ✓ **EFFICIENCY** ON TIME FOR ADS APPROVALS AND ROTATION
- ✓ **UNIFY** MOBILE & DOOH STRATEGY & EXECUTION





Adding a relevant touchpoint into our media mix

# ADVERTISE IN RESTAURANTS & BARS







PART | 2

# DOOH EXECUTION



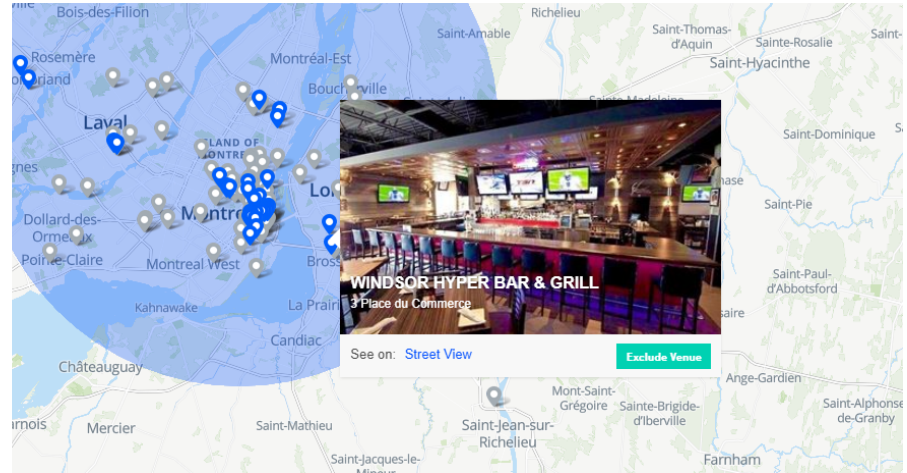
# DOOH EXECUTION - TWO APPROACHES



## 1. MAJOR CITIES – BARS & CLUBS

Audiences : Gamers and Sports Fans - Men

Dayparting : From Thursday to Saturday / 5pm to 2am  
+ Bars serving Alcohol



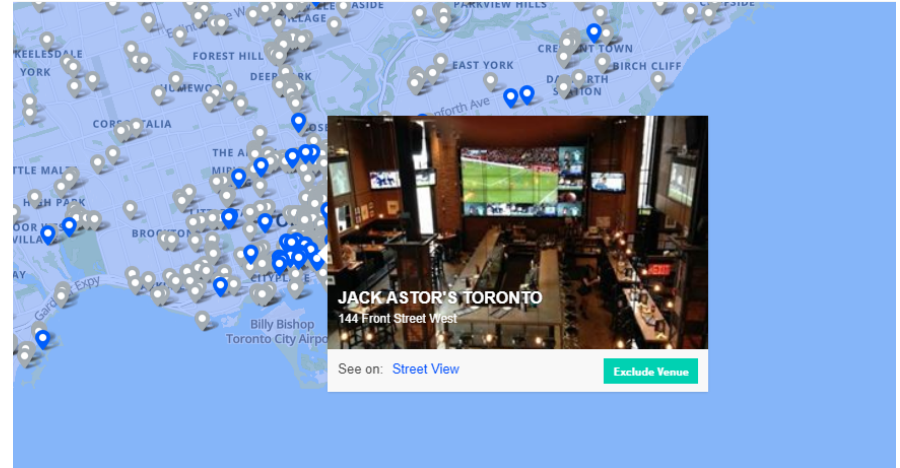
# DOOH EXECUTION - TWO APPROACHES



## 2. TORONTO – SPORTS FOCUS

Audiences : Sports Fans - Men

Dayparting : Games'days / 5pm to 1am  
+ Bars serving Alcohol and have a TV







**GO BEYOND AWARENESS & REACH,**  
LEVERAGE DATA TO IMPROVE STORY-TELLING







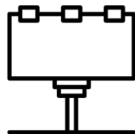
PART | 3

# SEQUENTIAL EXECUTION



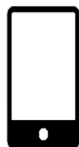
# SEQUENTIAL STRATEGY

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## DOOH EXECUTION MESSAGE

« ANYTHING CAN HAPPEN, AND EVERYTHING WILL »



## MOBILE INITIATIVE

« BRING A FRIEND, RAISE SOME HELL »

# TEST ON MOBILE EXECUTION



X



native touch

A :

**NON-  
EXPOSED**

Vertical Video units  
**:10 LENGTH**

B :

**EXPOSED  
TO DOOH**

Vertical Video units  
**:10 LENGTH**



# RESULTS : NON-EXPOSED VS EXPOSED

**+38%** ON CTR  
FOR PEOPLE  
EXPOSED TO DOOH

**& -12%** ON THE BOUNCE RATE  
RECORDED FOR PEOPLE  
EXPOSED TO DOOH



**+75%** ON VIDEO COMPLETION  
RATE FOR PEOPLE  
EXPOSED TO DOOH





PART | 4

# BUILDING NEW OPPORTUNITIES

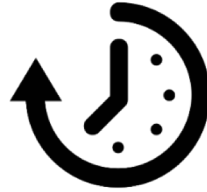


# BRING DIGITAL THINKING TO DOOH

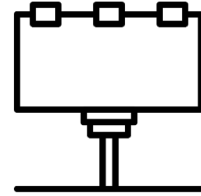
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**DYNAMIC ADS**



**REAL-TIME  
AUDIENCE**



**OPENING ALL  
TYPES OF OOH  
ENVIRONMENTS**

# A COLLABORATIVE APPROACH TO DRIVE INNOVATION

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## INTEGRATED MEDIA MIX

Aim for integrated experiences based on new technologies  
and data for more efficiency and relevancy



# A COLLABORATIVE APPROACH TO DRIVE INNOVATION

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## DATA PRIVACY

Consider and find solutions to improve ad relevancy  
while offering transparency and control to users through ad experiences

A scenic photograph of a rural farm at dusk. In the foreground, a wooden fence runs across the frame, with tall, dry grasses. In the middle ground, a large, dark wooden barn with a cupola is visible, with a small amount of smoke rising from its chimney. The background features rolling hills and mountains under a dramatic sky with orange and yellow light from the setting sun. The text "THANK YOU!" is overlaid in large, white, bold letters across the center of the image.

**THANK YOU!**







Q&A

