



CAMPAIGN PERIOD:
DECEMBER 2022



CAMPAIGN GOAL:
INCREASING BRAND AWARENESS &
ACQUIRING PLAYERS IN A NEW MARKET

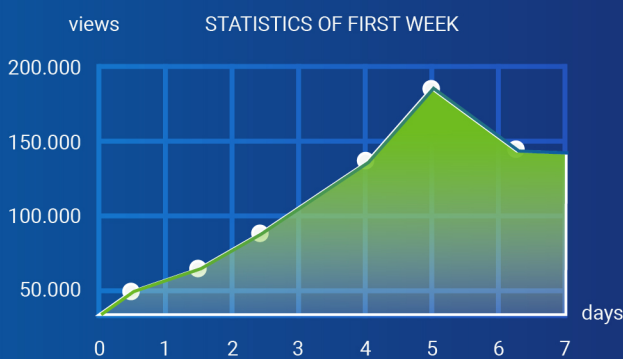


KPIS:
VIDEO VIEWS AND ENGAGEMENT

TERRITORY:
POLAND

SOURCES:
7 HIGH-PROFILE LOCAL & TARGETED INFLUENCERS

CHANNELS:
YOUTUBE & TWITCH



Based on YouTube and Twitch data

CAMPAIGN DELIVERABLES:

1. EVALUATION, COLLECTION AND NEGOTIATIONS WITH INFLUENCERS.
2. MEDIA PLAN WITH CAMPAIGN TACTICS.
3. COORDINATION OF CAMPAIGN ACTIVITIES, INCLUDING SCRIPTS AND PREVIEWS.
4. DETAILED DELIVERY REPORT WITH CAMPAIGN RESULTS & DATA INSIGHTS.

ACHIEVEMENTS:

1. GENERATED +30.000 HOURS OF VIEWED CONTENT
2. GENERATED OVER 400.000 UNIQUE VIEWERS



There are no words! This is exactly how he described it would be in the script - it's so crazy and funny at the same time. While it's not the most traditional, I do think this is exactly what his audience wants.

Peter Farrell, CCP Games

I recommend Gamebassadors for their proactive and professional approach/communication. Introducing us to new creative ideas which we didn't think of yet is a big plus of working with them. They coordinated the campaign from start to finish.

Svetlana Labazkina, CCP Games

