

PLAYSTATION

'Only on PlayStation' Launch

Background

- PlayStation identified that 'exclusive games' is the most significant driver for console purchase amongst its core audience and to maintain its market-leading position within a highly competitive gaming market it needed to continue promoting the breadth and quality of games available 'Only on PlayStation'. Ahead of the release of exclusive title *Days Gone*, PlayStation wanted to associate the game with other recent exclusives to help achieve their sales targets.

Idea

- One of the biggest recent PlayStation exclusives has been Marvel's *Spider-Man* and with the release of *Captain Marvel* and *Avengers: Endgame* in cinema it was the perfect opportunity to leverage the power of the big screen and make the campaign contextually relevant in two of 2019's biggest films.
- Cinema was the launch channel for the campaign and critical to delivering impact and awareness amongst its core gaming audience, with online video and DOOH coming in later.
- The core creative centred around a 'supercut' trailer, which featured *Days Gone* alongside a range of current and upcoming exclusives, re-enforcing the 'Only on PlayStation' messaging as a seal of quality. PlayStation decided to split the trailer into three 20-second ads punctuating the reel with its games and landing its existing titles alongside the new release.

Results

- Research found that the three 20-second spots had a positive impact on driving purchase intent for the games shown, with over 60% of respondents saying they were more likely to purchase each of the games after seeing the ads.
- The heavyweight investment in the 'Only On PlayStation' messaging prior to the launch of *Days Gone* helped drive the game's commercial success upon release – *Days Gone* entered the UK physical games charts at number one, with the biggest launch week of 2019 at that time.



Campaign Details

Sector	Gaming
Target Audience	16-34 Men
Package	Film packs
Creative Agency	Studio Diva
Media Agency	MediaCom