



# Battlefield 4

#### MMA CASE STUDY

## **Campaign Summary**

To tease and garner interest in its soon-to-be-released video game *Battlefield 4*, EA built an interactive mobile banner ad that was designed to be eye-catching on a small mobile phone screen. Users who clicked on the banner were sent to a landing page that included a video trailer that could be shared with friends on Facebook and Twitter, and four other videos that demonstrated new features of the game. Users were able to swipe through these demo videos to interact with the content. Once on the landing page, users could also pre-order the game, driving sales ahead of the release.

### **Strategy and Execution**

The target audience for this campaign was not just the typical gaming community. EA wanted to reach a broader male audience, ages 18 to 40, that was technology-savvy, so the campaign was timed to coincide with the 2013 Electronic Entertainment Expo, which took place from June 13 to June 30, 2013.

The *Battlefield 4* campaign was strictly a mobile endeavor. It was the brand's first video banner ad campaign, and 30 percent of the total advertising budget for *Battlefield 4* was allocated to creating the ad itself.

#### **Results**

More than three percent of those who clicked on the banner ad watched at least 25 percent of the trailer video, with 31 percent of those people watching the full trailer. The campaign had an overall click-through rate of 0.92 percent. The interactive demo videos were also popular, with 3.61 percent of users swiping to access them. A total of 4.4 million impressions were generated by the *Battlefield 4* mobile rich media advertising campaign.

#### Source

"Battlefield 4." 2013 MMA Smarties Submission, EMEA, In-App Advertising — Gaming or Other; 2013 MMA Smarties Submission, EMEA, Video/Rich Media. Brand: EA (Electronic Arts, Inc.). Lead Agency: 4th Screen Advertising.