

Activision Leverages Mobile's Reach to Promote "Call of Duty: Modern Warfare 3"

GOAL

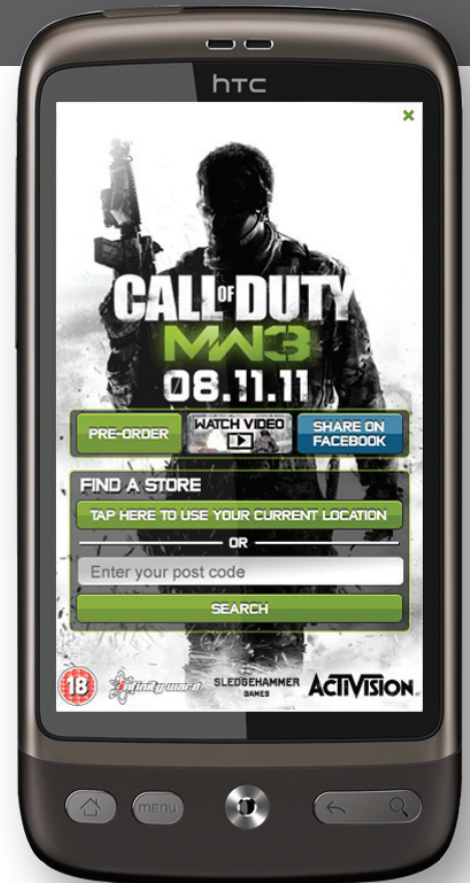
Drive pre-orders ahead of the game release date, and generate awareness and social media buzz.

SUMMARY

- **Brand Awareness:** Activision and their agency MEC selected Millennial Media to run mobile media ahead of the game release. The campaign featured rich media creative which was targeted to highly male environments, and included a video trailer that showed highlights of the new game and an exclusive ad unit that enabled click-to-store functionality.
- **Driving Sales:** The campaign leveraged mCommerce to allow consumers to pre-order the game from Amazon.com directly on their mobile device. The creative also helped drive in-store traffic by featuring a store locator that enabled consumers to find the nearest location where they could pre-order.
- **Social:** The campaign included an expandable banner that allowed users to tweet to the official Call of Duty handle, directly from within the creative. Users could also share the rich media trailer via Facebook.

RESULTS

- Modern Warfare 3 was the largest game release of all time, and generated £475M in the first week.
- The campaign drove strong engagement with all implemented post-click actions – Store Locator, Buy, Share and Watch Video.



"Mobile is increasingly becoming a key touchpoint for our core and growth audiences, and the flexibility that the campaign offered really drove the success of the campaign. We were able to provide a variety of rich content to our audience in a personalised way that other touchpoints couldn't offer."

~ Eric Folliot – Senior Brand Manager – Call of Duty