

**Entry 6620**

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|------------------|---------------------------|
| Entry Name:      | <b>#PlayApartTogether</b> |
| Advertiser/Brand | Zynga                     |
| Category         | Social Distancing         |

**Strategy****Strategy (20 percent):**

#PlayApartTogether is a games industry initiative that encourages players to follow the World Health Organization's health guidelines to fight the spread of COVID-19.

To promote these during the global pandemic, 18 game industry leaders in the interactive entertainment space encouraged their vast network of users to follow the WHO's health guidelines—including physical distancing, hand hygiene, respiratory etiquette and other powerful preventive actions people can take to fight COVID-19.

By bringing special events, exclusives, activities, rewards and inspiration to some of the most popular games in the world, #PlayApartTogether encourages users to adopt best practices for the sake of their own health and that of their families and communities. By incorporating COVID-19 self-protection messages into games, the industry is telling the world: "Wherever you are, whatever game you play, you can make a difference."

Our target audience included anyone who plays games -- whether on their mobile device, console, or online.

Since this is a global initiative and we had the partnership of games companies of all sizes, we were able to capture audience members of all ages, cultures, and behaviors.

The games industry united to support the World Health Organization's (WHO) message of physical distancing, hand hygiene, respiratory etiquette and other powerful preventive actions people can take to fight COVID-19. Companies are using #PlayApartTogether to communicate and promote special events, exclusives, activities, rewards and inspiration to some of the most popular games in the world as a way to encourage physical distancing.

We designed all the supporting assets in house with the intent of making our audience members understand the mission of the campaign and provide authorized resources given to us by the World Health Organizations. We chose to provide the assets directly to our players through ads and in-game messaging.

Yes, this is the first year of the campaign.

This campaign was unprecedented. In our generation, the world has never seen a global pandemic like this -- and we have never seen companies form a coalition like this before.

This campaign exceeded all expectations and the World Health Organization uses the #PlayApartTogether campaign as an example and resource in providing information on COVID-19

**Execution (20 percent):**

Together, with our global community of games publishers and the technical guidance of the World Health Organization, we helped to reach millions of players across the games industries through their titles in conjunction with the #PlayApartTogether campaign. We used various calls to action across all aspects of the games industry -- from mobile, to online, to console to get key messages out. Given that this was a coalition of the games industry, it is hard to determine the percentage that was allocated to mobile.

**Business Impact (40 percent):**

This was an awareness campaign, geared towards creating awareness on COVID-19 and an effort to get the games company involved. What was originally started as a thought coming from Zynga grew into 18 games companies uniting before we released the first press release. Now we have 60 global games who are actively pushing messages to prevent, detect, and respond to the pandemic.

Yes the campaign achieved its goals -- and continues to do so. Please see the following results from the campaign:

<https://app.criticalmention.com/app/#/report/8e3fc514-8b39-441f-bd72-d58ac970f236>

Total National TV Audience

1,442,283

Total National TV Publicity

USD \$137,717

Total Local TV Audience

869,380

Total Local TV Publicity

USD \$121,049

Total Online + Print Audience

16,600,266,012

Total Online + Print Publicity

USD \$545,723,238

Total Social Followers

257,036,046

Ray Chambers, United States Ambassador to the WHO, said in a statement that, during the challenging time of the coronavirus, he applauds the “ingenuity of partners from all sectors who are stepping up to assist in efforts to combat the COVID-19 pandemic.” Video games are not only about fun and entertainment but could also serve as a means to enhance learning skills, scientific research, and creative solutions. Video games communities and online games are such a helpful resource, being both a link with people and a social distancing way to stay together.

#### **Creative**

1) <https://www.dropbox.com/sh/vhswu6rliihoyf2n/AADqRBzMKExd4kGpfQxR1Q-Xa?dl=0>