



DIGITAL Presentation

Case Studies and Capabilities

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Our Work.



Gun dreamed, designed and built the highly praised American Apparel store in Second Life. When the store opened there were 300k registered members in Second Life. Within one week 1MM people visited the store. Two months later 30 press outlets covered the launch and over 2.5m members signed on to SL. Coincidence?

Our Work.

Here are a few examples of our approach to bridging the gap between brand messaging and the gamer demographic.



[Pac-Sun] Skate 3 Team Video Upload Contest

PacSun's consumer base is the 16-20 male demographic, with an emphasis towards skater/surfer/street culture. Gun has access to literally hundreds of up-coming games so we instantly found the perfect fit. With our ties to EA we knew that Skate 3 was launching soon. Our deep knowledge of the Skate franchise helped us create a custom campaign for PacSun.

One of the biggest features in Skate 3 is the ability to form/build skate teams with your friends, shoot team videos and upload them to the Skate 3 website. There fans can view and vote on the best videos, share and embed their favorites. Gun's exclusive idea was to sponsor the best team in Skate 3 through this video channel. The best Skate 3 team will receive REAL money and get virtual bragging rights as the first and only Skate team to gain sponsorship. This was the first video game team sponsorship of its kind. Skate 2 resulted in 1.5MM video uploads last year, with zero incentive outside of bragging rights. So we were predicting a large following for this campaign. Furthermore teams that enter will ask their friends and family to come vote for them. The potential for social media coverage/impressions were staggering.

This campaign is currently in the review stage.

Our Work.



[Duracell] Sponsored Game Add-On

When we first approached Duracell we noticed something their competition was already doing. Energizer teamed up with Microsoft's new game "Alan Wake" (sold 1m copies in one week). The "hero" of the game fights evil spirits with light. His primary weapon is an energizer branded flashlight. As you use the flashlight more and more the batteries die. Therefore the hero spends his time looking for energizer branded batteries.

While this is a good way to tie a brand to a blockbuster game, the experience and brand messaging is mixed. Use an Energizer flashlight with Energizer batteries and get 5 uses out of it before the battery dies. This leaves gamers thinking that Energizer creates low performing batteries.

Impressions = HIGH/Positive

Message = LOW/Negative

We wanted to use Energizer's mixed brand messaging to skyrocket Duracell's image within the gamer demographic AND track it back to real sales. Also as experts in the world of gaming, we knew that the most popular Xbox controllers are wireless. Wireless controllers require two AA batteries therefore what we proposed was an on-pack promotion that links sales of Duracell to an incentive program for gamers. Give gamers what they want, while providing what they need. Thus creating a tremendously powerful campaign with high impressions and an extremely positive message.

Campaign continued on next slide.

Our Work.



[Duracell] Sponsored Game Add-On

Downloadable Content (DLC)

DLC can be anything from new clothing for your character to new weapons and other playable merchandise. This can also be additional playable maps, scenes and new worlds to explore. Gamers access and purchase DLC from their Xbox/PS3. On average new DLC costs \$3-\$6, with new maps and worlds costing closer to \$10.

The Experience

Gamer purchases a pack of Duracell AA batteries at local retailer. Inside the packaging is a unique code for a specific game, for example; Call of Duty (17m+ audience). Gamer returns home, opens packaging to find the unique code. Next we ask the gamer to go to www.duracell.com and sign in with their Facebook user ID. An auto generated email is sent to the gamer with the actual DLC Code. Gamer enters code via their xbox/PS3 and receives new DLC for Call of Duty.

Additional Value/Social Media Tie-In

The Duracell landing page would use the Facebook API. This unlocks a wealth of consumer demographic info. With a database of thousands of gamers, Duracell can email gamers w/ coupons and future incentives. Coupons and incentives can target gamers at the average life span of a Duracell battery in an xbox controller. Just as the controller starts to run out of juice, they receive an email from Duracell with printable coupons for more AA batteries.

This campaign is currently under review.

Indispensable.

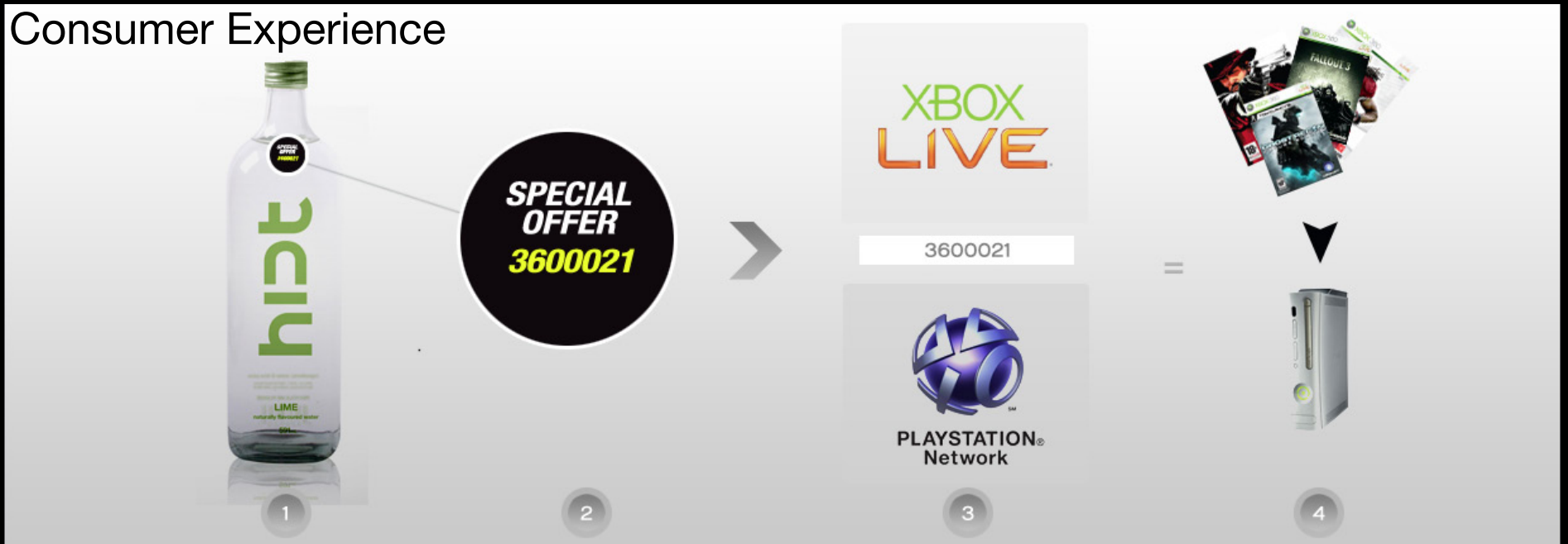
PacSun, Duracell and American Apparel are only three examples of how we approach building custom campaigns that generate positive brand messaging. This is so much more than a simple in-game media buy. We provide comprehensive solutions that reach the gamer demographic in an immensely powerful way.

It is not our job to sell video games. However it IS our job to help sell your product. Working with Gun assures you will receive unbiased, objective ideas that serve your interests and none other.

We understand gamers and we know what triggers their consuming habits. We also have the largest catalog of games in the world at our fingertips. Limiting your brand to only one publisher stifles creativity, reach and potential impact. Gun provides endless opportunities in and around gaming that are more impactful than in-game billboards. Buying OOH billboard spots in a racing game is a passive approach to an interactive world. See the disconnect? Gamers want and expect more and the brands that answer the call, win brand loyalty...for life. That is what Gun offers.

The Experience

Consumer Experience



1. Gamers purchase specially marked consumer products in stores
2. Inside the product packaging is a unique code
3. Gamer enters that code through either Xbox Live or Playstation Network.
4. Gamer automatically receives free downloadable content on their Xbox/PS3 in the form of map packs, weapons, uniforms, stadiums, avatar clothing, etc.

The Experience

Client Experience:

1. Gun under strict NDA with publishing partners will locate up-and-coming/unreleased games best suited for your brand's focus.
2. The Gun Team will hand-craft a custom creative idea that gamers can connect with. While also meeting client expectations/goals.
3. Gun negotiates with publishers to purchase unique DLC codes in bulk for a fraction of the cost.
4. Gun can purchase ads across the xbox dashboard to help push this initiative. Purchasing an ad via Xbox Live assures that the target demo will be informed about the campaign with pin-point accuracy.
5. Gun will consult on additional media plans to help push this DLC concept across digital, TV, Print and OOH.

The Industry.

Quick Industry Facts:

- The average gamer is **35** years old and has been playing for 12 years.
- Average HHI of gamers: \$72,100.
- Forty percent of all players are **women**.
- **42%** percent of homes in America have a video game console.
- **30 billion**: The amount of hours American men between 18 and 34 years of age spent last year playing computer games.

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