

REAL-LIFE REWARDS HELP GAMERS ACHIEVE GREATNESS

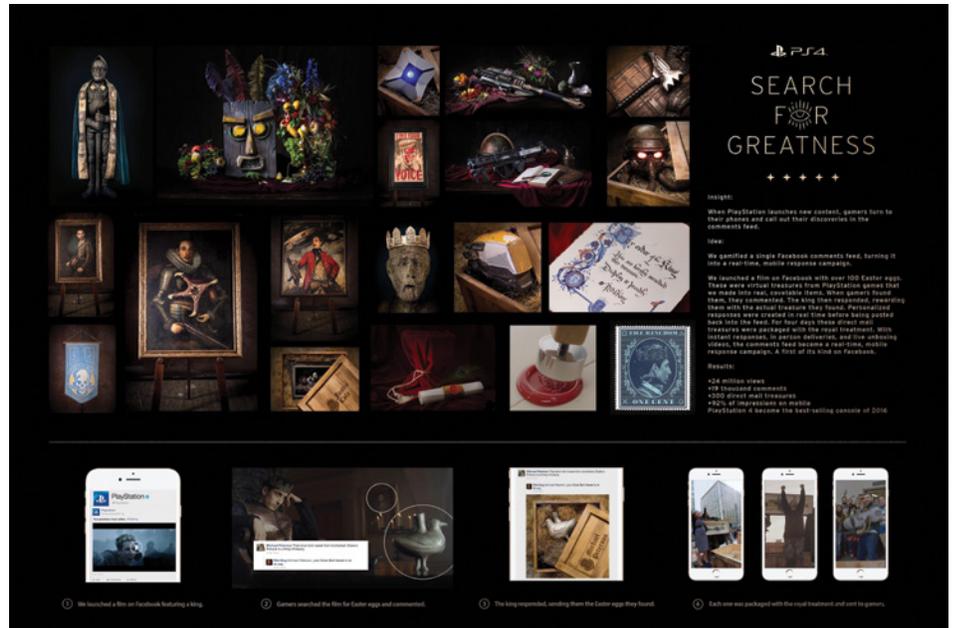
Online and offline worlds collide as virtual rewards turn physical.

To strengthen its grip on the industry, gaming giant Sony pulled an unconventional move. By taking gaming rewards offline, it inspired players to upgrade their systems.

Gamers tend to avoid traditional advertising, yet millennials [important to Sony] love brands that send them mail. Sony wanted to reach gamers who had yet to upgrade to PlayStation 4 by showing them what they were missing.

The gaming giant found a way to remind audiences to continue the quest for gaming greatness. It released a Facebook video featuring a king. Hidden in it were 100+ Easter eggs – virtual treasures from PlayStation games. When gamers found one, they commented online. To their surprise, they received responses and were rewarded with their treasures IRL.

Behind the scenes, a team worked tirelessly to reach gamers via Facebook Messenger. They asked for addresses so Sony could mail the treasure right away. They created personalized videos showing rewards being prepped for mailing. Many gamers responded with videos of themselves receiving their rewards.



Over the space of four days, the king gifted more than 300 treasures. Comments were published on a single feed, documenting the campaign in real time – a Facebook first.

Sony's campaign received 24 million views and 345 million media impressions. With the royal treatment, it helped the PS4 become the best-selling console of the year.



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