



Case Study: Game U Best Buy G3 Tour

Program Objective:

Best Buy wanted to raise awareness, create excitement and drive traffic to their "Games, Gears and Gadgets" 2008 tour on 16 campuses across the nation. The Game U Best Buy G3 Tour provides college students the opportunity to play the hottest new game titles before they are released, as well compete to win ----- . In addition, the brand hoped to simultaneously promote one of their upcoming game releases, Gears of War.

Winning Strategy:

Attack! Marketing hired brand ambassadors enrolled in the targeted schools, ensuring a local knowledge and connection with the student body. In each market, two teams were sent out to deliver speaking points and distribute flyers the day before and day of the event. One team focused on the Gears of War release, and the other on the tour, ensuring effective simultaneous promotion. The teams canvassed dorm buildings, popular on and off-campus eateries, gyms, libraries, common areas, and nearby high-traffic businesses with posters and flyers.

Results:

Event turnouts on all campuses were ideal. Students flocked to the game stations before, during and after class.

- 8,000 flyers distributed
- X posters posted
- 64 staff members hired
- 128 hours worked

