

WE'RE ALL
UNITED
BY PLAY

ViewSonic | GAMING

RESULTS

Trying to be inclusive and address the entire spectrum of gamers was a risk, but it paid off... BIG TIME!

INSIGHT

Research by Activision Blizzard has shown that over 60% of gamers do not actively consider themselves to be a 'gamer', while less than a third even begin to resemble the stereotypical image we typically associate with gamers today.

How do we generate awareness and bolster consideration for a diverse group of people and get them to be excited about a brand that they've probably not heard from in a very long time?

STRATEGY

We celebrated the diverse spectrum of players by acknowledging their equally diverse motivation for playing, under our tagline and theme: "No matter why you game, we're all United by Play". By championing this representation, we wanted to push back against the negative gamer-related stereotypes and encouraged players to openly embrace gaming.

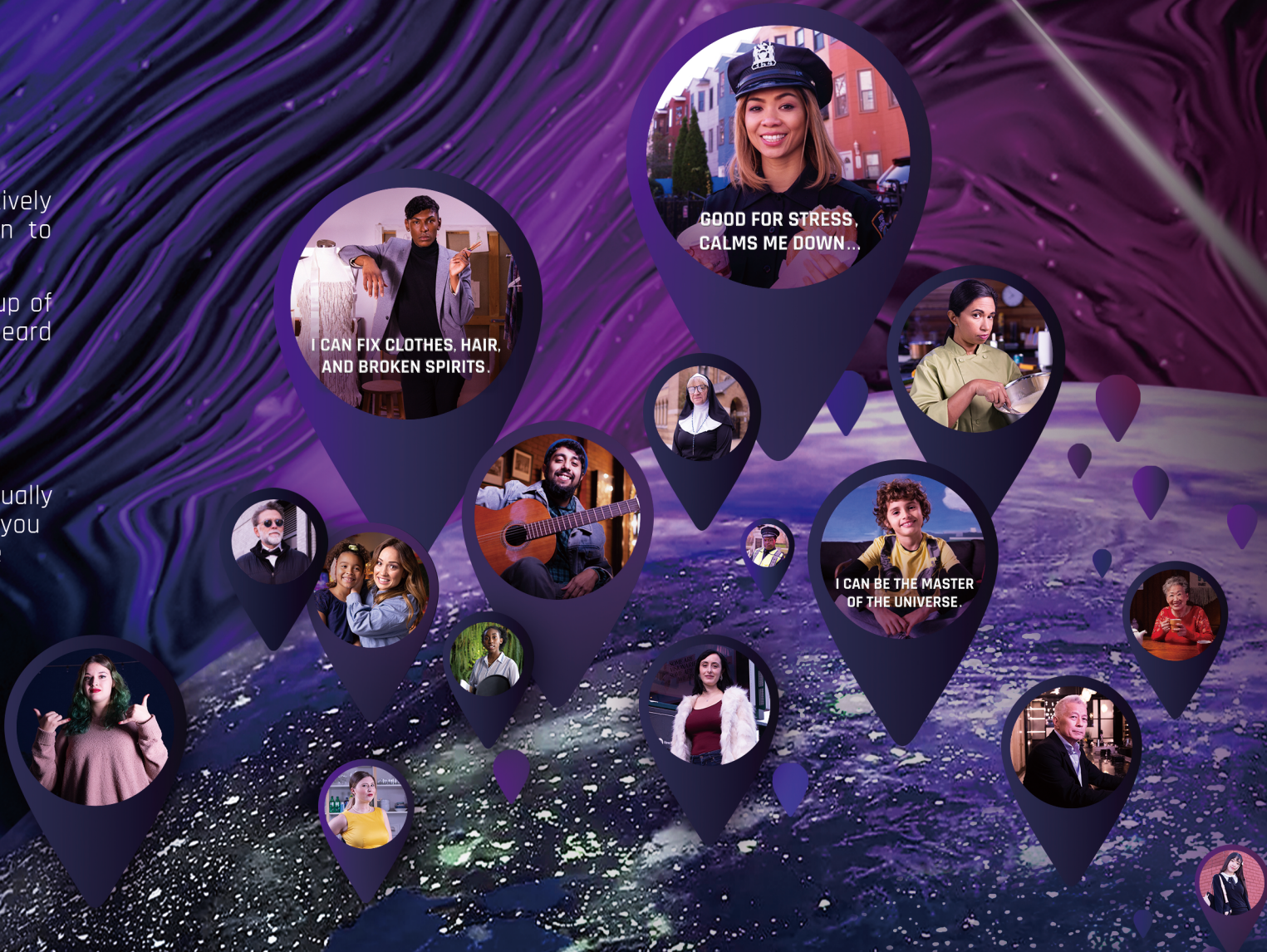
Being a global initiative, the campaign consisted of offline and online activations across multiple continents. These included: building a new global landing page, an influencer-driven charity tournament during CES, engaging gamers through social media, digital advertising across YouTube and premium gaming publishers, and a competition to give our audience members a chance to win our fantastic monitors.



>128M
TOTAL IMPRESSIONS

>24M
UNIQUE USERS REACHED
Social Media

>2M
COMPLETED VIEWS
Programmatic Video

>6.3M
VIEWS
YouTube





UNITED BY PLAY AWARDS

model_ayaankhan

20w Reply Send

xx_north_east_girl_32_xx

20w Reply Send

roshanproductions

23w Reply Send

arya_ek_dewana12


23w Reply Send

rohitb_bfab Q

20w Reply Send

ShiftSelari


24w Reply Send



Megan Virtual Photography

their theatre company please?


24w 1 like Reply Send



SuperLouis64 Maker

midnight.hyp3 That was mind-blowing! Such a great story to share. Never even knew this existed and now I find myself wanting to go to one of their shows

24w 1 like Reply Send



Kira Virtual Theater Director

looking.....

21w 1 like Reply Send

ORIGINAL DOCU-SERIES

lisa_fx_trade217

21w 1 like Reply Send