

Campaign Title: Jump In (Xbox 360 Reveal Campaign)

Campaign Goal:

1. To Build Hype and Excitement for the New Console Generation
2. Showing the Cutting-Edge Technology and Innovation
3. Positioning the Xbox 360 as the Number 1 Entertainment/Gaming Hub

Paid

Platform: Television Channels

Content: Game/Console Trailers, Celebrity or Influencer Collaborations & Viral Marketing Video's like live Halo Skits.

Owned

Platform: Xbox.com

Content: Game Reveals, Console In Action, Q&A's, Online Blogs/Newsletters, Links To Xbox Owned Social Media Channels & Interaction With Other Gamers Or The Xbox Studio Staff.

Earned

Platform: Large Scale Gaming Events

Content: Live in person showcases of the console, Live Game Trailers, In person interaction with the xbox fans and staff and Small events at the facility.

Consumer Benefit: Playing the next generation of great games on the best console

Recommendations: Maybe more YouTube video ads as around this time it was released and was picking up traction.

Executive Summary: We want to build excitement and position the console as the leading entertainment and gaming hub. We will highlight the cutting-edge technology of the hardware, showcase the console's innovation, delivering the promise of next-generation gaming and showing the games of the new era of gaming. With these in combination with our marketing we project that the Xbox 360 will be positioned as the primary choice for entertainment and gaming and sell the hardware to grow the Xbox brand and ecosystem.

Visuals

Paid:



Owned:

A screenshot of a Microsoft Community forum page. At the top, there is a navigation bar with the Microsoft logo, 'Community', 'Products', 'Get Started', and a 'Buy Microsoft 365' button. Below the navigation bar, a banner displays 'Top Contributors in Gaming and Xbox: Smwatches - SwordofWhedon - Obsessive Power - StuartATrueR'. The main content area features the Xbox logo and two dropdown menus: 'Category' set to 'Games and gaming' and 'Topics' set to 'Achievements and gamers'. A green box highlights the 'Category' dropdown. Below this, a post is shown with the title 'Modern warfare 2 has reset all my weapons and levels is there away to get them back'. The post was 'Last reply 1 hour 40 minutes ago by DeniqL' and 'Created 2 hours 11 minutes ago by BoydMendenhall'. The post text reads: 'Modern warfare 2 has reset all my weapons and levels is there away to get them back'. There is a note below the post stating '1 Need answer'. At the bottom of the page, there is a green 'wikiHow' logo.

Earned:

