



# Electronic Arts

## Creative Brief

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**CLIENT:** Electronic Arts - Launch of VR headset

**DESCRIPTION:** Electronic Arts is looking to create an advertising campaign for the launch of its first-ever VR headset

**TAGLINE:** Break into the Next Dimension

### 1. What is the goal?

- The goal is to get Electronic Arts consumers to purchase its virtual reality headsets rather than purchase from another company. Another goal is to get more attention for its video games as consumers can now play them in a new fashion.

### 2. Why do we need to do this?

- Electronic Arts has some very popular franchises but has yet to delve into virtual reality. Promoting this shows Electronic Arts as an innovative video game company and how it stays true to its mission of inspiring the world to play. Virtual reality is the future, and Electronic Arts needs to show that it is and can continue to inspire the next generation to play.

### 3. Who is our target audience?

- There are three types of audiences to attract: core gamers, casual gamers, and tech enthusiasts. They will all fall in the age range of 18-35 and have some if not all of the following traits: early technology adopter,

interested in accessible and engaging gaming, seeking new forms of entertainment, and intrigued by virtual reality and its potential. The target audience will also be in the middle-to-high income range, spend a lot of time playing games, and be willing to spend money on technology.

#### **4. Where will these ads appear?**

- The OOH advertisements will appear on digital billboards, bus shelters, and in an open area where real-life out-of-home ads can be built. They will be near major metropolitan areas (ex, Los Angeles, Toronto and New York City). There will also be online ads posted on all major social media platforms, including Instagram, Twitter and TikTok. In addition to ads being on social media posts, platforms that surround video games and technology will also have these ads appear to garner more attention and reach a wider audience. In addition to those sponsored posts, Electronic Arts will post them on its owned media channels, including its social profiles and website.