

UBISOFT *Rocksmith* 2011

Rocksmith 2011 Launch: July – December 2011

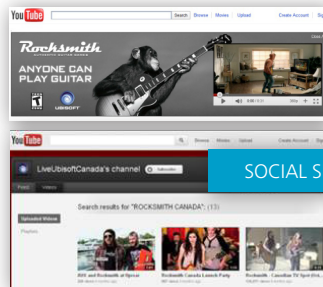
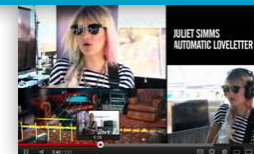
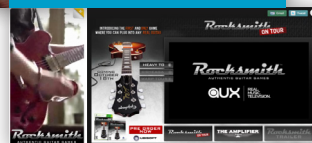
Introduce rock fans to a new and authentic music gaming experience with the launch of Rocksmith – “The first and only video game that plugs into your guitar” – across live and digital platforms.

Execution

Established the brand’s rock credentials through integrated partnerships with emerging rock authorities, AUX and Exclaim!, including on-site consumer trial at live music events, and co-branded content creation.

Video of concert-goers experiencing Rocksmith was used to create content for Youtube, Facebook, selected websites, digital TV, mobile, and a special print insert in Exclaim!, extending the reach and impact of the event activations, and creating a true community of Rocksmith ambassadors.

Re-targeting of the online audience to retail sites helped to drive strong sales.



Results

- Canada #1 in per capita sales
- 150,000,000 impressions generated
- 860,000 online interactions
- 128,000 visits
- 100,000+ video views
- 15,000+ Facebook fans
- Effective and efficient content creation, sharing and re-purposing
- Canadian strategy exported as a model for other countries, including the USA



UBISOFT™