



Advertising Headline/Tagline

• Who is our target audience?

Main Target Audience:

- [Current EA players interested in VR](#): PC users in the United States aged 17 to 35 who [engaged in gaming activities](#), including eSports, may also be involved in game streaming or content creation, playing games online with others, and going to gaming events and tournaments.
- [VR users who are interested in video games](#): Individuals aged between 18 and 34 in the United States show interest in exploring VR technology for gaming activities.

Potential Target Audience:

- PC players worldwide interested in VR games

• Where will this ad appear (i.e., OOH, online, print media, etc.)?

1. **OOH**

- Digital billboards & bus shelters are positioned in Redwood City, the location of [EA's headquarters](#), along with other economically prosperous urban centers known for their high consumer spending.
- Posters & banners in the VR experience stores, like [Los Virtuality](#).

2. **Pre-movie trailers ([BEFORE THE MOVIE](#))**: Video ads for competitive, sports, sci-fi, and fantasy films are shown in cinemas.

3. **Online:**

- **Social media channels**

Paid social media channels: [Facebook \(Meta Ads\)](#), [Instagram](#), [TikTok](#), [Snapchat](#), [X \(Twitter\)](#), [Reddit](#), and gaming websites like [Steam](#) and [Oculus/Meta game store](#). The post ads (either picture or video) will be targeted to users who frequently browse gaming or technology categories.



Owned/Shared social media channels: Other than the social media channels, and [EA's official website](#), the ads can also be posted on EA and EA games' online communities on [Discord](#).

- **[YouTube Ads \(Google Ads\)](#):** Video ads will be placed before videos related to technology, gaming, sports, and competitive content.

• What is the goal. (i.e., increase awareness, sell product, improve image)?

Inform gamers that EA already has games compatible with VR devices. Attract potential gamers and VR users to purchase EA's game products.

• Why do we need this ad?

An ad promoting EA's VR-compatible games is crucial. It informs existing and potential gamers about EA's foray into VR, [a rapidly growing segment of the gaming industry](#). By highlighting VR offerings, EA can tap into the enthusiasm for immersive gaming experiences, expanding its customer base. Furthermore, such ads can enhance brand perception by showcasing EA's commitment to innovation and cutting-edge technology, thereby attracting gamers who are eager to explore new gaming frontiers with VR devices.

Campaign Tagline: Explore New Realities: Dive into EA's VR Universe



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