



HIGHLIGHTS

- ▶ During Dreamhack in Austin, one mobile billboard and a 4-person brand ambassador team engaged the gaming audience during a 3-day flight
- ▶ In Dallas, one mobile billboard activated for 7 days, and a 4-person brand ambassador team activated for 2 days, highly targeting video game stores, universities, arcades and special events aimed at target audience

RESULTS

Nearly 22% of those attendees surveyed said they had seen the mobile billboard either in Dallas or Austin leading up to the event in Dallas.

ATTN: GAMERS

To promote the ESL Pro League event in Dallas, featuring teams onstage battling for video game glory – and a \$1 million prize – ESL Gaming activated a combination of mobile billboards and field marketing to increase ticket sales.

During the campaign, the brand ambassadors distributed 6,000 flyers and directly interacted with males 15 – 30 years old who were gaming enthusiasts.

The mobile billboard also quickly became a popular selfie spot among gamers and their friends.

ABOUT THE CLIENT



As part of the international digital entertainment group MTG, ESL is the world's largest eSports company, leading the industry across the most popular video games with numerous online and offline competitions.



DJ @PriusCSGO - Apr 29
Replying to @MyNameIsMachine @n0thing @FalleNCS @ESLCS



DJ @PriusCSGO - Apr 29
this is me I promise

do it outdoors media is the largest national mobile billboard and field marketing company.

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