

2022 Young Ones Student Awards – Activision Blizzard

One-Liner Brief: Drop into Culture

Your Challenge

Develop an idea that interlinks Call of Duty Warzone to mainstream culture (i.e., not just gaming culture) so everyone, both players and non-players, celebrate Warzone.

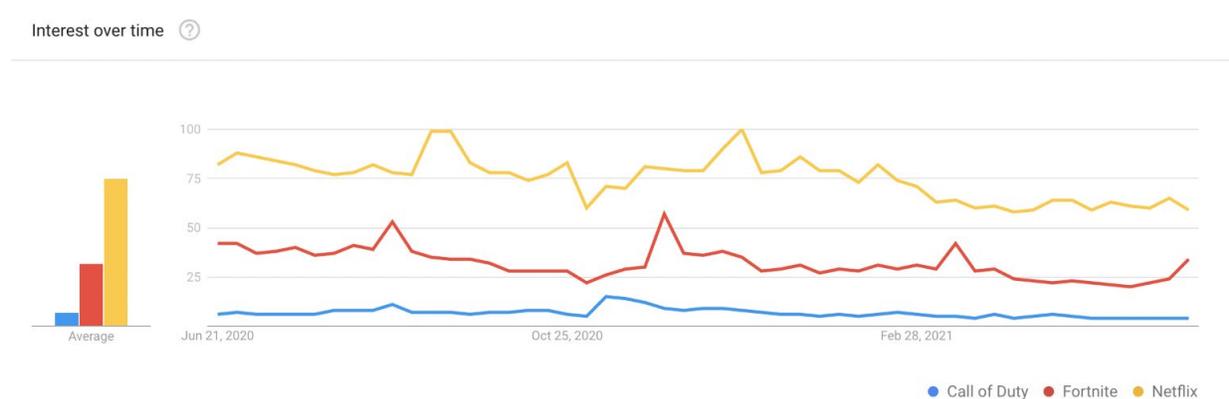
If successful, your idea should make Warzone the most talked about brand that appears in the headlines of non-gaming news media, turning Warzone into the badge of honor for our existing players and creating an immediate sense of FOMO among non-players.

Context

Launched in March 2020, Warzone reached 100 million players within 13 months. Due to its free-to-play nature and being one of the best Battle Royal games, Warzone opened up the Call of Duty franchise to a much broader global audience. As Warzone continues to expand, we want to create momentum inside and outside of the game to make Warzone the most exciting thing in culture and excite the public about what's happening with Warzone.

Business Problem

With 150MM Monthly Active Players, the Call of Duty franchise has been home to some of the best-selling games for over a decade, but Call of Duty is not the most loved brand. Our brand doesn't command the same level of mainstream appeal as some of our top competitors.



Google search Interest comparison on Call of Duty, Fortnite and Netflix

Warzone has had great success partnering with popular entertainment IPs. Last year's in-game event such as "Haunting of Verdansk" let players dress up as characters from *SAW* and *Texas Chainsaw Massacre* during Halloween and play in a special night mode. The event saw 2 billion impressions and made Call of Duty the most-viewed title on YT Gaming and Twitch. A similar in-game "80s action heroes" partnership with *Rambo* and *Die Hard* also saw significant cultural and business impact earlier this year. To grow and attract new players, we need to continue to find innovative and surprising ways to reach people, both in and outside of the game, making Warzone celebrated by mainstream culture.

Audience

Primary: General public made up of gamers and non-gamers alike. The focus of this audience ranges from 18-44 and has a wide range of interests outside of gaming.

Secondary: New Audiences and Growth - Gen Z gamers / Action game fans / shooter players who don't play Call of Duty or people who think that Call of Duty isn't for them.