



## GOAL

For the launch of their game, Resistance 2, Sony PlayStation worked with the agency Deutsch to create a mobile campaign to engage their audience of males 18-24.

PlayStation had an integrated media strategy to promote the game, and added mobile at the final planning stages to their advertising strategy.

Playstation decided to try mobile for the first time because they could reach their audience at scale with an engaging, highly measurable, and cost-effective campaign.

## SOLUTION

AdMob ran a highly targeted campaign featuring banners and text link ads for the mobile web. In addition to selecting a demographic site bundle to reach the target, AdMob layered on device level targeting including traffic from the Playstation Portable (PSP). Although it is a gaming device and not a mobile phone, it has wireless internet access and AdMob is able to target users of this device when they browse sites in our network. When users clicked through to the mobile site, they found a robust suite of pages with content related to the game. In addition to being able to watch a video preview of the game, users could read the story of the game and answer trivia questions based on the story to unlock additional content such as wallpaper downloads.

## RESULTS

- Total Pageviews:** >238,000
- Total Homepage Views:** 170,000
- Total Video Views:** 27,000
- Total Gallery Views:** 28,000
- Total Story Page:** 6,000
- Locked Content:** 19,000
- Free Wallpapers:** 7,000
- Wallpaper downloads:** 5,000