

Introduction

Over the last year I have worked as a videographer and brand ambassador for X-Gamer Energy.

When the opportunity to create a transmedia storytelling campaign arose I believed that X-Gamer were the perfect candidate to collaborate with to create a compelling marketing strategy for their next upcoming flavour release. After having a few initial meetings the project was greenlighted from both sides with the promise of funding and resources to help take the project to higher heights than I would be able to reach as an individual. Unfortunately things didn't go as I had planned, with the usually reliable brand going completely silent on me when it was too late for me to turn back and change my idea. With the above circumstances in mind it is important to note that the products delivered are not to the same standards that I would have been able to meet with proper resources. However they are still of good enough quality to give a strong idea for my aims of the project. Alongside the deliverables I have also included information about each piece, with the changes I would have made if I had the funding/resources that were promised but not delivered.

Brief

“X-Gamer is a young creative and vibrant ‘start-up’ energy drinks brand, aimed exclusively and solely at the rapidly developing esports, gaming & digital communities. With a multi-channel 3, 5 & 10 year global growth strategy, continual product innovation plays a key role within that expansion plan. The development and launch of regular new flavours is the cornerstone to that strategy.

Quarterly releases of new colours and tastes satisfies the evolving demands of both our B2B & B2C marketplaces, while balancing well with production & R&D efficiencies. This Christmas is a key sales period for X-Gamer and it's crucial to our credibility as a ‘new to market’ player that we launch a product with powerful theatre and a credible innovation to underpin that story. Q4 2017 we will launch our version of one of the most popular tastes on the planet, Cola. A very lightly sparkling, refreshing and delicious sweet caramel based drink familiar to consumers around the globe. To add to the drama, we are increasing the energy and the power of the drink and have perfected the colour to be darkened to a near jet black with a green tint.

With these factors in play, we introduce a strong, formidable and powerful player in the sector, for that reason our first ever ‘black edition’ product will fittingly be named Obsidian. A black sparkling rock formed through aeons or volcanic activity, immense force and powerful energy. To launch our marquee product X-Gamer requires a range of launch material to capture the essence of the product and spark the imagination of the consumer. We wish to create a campaign to engage our audience and drive their desires to learn about, talk about and ultimately consume the product. Through photography, moving image and digital media we wish to ensure Obsidian is the stand out product in category this year. The final look, feel and ambience of the campaign must encapsulate the magnitude of the namesake of our new market leading product.”

Client Communications

Below are examples of the communications sent between myself and my point of contact at X-Gamer:

Rhys 10/06/2017
Hey Matt,
I have a cool module in uni at the moment which could tie in nicely with launching one of your products. Would you be interested in chatting about this?

Matt | X-Gamer 10/06/2017
Yes mate of course - sounds good.
Be good to catch up with you guys soon - explain more what's been happening. All good.

Rhys 10/06/2017
Awesome! could we make this chat some point over the next week? My course is fast paced so I need to solidify my ideas quickly (edited)

October 8, 2017

Matt | X-Gamer 10/08/2017
Hi bud - there should be an opportunity to talk later - I may be travelling up North will let you know for sure as soon as I know bud. Cheers, Matt.

October 15, 2017

Matt | X-Gamer 10/17/2017
@Rhys - RED Shaker leaving today. Obvs don't post any pics when it lands yet ha! Keep under wraps. Ta. Please confirm address, Ta, M.

Matt | X-Gamer 10/17/2017
Sending to:
Rhys Rasmussen
Hen Benire
Aberporth
Ceredigion
SA43 2ER
That OK? Ta, M.



Matt | X-Gamer 11/15/2017
Thanks @Rhys
Look forward to this!
Action points for me :
1) Explore countdown / community app / timer tech.
2) Explore locations - Preseli Hills being our banker.
3) Get Obsidian Product Organised : Powder / Mock Tubs/s / Shaker/s.
4) Organise a personality / actor / pro player.
5) Explore / book drone pilot
6) Organise standard product supply for you.
Shoot 23:34 / Max 29 Nov.

Matt | X-Gamer 11/15/2017
@Rhys Dare meeting went well. Let you know more soon. Onwards and upwards my friend.

Rhys 11/15/2017
Yup all those points are great - and nice! glad to hear it
I'll be in touch soon with more detailed plans for the shoots

The following are my finals communications with X-Gamer before not hearing back from them:

Matt | X-Gamer 11/17/2017
Agree

November 20, 2017

Rhys 11/20/2017
Hey @Matt | X-Gamer , any updates?

November 21, 2017

Rhys 11/21/2017
We are going to need to push this back then @Matt | X-Gamer . 7 +_ 8th of December is the absolute last chance I will get to do this.

November 24, 2017

Rhys 11/24/2017
I have decent locations in mind for both shoots.
Need product/drone/actor confirmations from your end
7th +8th of December - I'm flexible on which shoot is on which day (edited)

November 26, 2017

Rhys 11/26/2017
Hi @Matt | X-Gamer , I'll need a response on this by 28th November at latest or I will not be able to continue this project on an official basis due to my university deadlines. (edited)

Story Summary

The idea behind *Project : Obsidian* was to create a campaign which encouraged the fans of X-Gamer to engage with the brand via. social media. My solution to this problem was to tell a story of a gamer who drinks X-Gamer with the fans of the brand being able to 'unlock' the sections of the story leading up the release of *Obsidian*. This is the story arc that I have designed (dates aren't included as no final launch date for the project was finalised) :

Step 1 : Tweet from X-Gamer's twitter is delivered - "The Darkness is Rising #ProjectOblivion"

Step 2 : '*Teaser 1*' is released on all of X-Gamer's social media feeds with the caption - "Post on social media using #ProjectOblivion to unlock the next level with a link to a webpage which counts the social media impressions, see '*Impressions Webpage Mockup*'.

Step 3 : Upon the first impressions goal being reached '*Teaser 2*' is released with a second updated impressions video added to the website.

Step 4 : Upon completion of the second impressions goal, '*Main Video*' is released with a final impressions goal which in which Obsidian is taken live with anyone being able to order the drink via. X-Gamer's website.

Extra : Other ideas which could be interwoven with the main campaign are :

- Social media posts to promote the event, see '*Social Images*' folder
- Geocaching in order to earn exclusive early access to the product, see '*Social GPS Example*'

Deliverables

Promotional Videos (Main Video, Teaser 1, Teaser 2)

There are a few aspects of this section of the project that I unfortunately couldn't implement due to lack of resources :

Drone footage was going to play a big part in the production quality with establishing and hero shots being done with the drone. Instead of drone shots I had to substitute them with more standard shots such as the still establishing shot and running gimbal shot. Whilst these shots looked good, drone shots would have helped maintain more variety throughout the video keeping it interesting for the viewer to watch.

A suitable actor was another major part of the project, however without the funding required I had to pull favours in order to get someone to act in my films, and that was for someone who has no prior acting experience nor the ideal age/characteristics for the role.

A better location was needed for the gaming shots as I felt the shots taken in a living room just didn't quite cut it. I was hoping for a small dark studio space at the least with a potential for a bigger emptier room if we were able to fund it. This would have kept the video feeling much more mysterious and ominous rather than the safe feeling delivered by the shots done from a homely living room.

Impressions Web Page (Impressions Webpage Mockup)

The original idea behind executing this section was to have the website coded by clients of X-Gamer who would easily be able to execute this idea - as this fell through I still continued with my side of the design which was the .PSD design which would help guide the coders who would be able to build the website and make it live. I could have also made this into a semi-functional webpage using Adobe Muse. However I deemed designing it in photoshop better as I would not have gained any extra functionality through using Muse due to the nature of the coding needed.

