



Steel Battalion: In the Cockpit

Brand: Steel Battalion (Capcom)

Agency: Mindshare

Link to Creative:

[Click here](#)

Summary

An immersive and interactive 3D experience pushes the creative possibilities of Say Media's AdFrames3 (AF3) platform and creates a taste of the gameplay experience of Capcom's latest first-person shooter, Steel Battalion.

Background

Steel Battalion is a game from Capcom for the home console market. Originally developed for the PlayStation 2, Steel Battalion was most recently adapted for Xbox, with the latest version taking advantage of the Kinect motion-activated control system. To promote the Xbox Kinect edition, Capcom

wanted an online campaign that would give users a taste of Steel Battalion action, and inspire them to purchase the game through a featured link.

Strategy

For a game like Steel Battalion, where the on-screen action and gameplay experience are what separate it from others in the genre, it was important that as much content as possible was incorporated into the AF3 format. The gaming audience are quick to spot and ignore overly commercial messages, so it was necessary for the designers at Say Media to use as much Steel Battalion content as possible.



Pictured above is the actual expanded ad experience.

Key Statistics

104.3%
Engagement

Compared to contracted engagements

28,000+
Minutes

Total time users spent with campaign

26.8
Seconds

Average time spent

Execution

Say worked with the creative assets supplied by Capcom to build a snapshot of the Steel Battalion experience. When users hovered their mouse over the animated banner, the unit expanded to a full screen takeover which was styled to look like the inside of a tank cockpit. As the user explored the cockpit environment, clicking on different monitors allowed the user to watch gameplay footage, view character schematics, read the game storyline and click-through to purchase the game. Social sharing functions were also included for viewers to spread the experience among their peer groups.

The quality and quantity of the creative assets supplied meant that it was possible for Say designers to create a 3D parallax effect, which allowed the viewer to pan and scan the full cock-pit area, as well as alter the view through the front screen of the tank. Other intricate touches, developed and built by Say's creative team, included picture elements that reacted to movement of the viewer's mouse, such as flickering lights and information screens.

The versatility of the AF3 platform allowed the design team to concentrate on delivering a powerful creative experience that successfully launched each time the unit was engaged with.

Results

The Steel Battalion campaign was successful both in terms of marketing outcome and creative measure. The campaign won an internal award at Say Media for 'Top Creative,' beating all other campaigns globally.

In terms of objectives achieved, the Steel Battalion AF3 unit over-delivered on contracted engagements, with 112,552 engagements against 107,913 contracted (104.3%). Users spent a combined total of 28,905 minutes with the campaign, spread over 113,171 video views. The average time spent with Steel Battalion was 26.8 seconds, which is nearly 8 seconds above comparable benchmarks. Click-to-site rate over 9,334 sessions reached an impressive 8.29%.