



myspace.com/ukXbox360

## Xbox's Master Chief launches Halo 3 on MySpace

### Background

Microsoft wanted to build a lasting rapport with gaming addicts in the build up to the launch of its highly anticipated *Halo 3* game for the Xbox360.

MySpace's strength creating engaged communities combined with the fact that, given 15 minutes of free time, 45% of 18-24's would spend it checking their favourite social networking sites<sup>1</sup> made MySpace a natural partner for Microsoft and Xbox.

To drive interest in the community, Microsoft were offering one lucky winner the chance to play *Halo 3* at the launch party against stars such as Pharrell Williams, LL Cool J and Carmen Electra. A limited edition *Halo 3* Xbox console and game was also up for grabs for active community members.

### Campaign Objectives

- Build excitement of the *Halo 3* launch among 18-35 year old gaming addicts
- Create a destination to allow users to discuss the *Halo 3* launch, enter competition and share tips
- Establish an interactive gaming community that serves as a platform for future Xbox products

### The MySpace Solution

MySpace and Microsoft established the Xbox360 community featuring in-game hero *Master Chief* to promote the launch of the highly anticipated *Halo 3* to gaming addicts. Traffic drivers including leaderboards, skyscrapers, MPU's and featured profile units encouraged targeted 18-35 year old users to befriend the community and enter the launch party competition.

Engagement was driven by inviting users to add comments to the *Halo 3* blog, share playing tips and download viral assets for their own profiles such as widgets, wallpapers, skins, IM icons and video content via MySpace TV's dedicated Xbox channel.



To keep the community relevant and encourage growth of friends following the launch of *Halo 3*, users were invited to use MySpace TV to upload their best Xbox Live 'kill' shots for a chance to win a limited edition *Halo 3* Xbox console and game.

## Results

Microsoft used Xbox 360's cult gaming hero *Master Chief* on the highly targeted media drivers to help establish a relevant community, with 82% of friends aged 18-35. A welcome page enforced the game's over 15's age restriction.

The viral aspect of the community, which encouraged repeat visits and extended the Microsoft Xbox branding, proved very popular with 31,500 downloads. Furthermore the simplicity of the competition entry mechanism resulted in a 75% entry rate and contributed to the impressive 74,000 video plays on MySpace TV's Xbox channel.

The community grew rapidly with the launch of the game, and again with entries for the limited edition console competition. However, Xbox continued to invest in the community and ensured buzz and excitement by refreshing the community to position it as the ideal platform to cross-promote the console and forthcoming games such as *PGR 4*, *Guitar Hero 3* and *Pro Evo 2008*.



## Conclusion

By constantly refreshing the Xbox360 community and offering desirable and highly viral assets such as wallpapers, skins, IM icons and video content Xbox continued to engage its target audience and attract new friends long after the launch party competition.

The use of the popular *Master Chief* character helped establish a dedicated and relevant Xbox gaming community whilst the ease of competition entry resulted in an unprecedented 75% entry rate. Finally, by providing the appropriate tools Xbox succeeded in building a highly interactive community which remained active long after the initial campaign launch, becoming a valuable communications vehicle for future Xbox developments.

## Quotes

*"any gamer, any place, any time. cheers 4 the add guys, by the way does every 1 know they can add their gamer tag to their MySpace profile !!! it's really easy if anyone needs help send me a message"*

**Member on Xbox360 Community**