

# Case Study

To publicise the launch of their eagerly awaited Nintendo DS game, **Guitar Hero on Tour**, Activision's agency Starcom MediaVest worked with Motamedia on a vehicle advertising campaign.



MediaVest



## The Mission

Activision is an international market leader in all areas of the fast growing entertainment software industry, publishing interactive games, both online and console-based. **Guitar Hero on Tour** is played on the Nintendo DS, a hand-held, portable console, and is based on the successful **Guitar Hero** games.

Activision's agency, Starcom MediaVest commissioned Motamedia to provide a stunning vehicle advertising campaign as part of their marketing mix.

## The Solution

Starcom MediaVest commissioned 20 Motamedia vehicles for two months across the UK, using an equal allocation of 30 foot and 40 foot vehicles. The combination of vehicle sizes delivered a mixture of motorway and urban coverage with 51m impacts across the course of the campaign. The vehicles covered all major road networks across the UK.

Working with spectacular designs from Starcom MediaVest, Motamedia applied large, striking images of **Guitar Hero on Tour** across the sides and rears of Motamedia trucks travelling across the UK. The vehicles hit the road two weeks after delivery of the artwork.

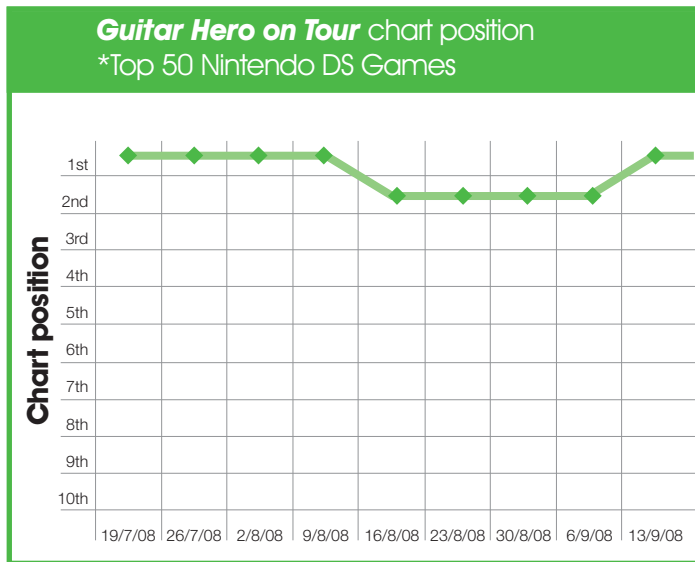
The game appeals to a wide audience of both music fans and game enthusiasts, young and old, and Motamedia's high visibility, moving advertising enabled Activision to reach this diverse audience in a fresh, exciting way.



## Benefits

The expertise of Motamedia's production company, Mediafleet, combined with the cutting edge graphics of **Guitar Hero on Tour** to create an attention-grabbing promotion aimed at gamers and music lovers alike.

Motamedia provided Starcom MediaVest with full post-campaign analysis covering routes taken, impacts, coverage and reach. This was the first occasion that Activision had used outdoor media and the title immediately hit number 1 on the Top 50 Nintendo DS chart and has maintained primary chart positioning for the duration of the campaign.



\*Figures courtesy of GfK Chart Track

"Our advertising is particularly suitable for a game that can be played on the move, and Activision's state of the art graphics have created a particularly striking campaign. We strongly believe that this campaign demonstrates the suitability of Motamedia's moving advertising for a high profile product launch even for high technology products."

**"We were delighted to be part of the nationwide launch of Guitar Hero on Tour and to assist such a leading player in the worldwide games industry,"** comments Motamedia Managing Director, Colin Smith.

Tim Lloyd, planner at Starcom MediaVest comments, **"Guitar Hero on Tour** appeals to a broad mix of players and as a result, we wanted to use a number of different promotional devices to reach our target audience. Motamedia advertising is a dynamic, impactful and wide-reaching form of advertising that fits nicely with our 'On Tour' strategy."



Motamedia Ltd.  
2/29 Craven Street  
London WC2N 5NT

020 7930 9633  
sales@motamedia.co.uk  
www.motamedia.co.uk

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