

Smart Study: EA Brand effectiveness



Objective

EA's mission is to Inspire the World to Play. FIFA is the biggest sports gaming franchise of all time. Available in over 51 countries with 260 million copies sold and over 10 million players, FIFA is The World's Game. The objective was to drive mass awareness of FIFA21 to EA's core target audience, 'The Fearless Creator'. The client was particularly interested in *attentive* reach, whether that's placing advertising in the right environments at the right time, or formats that are unlikely to be ignored or are more likely to capture attention. They wanted to explore new and exciting solutions to measure success.

Idea and execution

EA Games ran a targeted digital audio campaign, delivering onconnected devices and streaming on well-known brands including: TalkSport, Absolute Radio, Kiss and Virgin Radio as well as utilising the technology enabled by A Million Ads. EA used Octave's Audience segments 'Fans & Players' and 'Techie Gamers' powered by First Party Data from specialist sports sites such as TalkSport, The Sun Dream Team or Sunday Times Sport.

Results

Brand awareness of EA Games, grew by +9% , brand preference grew by +19% and consideration by a superb +23%. Purchase intent grew by +15% whilst future purchase intent was up an incredible +34%.

+23%

Brand consideration

+34%

Purchase intent

