

Future



FuturePROOF

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NOW TV:

Social conversation driving **ACTION** amongst our communities





Challenge

Now TV, an online streaming service, wanted to promote their Sky Movies download service through a **SM only campaign** and **gain market** share in an already crowded market place.



Action

Utilising Total Film's extensive social media footprint, Now TV ran an **exclusive, paid for social media only campaign** to promote an exclusive '6 months for £15 offer', accessing potential new Now TV subscribers.



Results

 **3,273 SIGN UPS**
vs 1,700 target

 **BEST TWEET: 1.59% ENGAGEMENT**



SAMSUNG 'your mobile life'

SAMSUNG:

A one stop, content rich destination for the consumer to explore a brand



SAMSUNG 'your mobile life'

Challenge

Bring the Galaxy Note II to the tech enthusiasts and advocates to drive awareness.



Action:

Your Mobile Life', a 12 month **native content partnership** was established:

- 3 dedicated YML channels across T3/ TechRadar/Gizmodo UK
- An in-house project team, feeding daily bespoke editorial
- mobile replicas of the YML channel
- Tailored video content developed and hosted on YML
- Social feeds and competitions
- Print & tablet advertorials

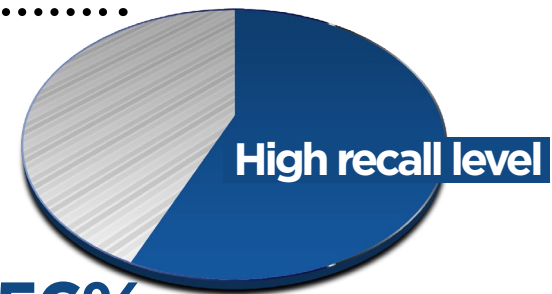
Results (6 months in)



28,363 competition entries

Online Visits:
318,844

Mobile Visits
14,849



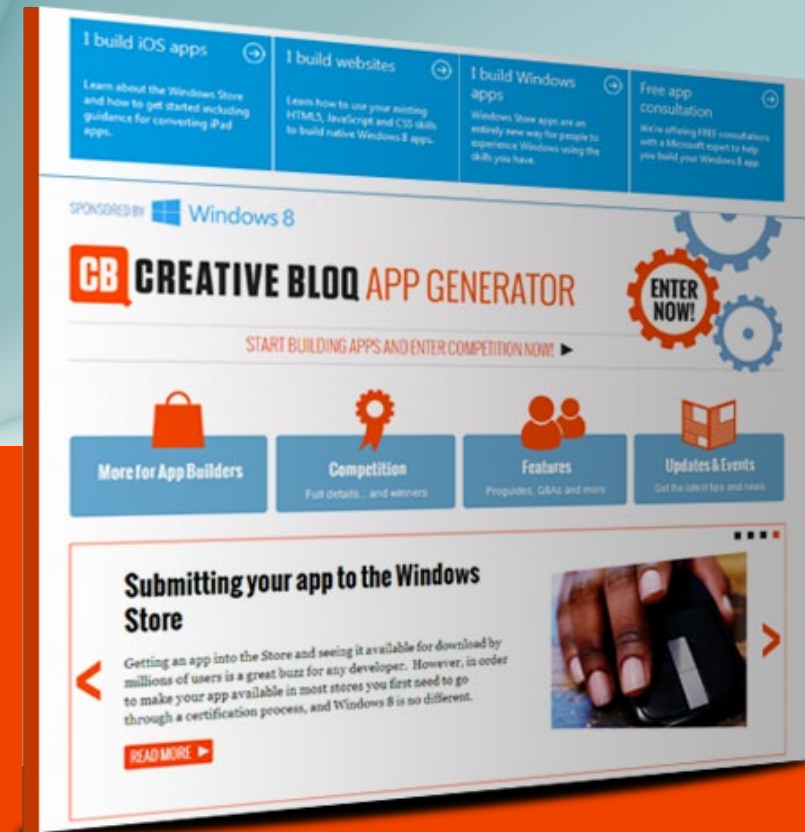
56% recall seeing the **Your Mobile Life** content

2,790 mins of video viewing

Windows 8 | Microsoft App Builder

WINDOWS 8:

An innovative activation in driving consumers to develop apps



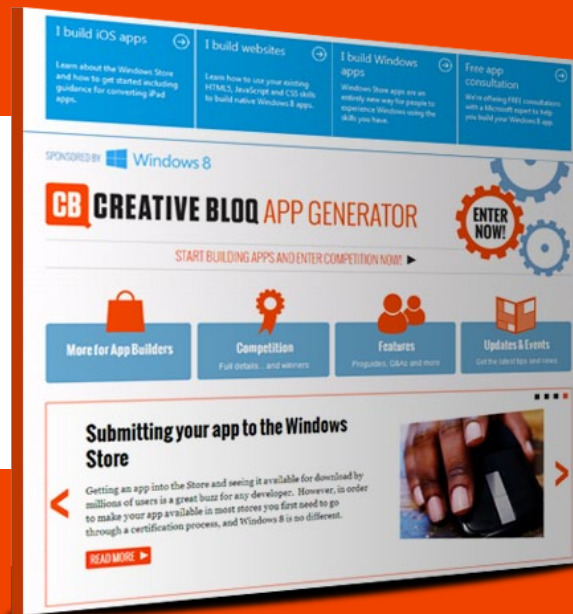


Windows® 8

Microsoft App Builder

Challenge

The Windows store is the primary distribution platform for Windows apps, however there were a limited number of apps available. Our role was to create **awareness** and drive **engagement** of developing exciting new apps, using the Microsoft Windows 8 platform.



CREATIVE BLOG APP GENERATOR AWARDS PRESENTATION

SPONSORED BY Windows 8

The CREATIVE BLOG APP GENERATOR Awards 2013

Action

We leveraged our passionate tech and design communities, through an **'app generator'** competition. Strongly supported by editorial & social media, the competition drove fans to develop apps that would be available for purchase on the Windows 8 store, with the opportunity to win **£45k** worth of prizes.

Results

The campaign superseded all expectations, helping Windows inspire creativity and innovation amongst app lovers.



38k Unique visits to the hub

WINNER!

didlr

Total of **263** apps created!

6.4% Average click



ALIENS COLONIAL MARINES

ALIENS:

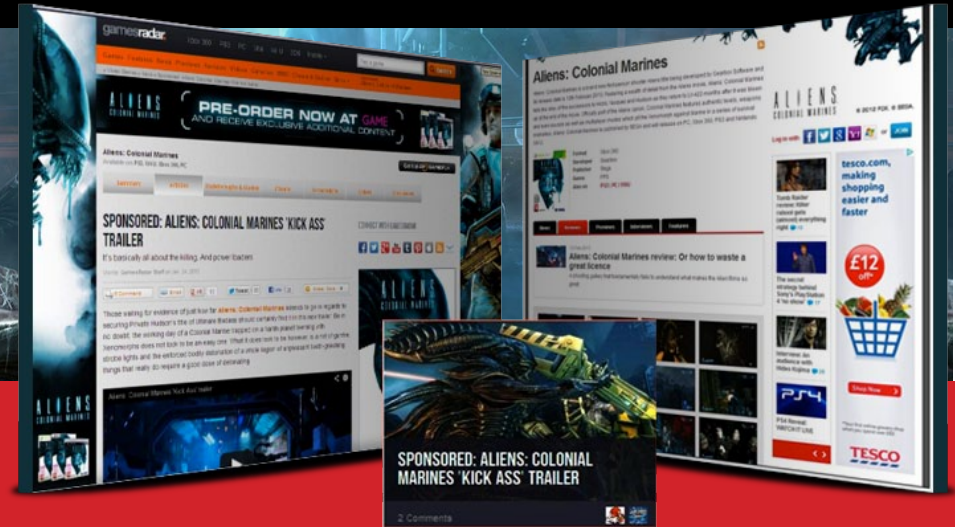
Influencing the audience
through timely asset drops



ALIENS COLONIAL MARINES

Challenge

Generate **excitement** & **buzz** prior to the launch of Aliens: Colonial Marines in a saturated market and gain **pre order sales** of the game.



Action

We delivered a long term plan of engagement through an EXCLUSIVE integrated content solution, creating a series of sponsored editorial around Aliens: Colonial Marines in conjunction with the release of the games assets.

EARLY AWARENESS:

Dedicated editorial and promoted content across gaming & social sites to generate excitement and amplify campaign awareness



PRE-ORDERS:

- Native Aliens hub
- Spotlight overlays to drive pre-order sales



LAUNCH WEEK:

Increased frequency of sponsored editorial coverage in conjunction with asset drops

ALIENS COLONIAL MARINES

Publisher Sega should get a pat on the back for what can only be described as a victory of marketing.

MCV, Gaming News



40,000

PRE-ORDER SALES

££££££££££££££££

5,384,083 AD IMPRESSIONS

2,573 DIRECT CLICKS ON PRE-ORDER SPOTLIGHTS

AVERAGE CTR = 0.49 OVER 5%

OVER PLANNED IMPRESSIONS



BATTLEFIELD 4

BATTLEFIELD 4:

Using video to establish engagement and get our readers excited



BATTLEFIELD 4

Challenge

Battlefield fans are crazy about the game as it offers an unrivalled level of 'epicness' through Battlefield moments, however not enough gamers were aware of it's potential.



CVG EPI
Battlefield Recon

Action

Creation of a tailored weekly video show hosted on CVG informing, exciting and influencing our gamers on the best FPS out in the market.

SCOUT:

Reignite fans of Battlefield through the development of 'Battle Recon' video show



SUPPORT:

Extending our messaging of BF4 across our gaming portfolio - providing a strong presence during launch phase



ASSULT:

Creation of hands on experience through BF4 event

Status

Battlefield 4 is a video led campaign and is currently live. With high expectations for these videos, we have gained approximately **46,000** view.

TESCO

TESCO:

Award winning partnership driving game purchase



TESCO

Challenge/Opportunity

Utilising Future's research department, it was discovered that only 2% of our Gamers purchased games from Tesco. Future recognised an opportunity for Tesco to capitalise on short term gaming sales and also develop more long term affiliations as the next 'Home of Gaming'.



[Click here for the Editorial Interview](#)

[Click here to see 'Spotlights'](#)



Action

3 month strategic commercial partnership that included:

- Editorial interview with Tesco's buying manager for Games
- Spotlight overlays: creating stand-out and providing the platform for further information, social media integration and video
- Click to buy functionality
- Display activity, homepage takeovers and bespoke editorial

Results

Campaign re-positioned Tesco as a viable alternative to specialist gaming retailers and **increased perceptions** of Tesco's gaming offering amongst Future's gaming audience.

The activity saw uplift in positivity towards Tesco as a games retailer by **27%. A quarter who are now more likely to buy from Tesco.**

Delivery of 5.4million impressions across games sites.



Commercial Partnership 2013

WINNER

TESCO

Spotlights

Overlay pop up on site, click throughs to second page.



THE CVG SPOTLIGHT

FEATURING



HAVE A MATCH OF THE DAY, EVERYDAY WITH FIFA 13. OUT NOW AT TESCO FOR £29 ON XBOX AND PS3 WHEN YOU BUY SELECTED XBOX LIVE POINTS AND PLAYSTATION NETWORK CARDS

The venerable FIFA franchise has led the revolution in virtual sport, and takes the game to a new, the highly anticipated release of FIFA 13. Dive headfirst into the action with realistic and unpredictable gameplay that helps great footballers stand out and engrosses users and spectators alike.

Important changes include updates to first touch control, complete dribbling, physical play, improved artificial intelligence and tactical free-kicks. Players move realistically and with purpose, anticipat



TESCO

EDITORIAL INTERVIEW

Tesco: "We're always working with publishers to deliver exclusive content"

Gaming head Nick Cooke tells us why the retail giant is truly committed to gaming.



Retailer Tesco caused something of a stir earlier this year when it made, shall we say a fairly direct approach for core gamers' hearts and minds. With the gaming season now starting to warm up nicely, time we thought, to speak to Nick Cooke, Tesco's category buying manager for games, to discover just what it is the retailer hopes to offer the core market.

In this interview, Cooke talks about the hurdles the store may have to overcome to convince core gamers to shop there, how the recent acquisition of blinkbox has opened up new options for entertainment, why Tesco's gaming strategy isn't just built around the major titles, why this



certainly doesn't mean the death of specialist retail and why he thinks digital gaming is very much going to be the future.

You recently made a very strong pitch to be the new home of gamers in a recent ad. Were you surprised by how big a reaction that campaign evoked?

It certainly got people talking about us as a games retailer, which was always the intention. I think we were a little surprised, but we still stand by all the elements of the ad - we do have a lot to offer the gaming market.

How important is that gaming market to Tesco?

Gaming is very important to Tesco, it's a very broad category that appeals to a wide audience, all of whom are potential Tesco customers in one way or another. We also see the future of gaming and are working to keep pace with the industry; offering our blinkbox media centre on Xbox LIVE is a great example of our commitment.

PRISONERS

PRISONERS:

A truly social experience and once in a life time opportunity



PRISONERS



Challenge

To promote the new release of Prisoners, eONE was looking to partner with a media brand to generate buzz and reach out to core film fans to drive views for the pre-release of the film.



Check it out on:
[@totalfilm](#) #prisoners



Action

Total Film developed a cross platform promotional package for eONE that encouraged **interactivity** and **engagement** through **social media** and editorial content.

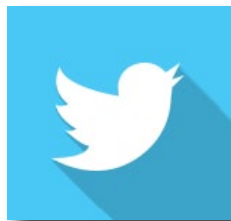
- Online and Social Media promotion to attend an exclusive VIP screening of Prisoners
- Themed pre-promotional editorial support on TotalFilm.com, including a bespoke gallery feature related to Prisoners
- Prisoners Full ad roadblocks across relevant content
- Full page ads in Total Film print & tablet edition

The screening event coincided with the film's stars and director being in London for a promotional tour. Total Film secured the talent for the screening as a special extra for the competition winners.

PRISONERS



Results



Simon A
@_slanders_

First tweet in over a year but have to say, tonight's screening of [#Prisoners](#) was amazing! Great film. Cheers [@totalfilm](#) .

4:39 PM - 23 Sep 13

Wendy A
@Bossboss75

[@totalfilm](#) [@realhughjackman](#) [#Prisoners](#) Harrowing, nail biting, creepy, so worth the ride. Jakey & Hugh introduced. Yum. Keller was intense.

3:53 PM - 23 Sep 13

Lucy Gorman
@lucy_lu05

Sitting 2 metres away from Hugh Jackman and Jake Gyllenhaal makes me happy, thank you [@totalfilm](#) [pic.twitter.com/jce8voGzm4](#)

3:27 PM - 23 Sep 13

Chris Tighe
@tiggytighe94

Apologise for the quality, here's Denis, Jake and Hugh up on stage [@totalfilm](#) [#Prisoners](#) [pic.twitter.com/Tkx7Fc1wxx](#)

3:50 PM - 23 Sep 13

Anna Isaac
@rememberher2013

[@totalfilm](#) I love you but I love Hugh and Jake more. Thank you for [#first](#) UK screening of [#prisoners](#) [pic.twitter.com/YqDodTotm9](#)

1:03 AM - 24 Sep 13



- Total Film received **400 entries** to the comp
- Winners were encouraged to tweet their views on the film to a dedicated Twitter address: [@totalfilm #prisoners](#)



GREENMANGAMING SPONSORSHIP: GOLDEN JOYSTICKS

With Future & GreenManGaming seamlessly collaborating during the Golden Joysticks, resulted in a more effective & integrated partnership.





Golden Joysticks: GreenManGaming Sponsorship

Partnership Objective:

With the Golden Joysticks in its 31st year, we understood that this would be the perfect environment to increase the brand **awareness** of GreenManGaming, whilst developing a better understand of our audience through **data capture**.



Action

Golden Joysticks First! This years partnership was the first year we extended our partnership offering beyond the Golden Joysticks event.

Email marketing: Co-branding on Golden Joystick emails driving through to retail

Social: Prominent branding on our dedicated Golden Joysticks social pages

Event sponsorship: Key branding during the event, including on stage, tables & programmes

Integration: Promotion of the FREE game offer (Mafia 2 & Civilization 5)

PR: Amplification outside of Future's portfolio

Results

SOCIAL
48K LIKES ON
OUR GOLDEN
JOYSTICK PAGES



£100K+
WORTH
OF MEDIA
VALUE

10,000
You Tube
IEWS OF THE
LIVE STREAM

ONLINE ADS
1.5M IMPRESSIONS

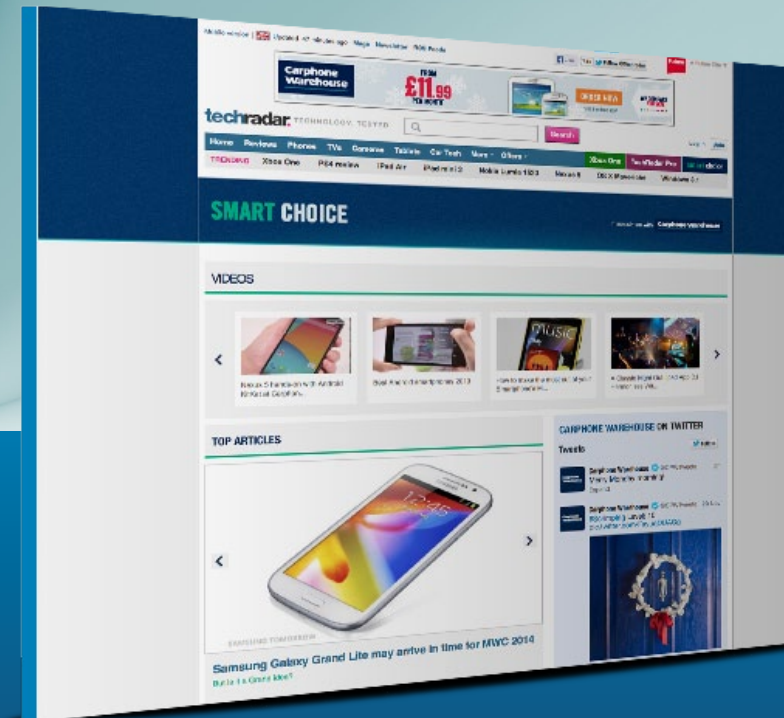


PR: OVER 150 MENTIONS
ACROSS MAINSTREAM
MEDIA

Carphone Warehouse

CARPHONE WAREHOUSE:

a content led partnership,
providing consumers with a
bespoke solution



Carphone Warehouse

Challenge

Consumers path to purchase for mobiles takes up to 3 months. CPW needs to capture and influence their consideration of purchase.

Action

Build a relationship EARLY. A strategic content partnership that covers all moments of consideration, helping consumers find the best handset for them and putting CPW at the heart of this process as offering the best value, range and expertise.

Smart Choice – The only mobile destination providing smarter comparison for better value

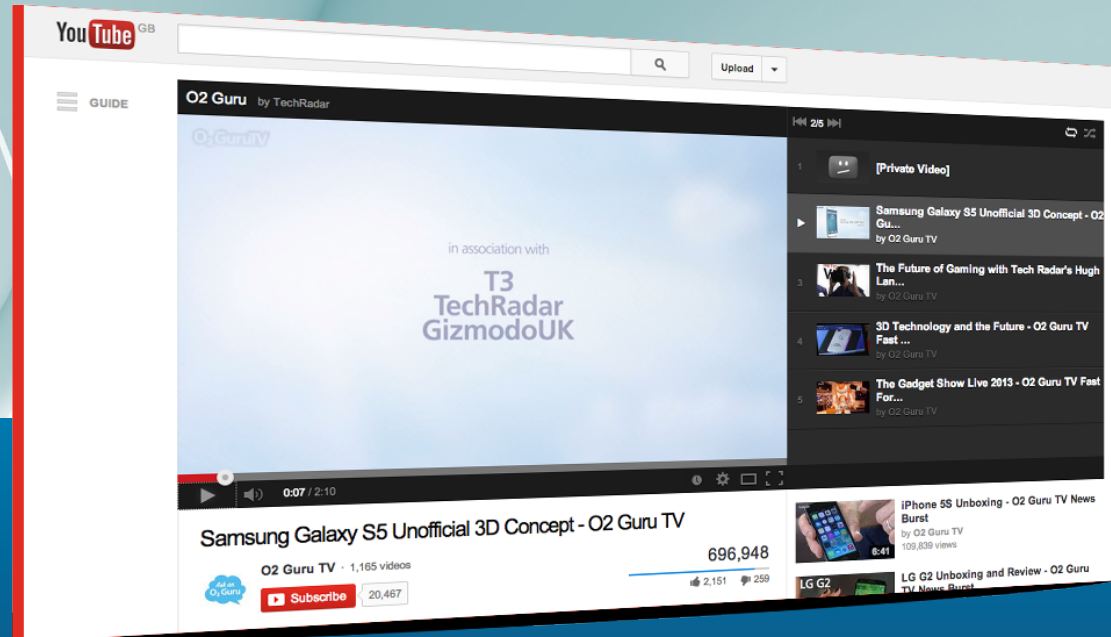


First 8 weeks: **1m+** unique users to Smart Choice content

O₂GuruTV
We'll show you how

O₂:

Utilising our expertise
in video





Challenge

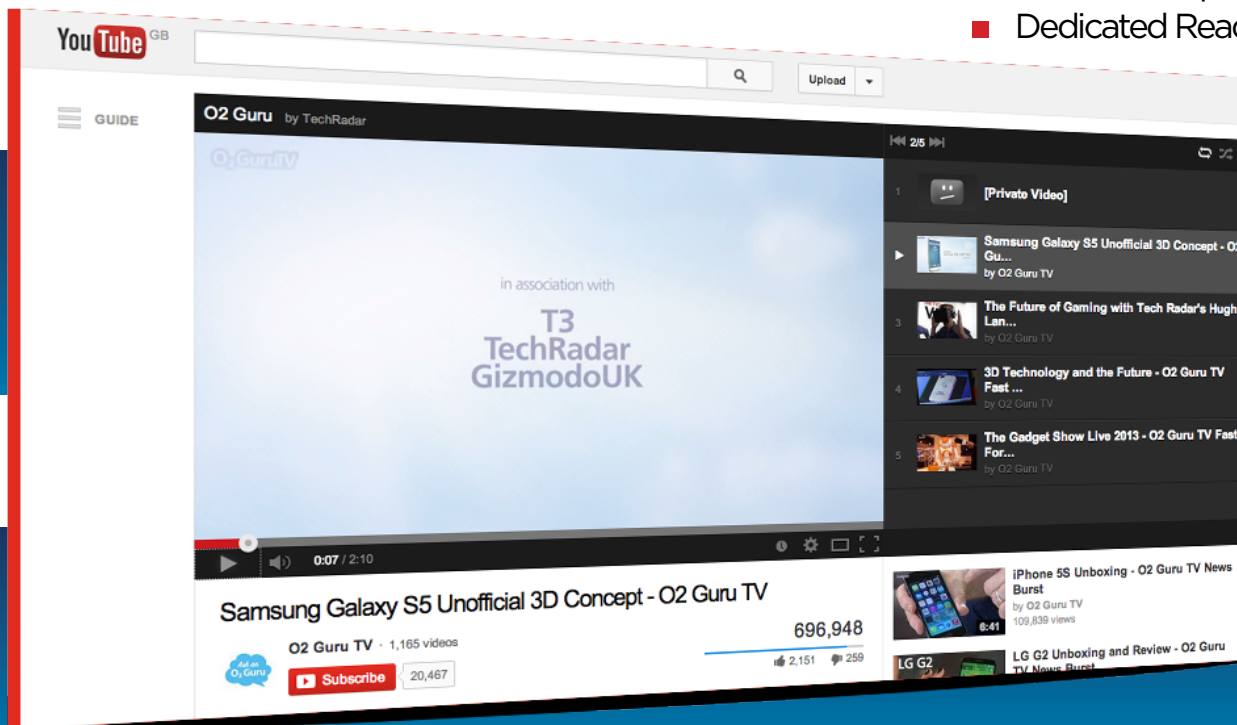
O2 Guru TV required a credible technology media partner to provide independent and authoritative editorial content that would run through social channels, driving users to O2 GuruTV, encouraging viewers to engage, follow, like and subscribe to GuruTV.

Action

A 10 month content driven partnership across TechRadar, T3.com and Gizmodo UK:

- Co-created tailored video content - embedded via YouTube. Constant social media streams: Twitter Parties, Twitter promotions pushing to Guru TV
- Bespoke advertising activity and tailored messaging across three platforms
- Dedicated Reader Events

**700,000
views in 3 days**





ŠKODA

SKODA:

Placing Skoda in front of our cycling enthusiasts through editorial rich content





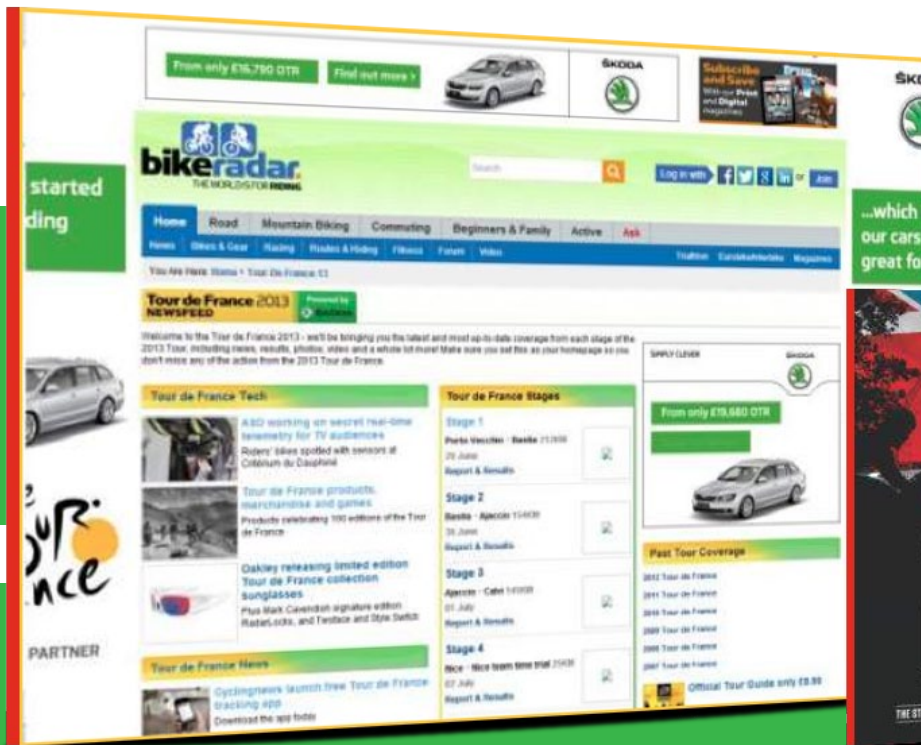
Challenge

To continue to be the 'automotive brand' within cycling in an increasingly competitive market

Action

Exclusive sponsorship and integration of Grand tours: Tour De France and Tour of Britain
Ride London Hub (BikeRadar) built in Skoda's activity around Ride London as well as the newly formed Bike Radar/Skoda Ride London Team. Included are 6 x video tutorials created and broadcast on the hub and through BikeRadar's You Tube channel.

32 page supplement



12% increase in intent to purchase.

Positive increase in all brand attributes





XBOX ONE

XBOX:

Taking our users on a complete XBOX ONE journey

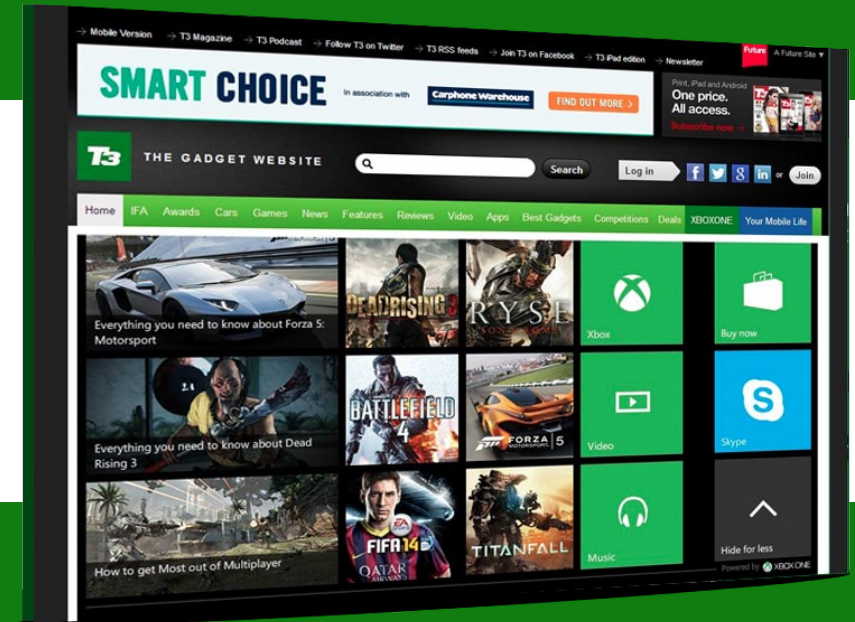


XBOX ONE

Challenge

.....

Create and drive a successful Xbox One launch across a variety of sectors, including tech, entertainment and gaming.



Action

.....

By partnering with Future, Xbox One had an 'all in one' media partner that could deliver expertise across a variety of fields.

Future developed tailored dedicated Xbox One hubs appearing across a multitude of sites;

- A Future First complete redesign across a select number of channels to match that of Xbox One and the smart glass design and layout

- Tailored content created specifically by each site tailored to the relevant audience's tone to support the Xbox One message
- Creation of an expandable banner, designed in the manner of the Xbox One smart glass layout appearing across all the tech and ents sites.

Status to date:

.....

'Futures response, ideas and execution were some of the best we have seen during the xbox launch campaign. The campaign itself has been very complicated with lots of hurdles to get over. Future have been very responsive to sort everything out and have been on top of everything. Future have been at the top of the list against all other publishers and have had the green tick next to them from the start. Great work!'

Universal McCann