



DEUS EX

MANKIND DIVIDED





DEUS EX

MANKIND DIVIDED

PLAN OVERVIEW

Branded Content & LaunchPad

Courageous teamed up with Square Enix to host a conference on human augmentation which integrated with the main focus of the Deus Ex video game launch.

Snapchat Rotational Video and Takeovers

The goal of this execution was to appeal to CNN's younger audience.

CNN/CNNMoney Tech Section TKO & Entertainment TKO

These High Impact Takeovers helped increase awareness and purchase intent for the Deus Ex video game.

Audience Profile Display and Video Packages

These packages were targeted to M18-49 / Video Gamers and displayed the visually engaging Deus Ex creative.

Native Card Targeted to A18-34

Utilized to maintain exposure throughout the flight and directly reached the Deus Ex target audience.



OVERALL PERFORMANCE

Placement	Flight Dates	Ordered Impressions	Delivered 3rd Party IMP	Clicks	CTR
CNN Deus Ex					
Audience Profile Targeting to CNN M18-49 AND Video Gamers_Display and Video Package	6/29 - 9/21	2,000,000	2,012,386	13,285	0.66%
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Pre-Roll Desktop					
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Pre-Roll Mobile					
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Display	6/29 - 9/21	4,861,111	4,903,204	2,750	0.06%
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Display_300x250					
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Mobile_300x250					
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Display_300x600					
CNN_Audience Profile Targeted to M18-49 AND Video Gamers_Display_728x90					
CNN Launch Pad	6/30 - 9/4	600,000	5,000,000	1,260,000 views	22,000 Engagements
CNN Custom Native Card Targeted to CNN A18-34	7/13 - 8/4	1,136,364	1,416,221	713	0.05%
CNN Retargeting Display and Video ROS Package					
CNN_Retargeting Pre-Roll	8/15 - 9/8	100,000	99,980	628	0.63%
CNN_Retargeting Display		300,000	330,915	179	0.05%
CNN and CNNMoney Tech Section Takeover	23-Aug	2,000,000	2,637,762	6,499	0.25%
CNN and CNNMoney Tech Section Takeover skin					
CNN and CNNMoney Tech Section Takeover 970x250					
CNN and CNNMoney Tech Section Takeover 300x250 display					
CNN and CNNMoney Tech Section Takeover 970x90					
CNN and CNNMoney Tech Section Takeover 728x90					
CNN and CNNMoney Tech Section Takeover Video					
CNN Entertainment TKO	24-Aug	3,000,000	9,637,762	10,854	0.11%
CNN Entertainment Section Takeover skin					
CNN Entertainment Section Takeover 970x250					
CNN Entertainment Section Takeover 728x90					
CNN Entertainment Section Takeover 300x250					
CNN Entertainment Section Takeover video					
CNN Snapchat Discover Channel_Rotational Video	8/22 - 9/4	1,250,000	1,312,583	-	-
CNN Snapchat Discover Channel_Curated Weekend TKO Edition	7/30 - 7/31	1,600,000	1,403,983	-	-
CNN Snapchat Discover Channel TKO_8am to 8am EST	23-Aug	800,000	1,316,126	-	-



SNAPCHAT

The CNN Snapchat placements proved to be successful throughout the campaign! Snapchat users on the CNN Channel also showed high engagement with Deus Ex ads.

CNN Snapchat Discover Channel TKO's

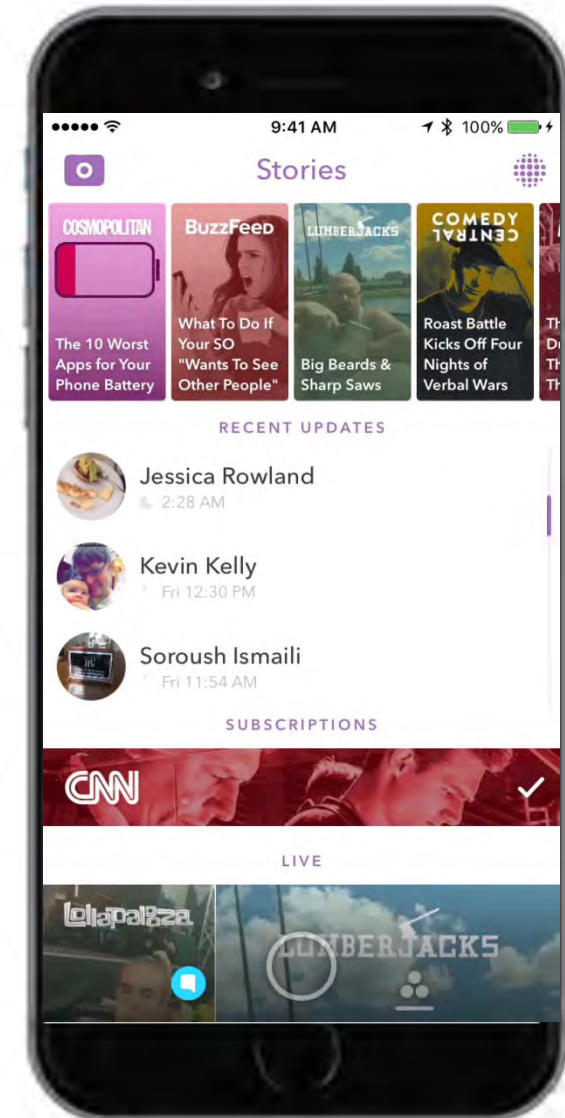
Courageous created branded content that ran in the Custom Editorial Weekend Takeover (Video shown on the right)

- 364,614 users on the Weekend Edition Snapchat takeover viewed the entire snap showcasing how compelling the content was over the course of the day.
- The takeover continued to produce magnificent results with users viewing over 5 seconds of the video.

Users on the CNN Channel not only engaged with the ad but they also showed brand loyalty as the average number of times a Snapchatter viewed the ad was 3.59 times, Deus Ex also had a Snapchat Takeover on release day(8/23) and delivered by **130%**!

CNN Snapchat Discover Rotational Pre-Roll

*The Rotational Audience Targeted pre-roll showed the highest percent ratio of unique reach amongst all Snapchat placements. (733,908 unique views)

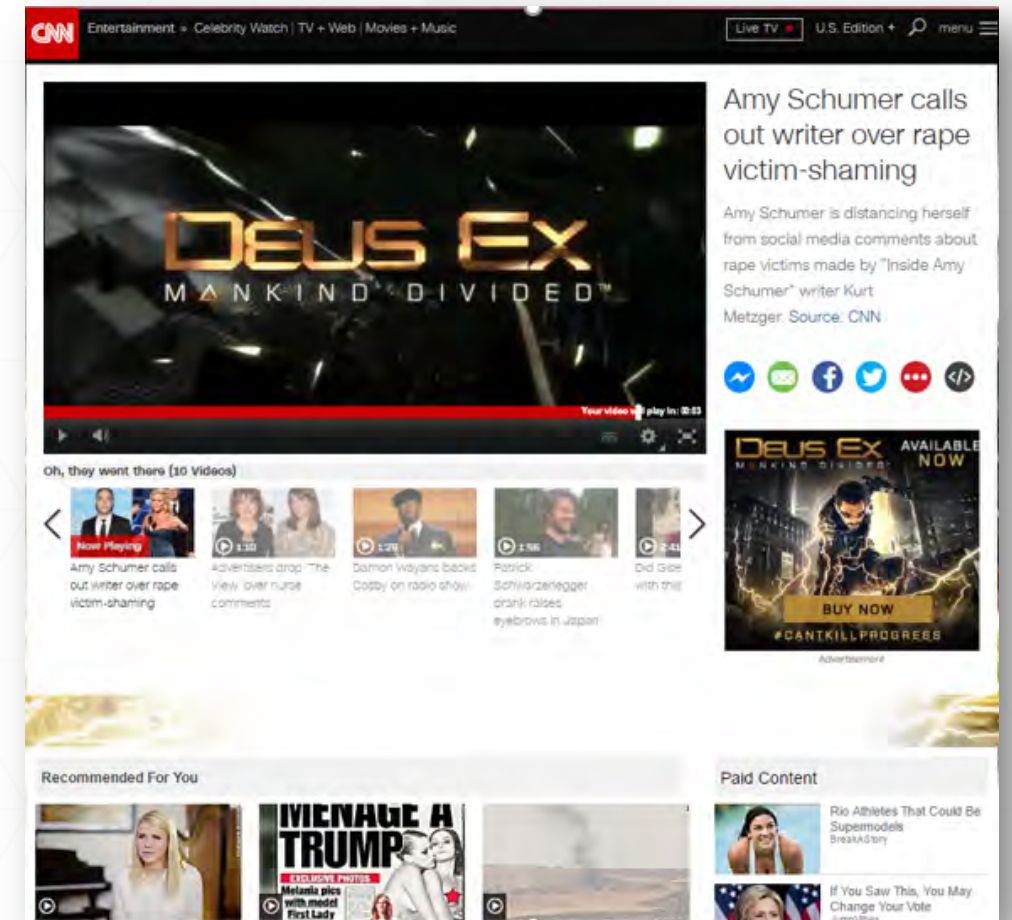


M18-49 & VIDEO GAMERS TARGETED PRE-ROLL

Deus Ex also showed great success with the audience targeted video pre-roll, delivering **109%** of the overall goal!

The CTR of .86% showed the high intent of the consumer to purchase the Deus Ex game.

- The pre-roll also showed a high video completion rate at 84.8%, a true testament to the consumer's interest in video content & yearning to learn more about the product.
- Using Moat Analytics, the Deus Ex ads received a total of 8,000 hours ad exposure time across CNN*



*Moat Total Exposure Time: The total time in hours that the ad was visible: summed across all users who met the requirement for a 2 Sec In-View Impression

HIGH IMPACT TAKEOVERS

CNN & CNNMoney Tech Section Takeover

The CNN and CNNMoney Takeover delivered by 131%. Users were engaged with the 8/23 Tech Section Deus Ex display creative as evidenced by the high universal interaction rate of 4.5% (2.9% Moat avg.) *

- Not only did we see great delivery and engagement but the pre-roll on the takeover also produced a high 79.91% VCR
- Pre-roll for the 8/23 takeover also proved to be a “hit” as users of the ads were in-view, 22 seconds.

CNN Entertainment Section Takeover

The 8/24 Entertainment Section takeover delivered an outstanding **311%** above the original goal!

We included a Mobile App Takeover that complimented the Entertainment Section Takeover on 8/24 which produced a large ad viewership with over 11,000 hours of exposure time.*



*Moat Universal Interaction Rate: Average length of time the user interacted with the ad.

*Moat In-View Time (s) : The average time in seconds that the ad was visible for users who met the requirement for a 2 Sec In-View Impression.

*Moat Total Exposure Time: The total time in hours that the ad was visible: summed across all users who met the requirement for a 2 Sec In-View Impression

LAUNCHPAD

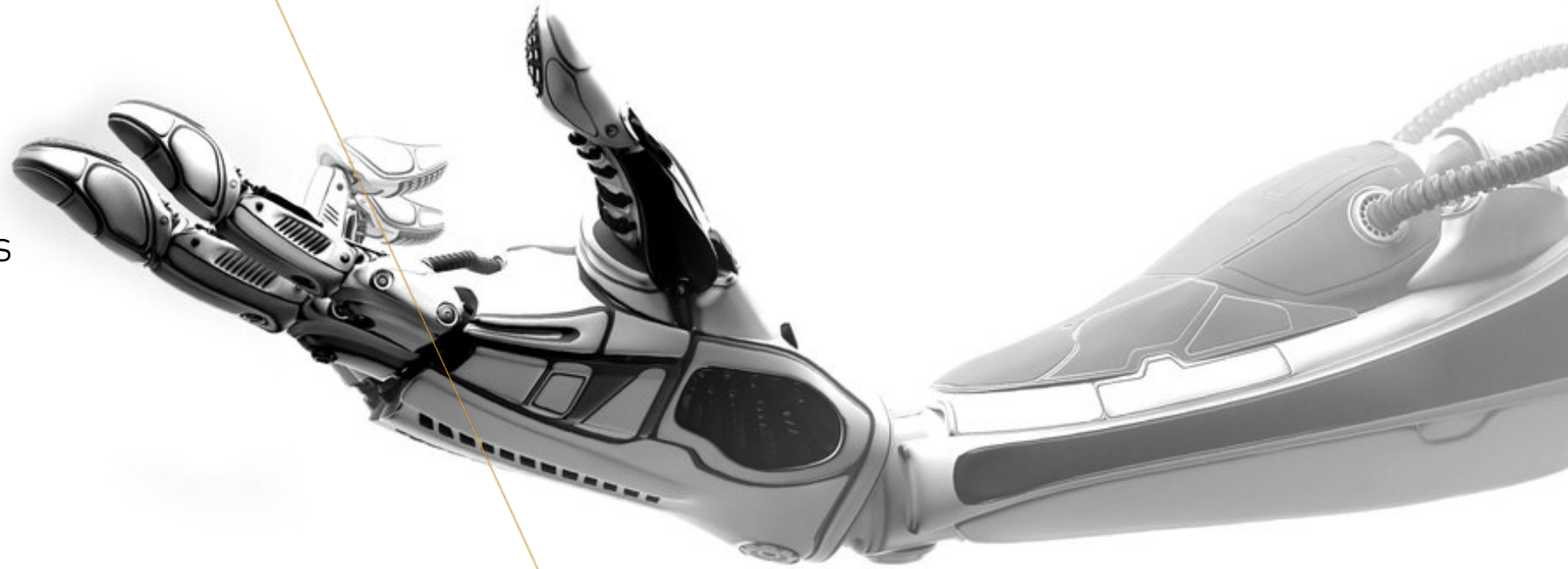
turner

SQUARE ENIX™

DEUS EX
MANKIND DIVIDED

Agenda

- I. Campaign Overview
- II. Topline Metrics
- III. Placement Samples
- IV. Campaign Delivery
- V. Audience Response
- VI. Audience Insights
- VII. Appendix





C A M P A I G N O V E R V I E W

Square Enix partnered with CNN to develop branded content for Deus Ex: Mankind Divided and Human By Design.

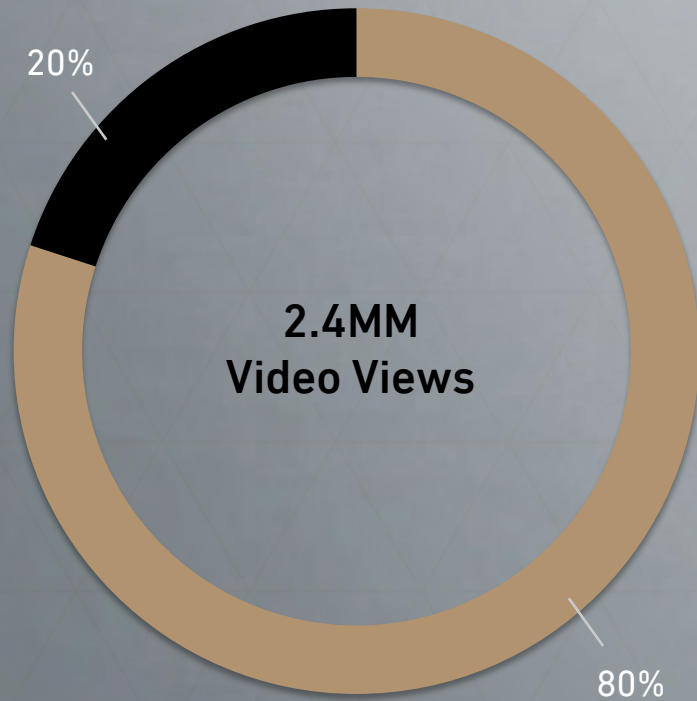
Launchpad was leveraged to deliver 600k guaranteed views against the target audience:

- U.S. Residents, Adults 18-49
- Primary Interests: Gaming
- Secondary Interests: Human Augmentation

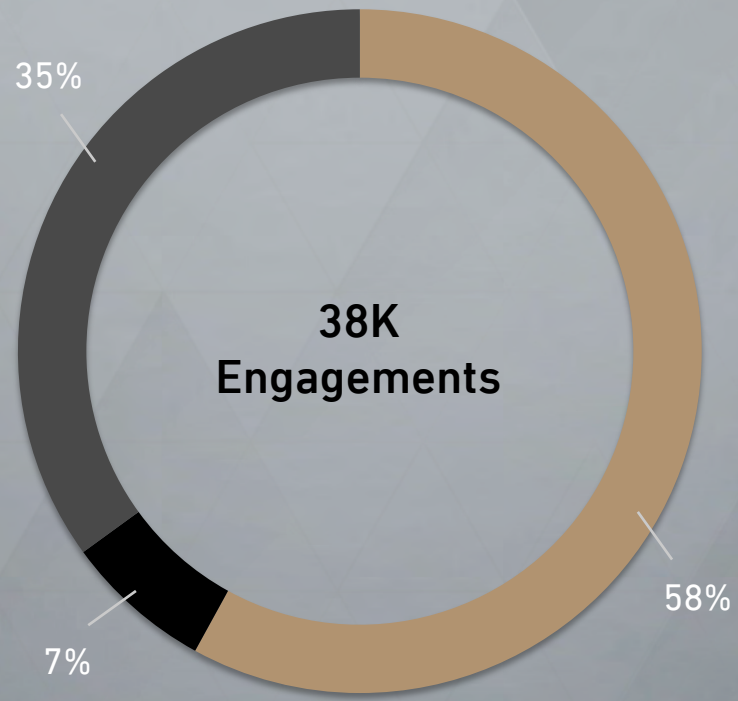
Launchpad was able to **over-deliver by 4X** on the guarantee against the target by deploying a variety of tools including Website Custom Audiences, social insights, and the Turner Data Cloud.

TOPLINE METRICS

1.5 MM of the total 2.4MM views were driven by U.S. Males 18-34

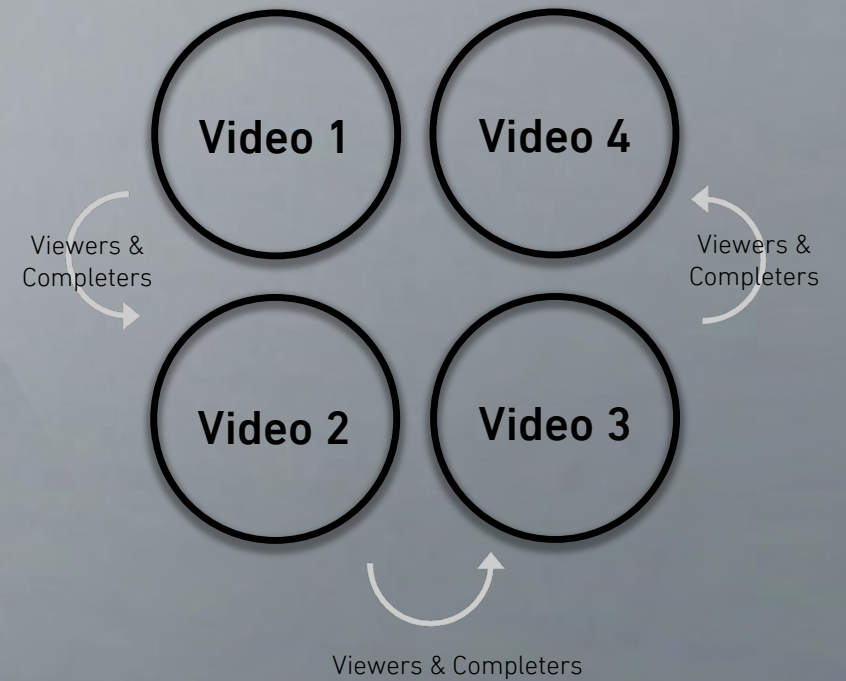


Facebook YouTube



Likes Comments Shares

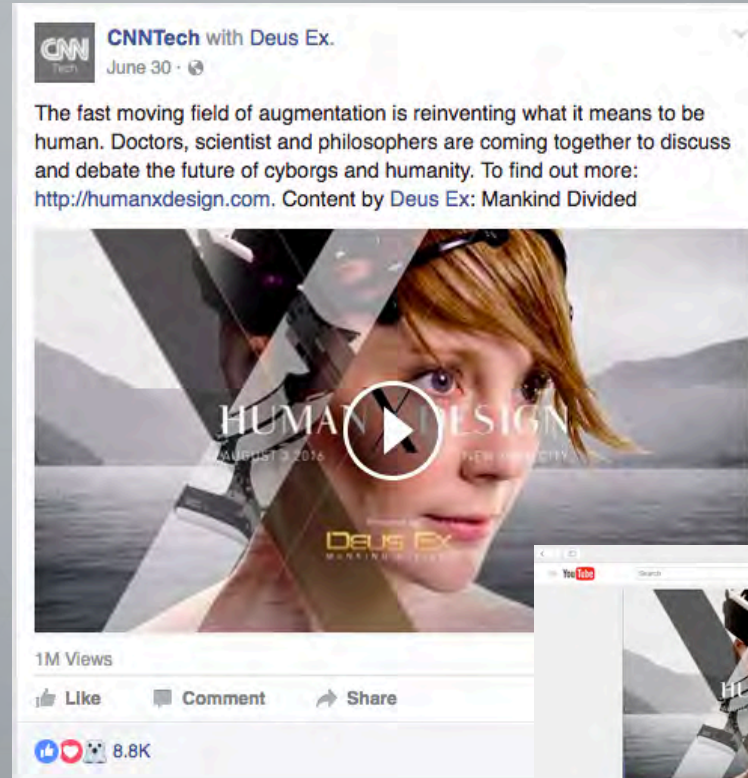
AUDIENCE RETARGETING



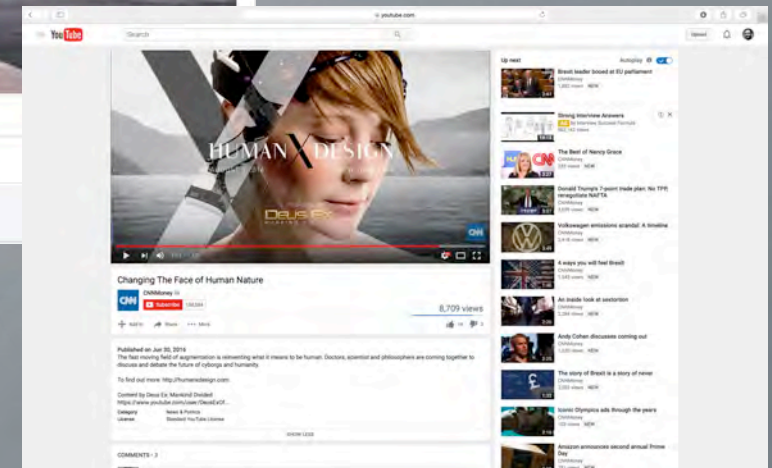
PLACEMENT SAMPLES

Best Practices utilized from launch:

- Used compelling imagery
- Highlighted subjects of interest to audience
 - Gaming
 - Human Augmentation
 - Futurology



Facebook



YouTube

C A M P A I G N D E L I V E R Y

2.4 MM

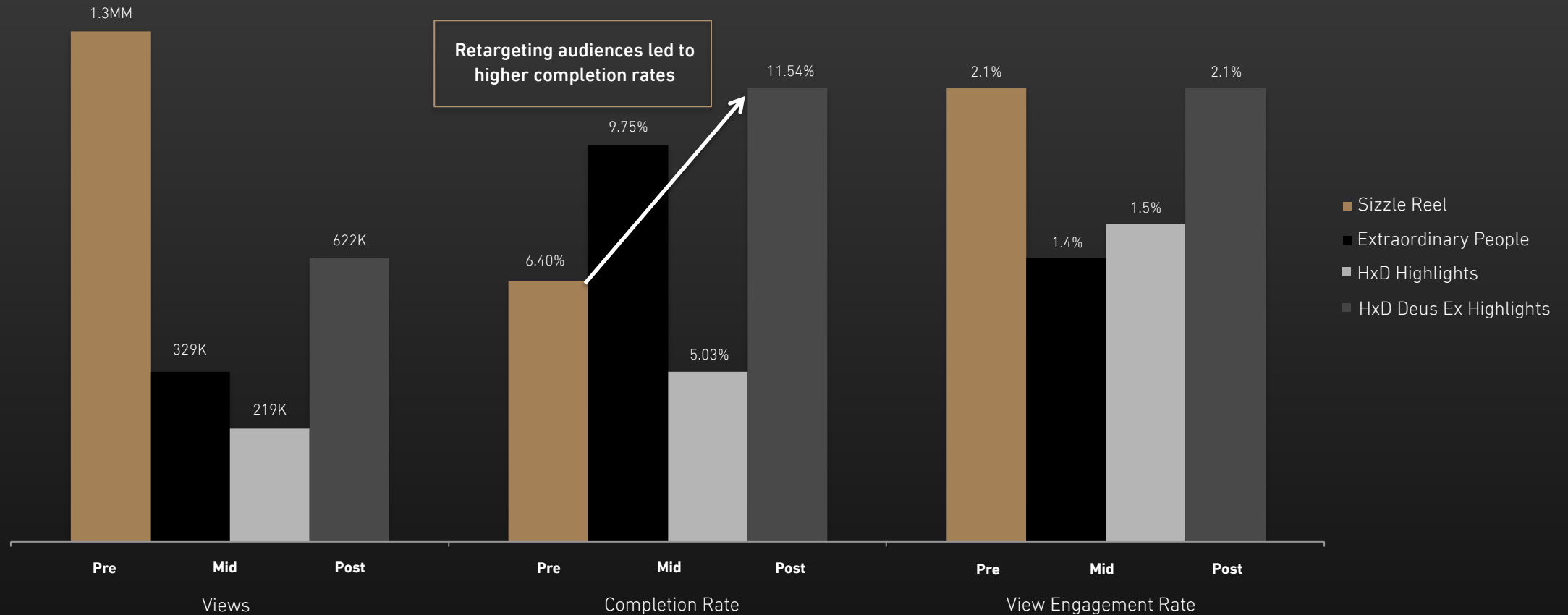
Total Video Views

227K

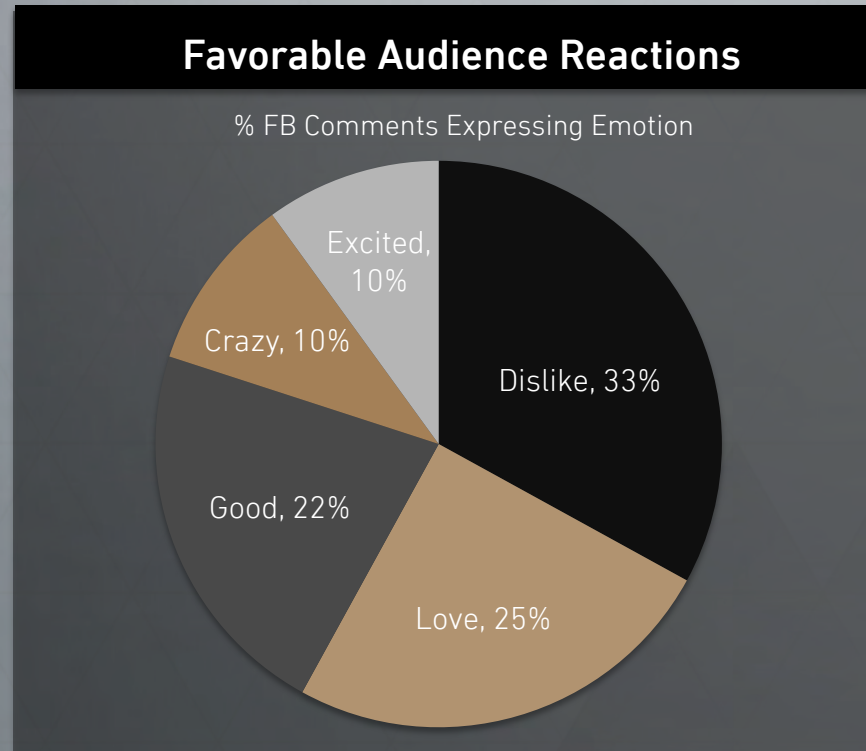
Video Completions

38K

Total Engagements



OVERALL POSITIVE RESPONSE



People commenting on this video:

- Grew excited for the game's release
- Expressed interest in the conference
- Engaged in debates on the benefits of augmentation
- Feared a future filled with cyborgs
- Dislike emotions centered around fear and heated debates about human augmentation

People Excited for Cyborgs



Angel Rambutan Who else is excited for Deus Ex: Mankind Divided?

Like · Reply · July 7 at 6:28am



Abimelet Herrera Kind of crazy how most of the technology from a futuristic game is happening right now. I really want to watch this conference!

Like · Reply · July 2 at 6:04pm



Bailey Lester Dudddddeeee these ads look sick. I really really hope the game lives up to its potential with the stuff its talking about here. [Daulton O'Brien](#)

Like · Reply · 1 · July 6 at 3:23am



Sam McGivern-Cowan Deus ex was a game that inspired me to get interested in the field of biomechatronics and the idea of enhancing the human ability and form. I'm very excited for this conference.

Like · Reply · 14 · July 2 at 10:55pm

Dislike Reactions



Zechariah Keith Have we learned freaking nothing from scifi movies? We're gonna destroy the world!

Like · Reply · July 5 at 9:22am

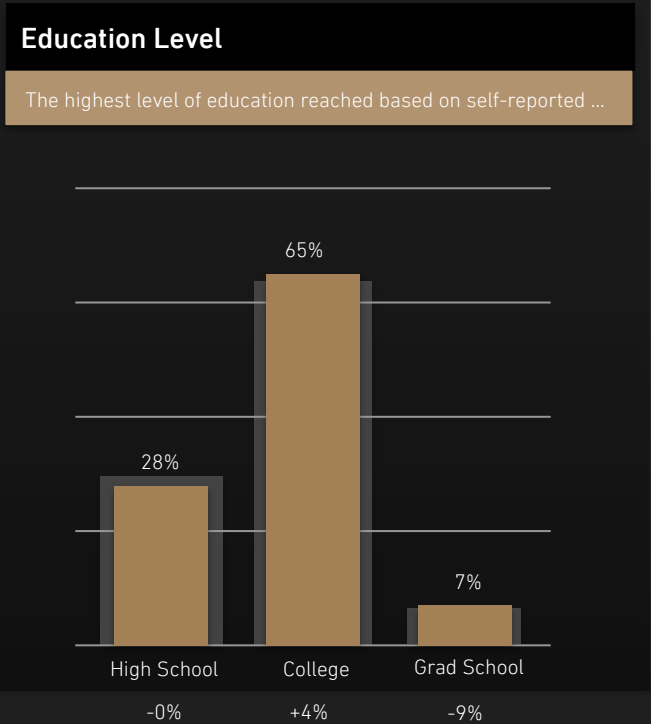
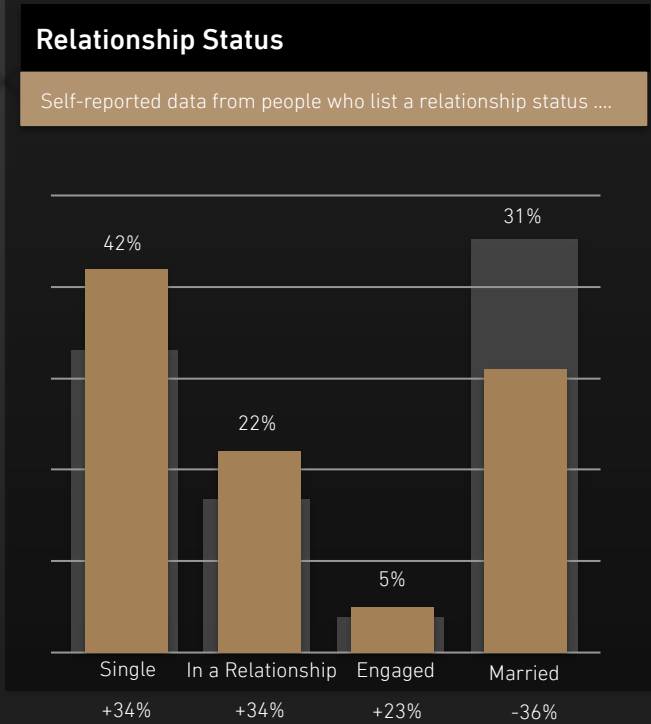
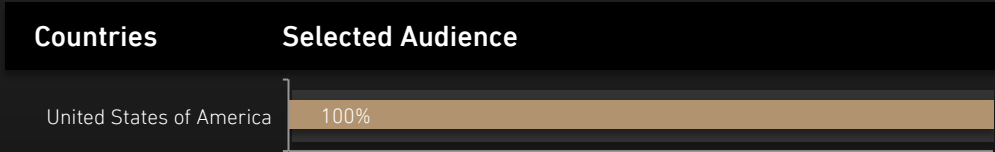
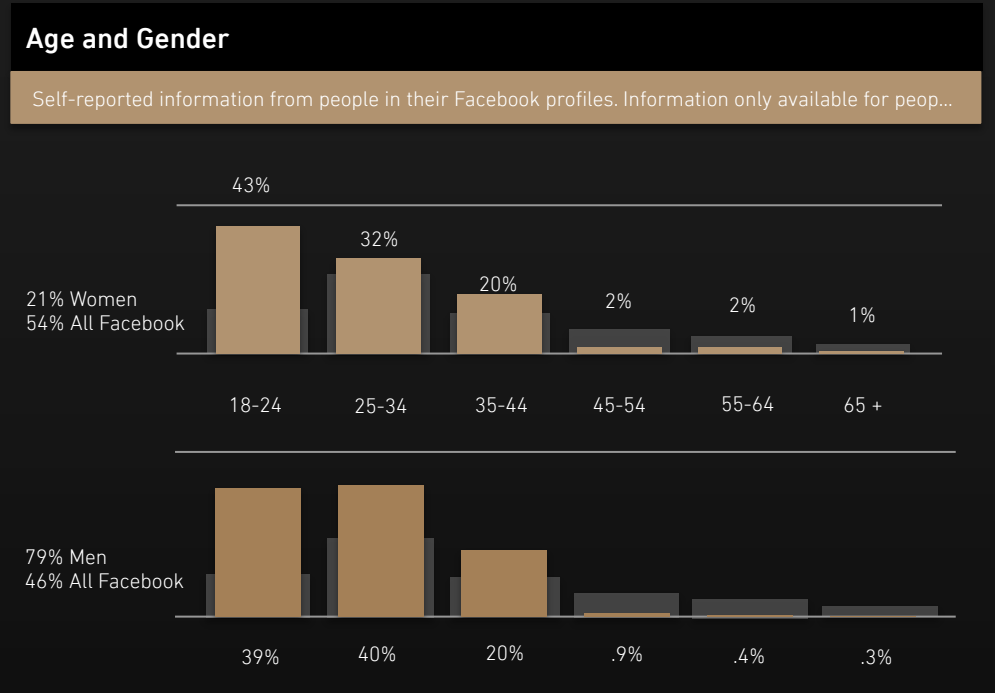


Brandon Blvd Some of the worst thing imaginable came from things with the best intentions. Stay true and don't lets this technology fall in the wrong hands. Do good and stay incorruptible

Like · Reply · 1 · July 2 at 4:18pm

AUDIENCE INSIGHTS

Audience metrics based on 1.4 MM viewers on Facebook



Viewers who watched 95%+ of the video are mostly male, aged 18-34, and unmarried.

A U D I E N C E I N S I G H T S

Audience metrics based on 1.4 MM views on Facebook

High Affinity with Square Enix Audience				
Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance	Audience	Facebook	Affinity
Deus Ex	2	29.4K	118.4K	22.1x
Square Enix	8	32.7K	219.3K	13.2x
Dark Souls	56	23.3K	209.4K	9.9x
Overwatch	30	32.5K	305.5K	9.5x
Monster Hunter	90	20.9K	203.1K	9.1x
FINAL FANTASY XIV	67	23.8K	234.9K	9x
The Witcher	70	23.8K	235.4K	9x
Final Fantasy	92	21.3K	211.3K	9x
Bethesda	41	30.2K	304.2K	8.8x
BioWare	74	23.8K	242.8K	8.7x

Higher Proportion Interested in RPGs and JRPGs		
Top Categories		
1	Video Game	Deus Ex Destiny Kingdom Hearts EA Star Wars Bungle Overwatch
2	Community	Kotaku
3	Website	Loot Crate Dorkly
4	App	Star Wars: The Old Republic Rooster Teeth
5	Games/Toys	Fallout The Elder Scrolls Online Borderlands Mass Effect BioShock Call of Duty
6	Studio	Funimation
7	Electronics	Razer
8	Artist	Jessica Nigiri
9	Entertainment	IGN CollegeHumor Crunchyroll
10	Book Genre	Manga