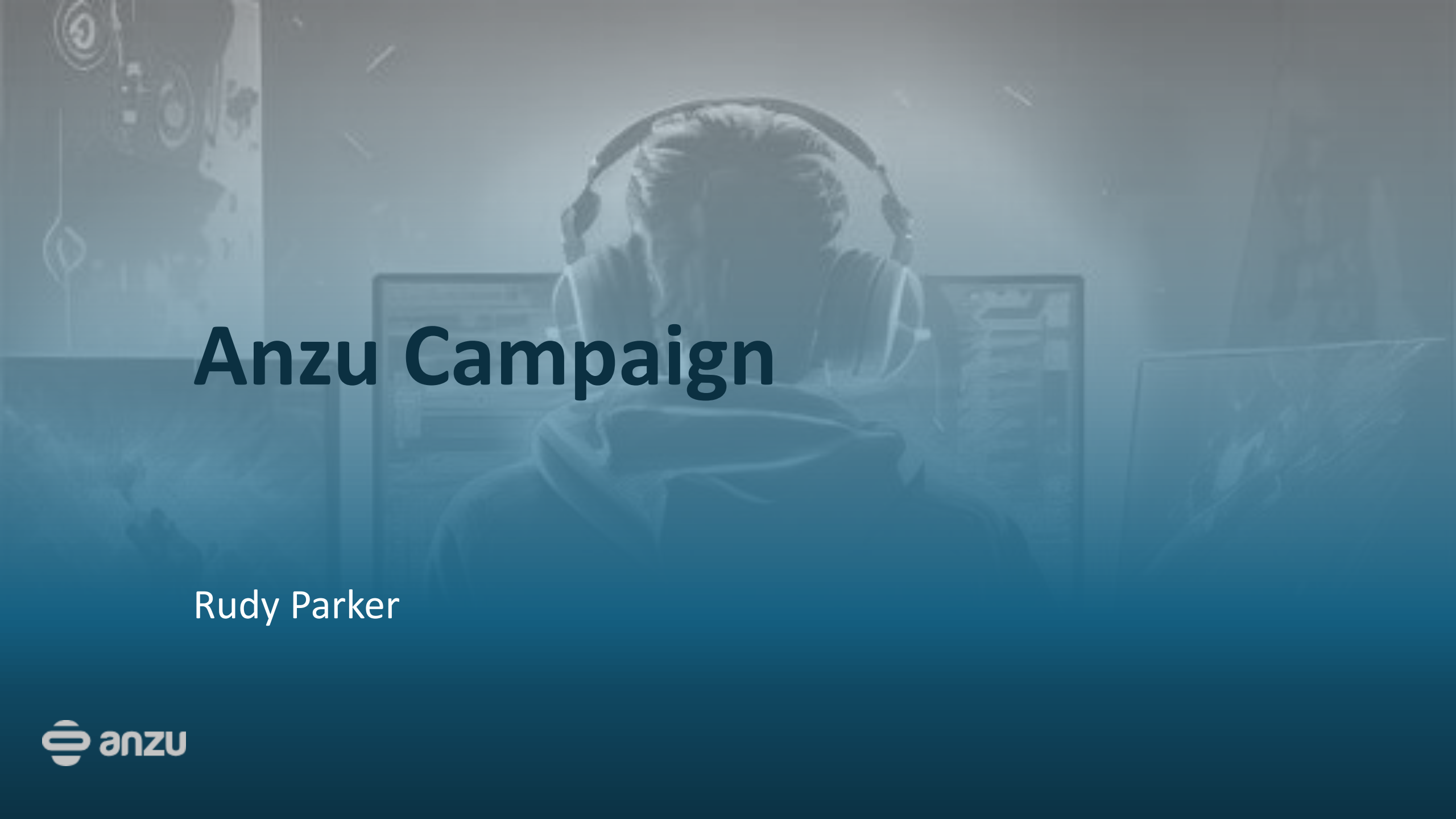

# Anzu Campaign

Rudy Parker

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# Campaign Overview

## Game Changer

Introduce Anzu's **G-Commerce branded store** — a first-of-its-kind retail media innovation that brings shoppable experiences directly inside gaming.

## Objective

Generate **150 qualified leads** from brands and agencies while cementing Anzu's position as the **category leader in in-game retail media**.

## Impact

With **G-Commerce**, advertisers can finally **close the loop** — turning in-game engagement into measurable ROI through **Claritas/Semcasting attribution**.

# G-Commerce Revolution: From Gaming to Sales

**Campaign Duration: 2 months**
Budget: $5,000

Generate 150 qualified leads from brands and agencies by the end of the 8-week campaign.

Achieve 75 webinar registrations with 50+ attendees for the mid-funnel webinar.

Secure 12 senior executives for the invite-only roundtable event.

Convert 25% of roundtable attendees into qualified sales opportunities within 30 days post-event – 4 Sales.

Establish thought leadership in G-Commerce with measurable engagement across selective marketing channels.

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# Buyer Personas

## EMILY

Agency SVP, Gaming & Media Innovation

**Goals**

- Thought Leadership
- Safe Global Scaling
- Build case studies to win client trust

**Pain Points**

- Need ROI Proof
- Compare Gaming vs TV
- Position the agency as a thought leader

**Triggers:**

- Unrivalled attention & brand lift.
- Competitor agencies are already moving: risk of falling behind

## JAMES

VP, Media & Digital (Global Brand)

**Goals**

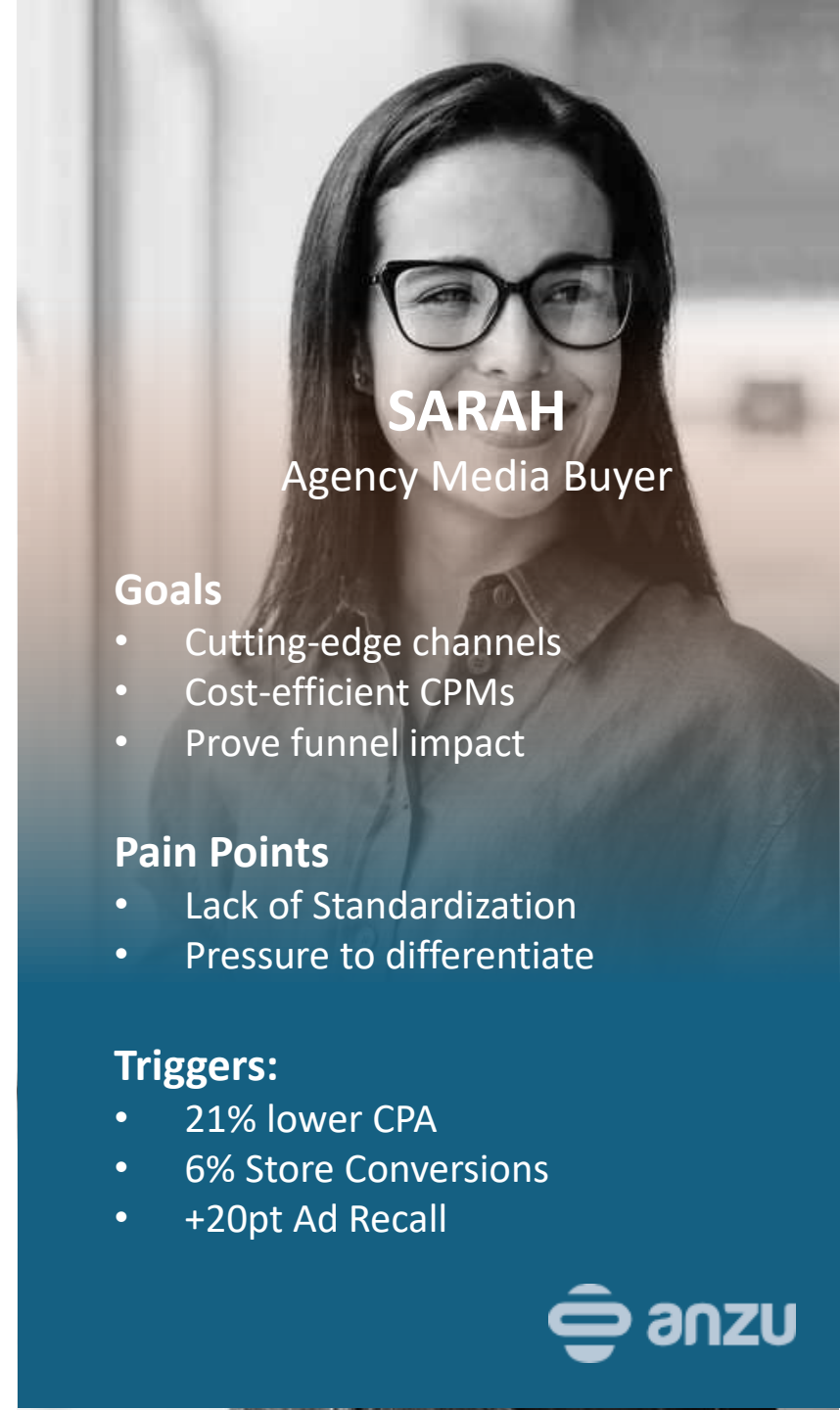
- Reach younger audiences
- Prove ROI
- Blend Awareness and conversions

**Pain Points**

- Rising CPMs
- Fragmented Media Consumption
- ROI & Ad effectiveness scrutiny

**Triggers:**

- Sports & racing peak engagement
- +20pt Ad Recall
- Brand safety



## SARAH

Agency Media Buyer

**Goals**

- Cutting-edge channels
- Cost-efficient CPMs
- Prove funnel impact

**Pain Points**

- Lack of Standardization
- Pressure to differentiate

**Triggers:**

- 21% lower CPA
- 6% Store Conversions
- +20pt Ad Recall

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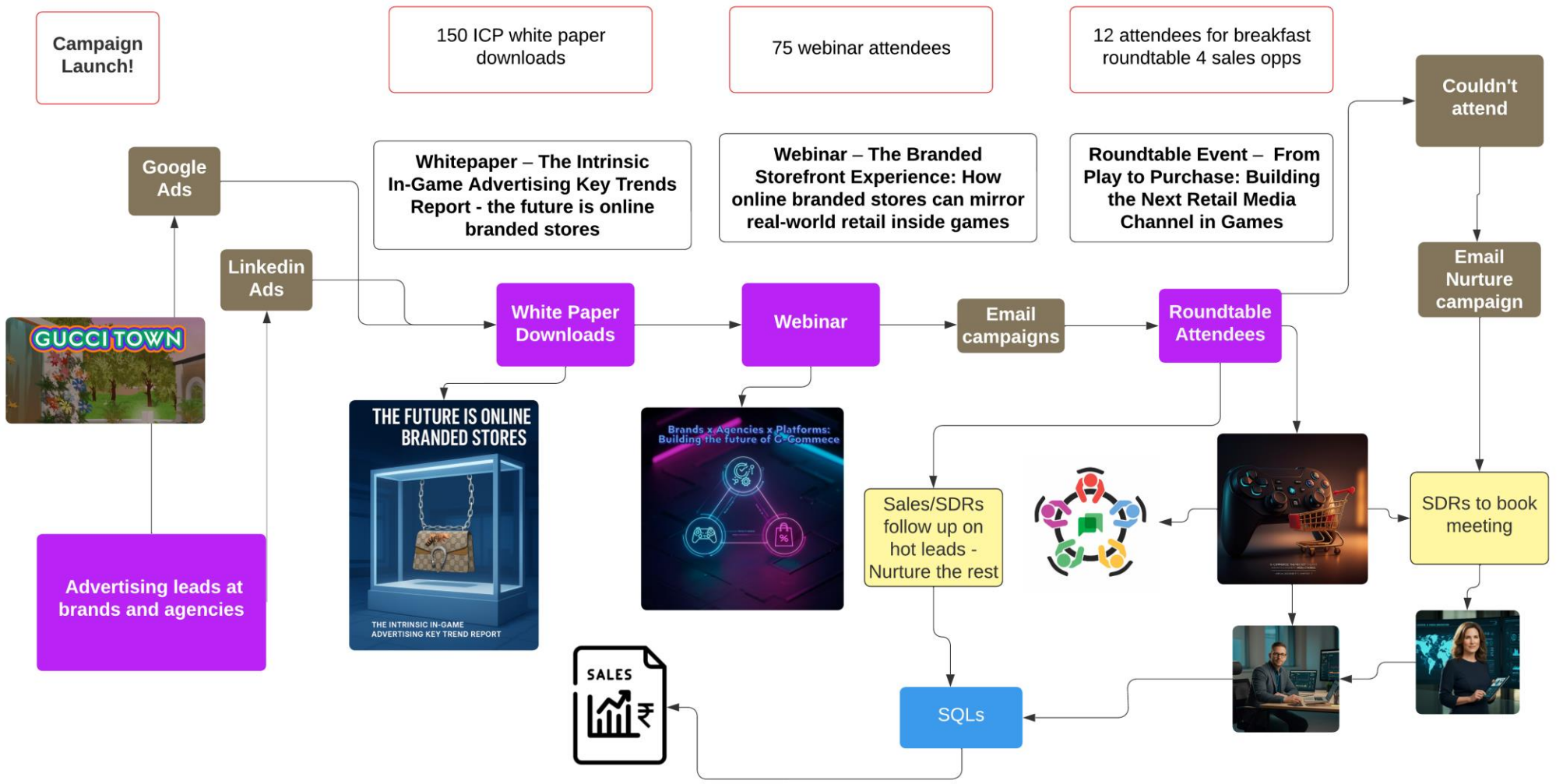
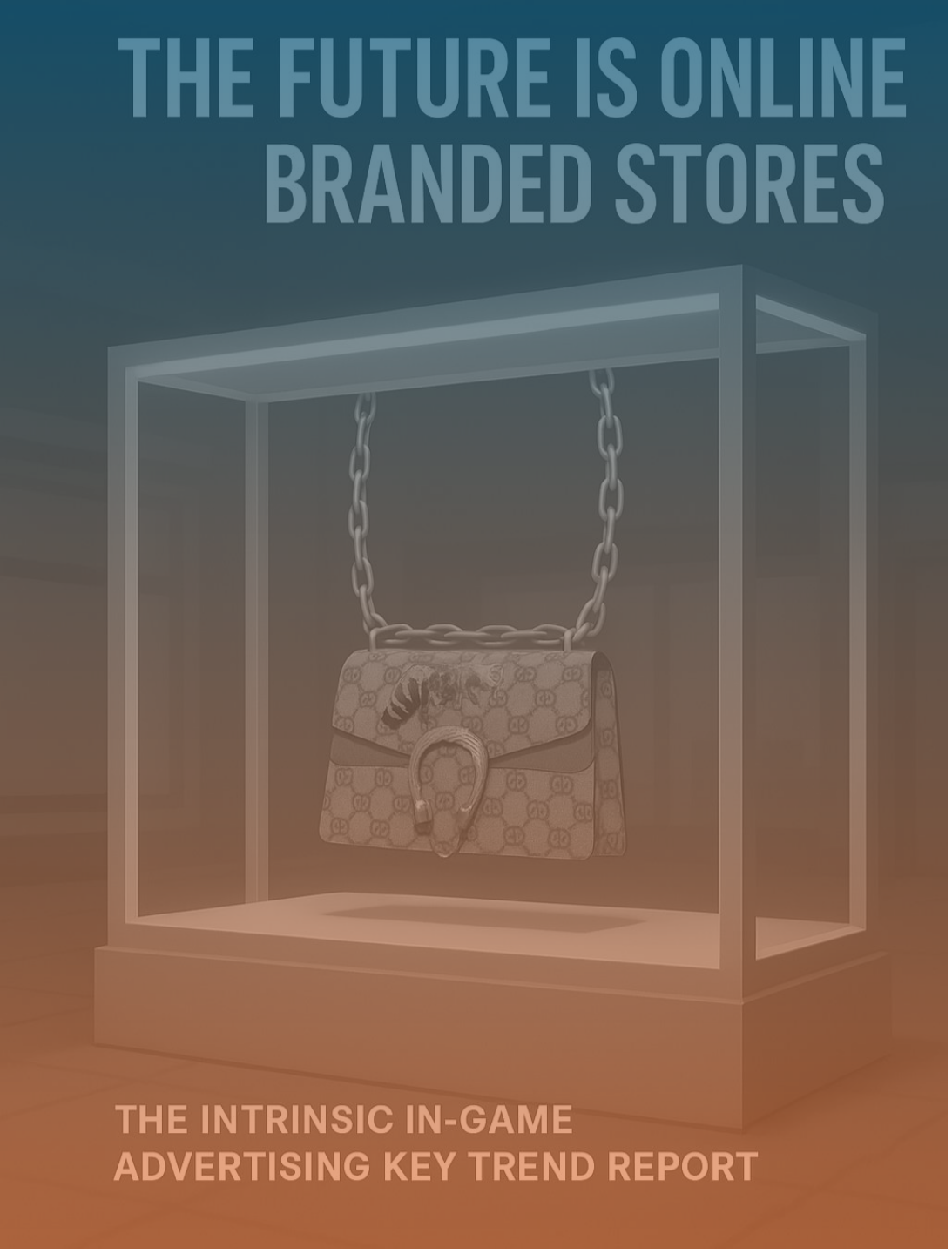
# Integrated Campaign Chart






# TOFU: Guide & Downloads

## White Paper Download Campaign

*The Intrinsic In-Game Advertising Key Trends Report*

## Top-of-Funnel Message

*"The Next Big Commerce Channel is Already Here"*

- Gaming environments → beyond entertainment
- Immersive branded shopping experiences
- Driving measurable business results

## Proof Points

- Gucci Town: 41M visits (March 2023)
- Nielsen: $3.11 ROI per $1 spent (Gatorade)
- Claritas matchback: incremental conversions

## Our Edge

- Extend from billboards → branded store experiences
- Close the loop on sales lift with **Claritas & Semcasting**

## Key Takeaway

*Download the Trends Report to see how online branded stores are shaping the future of retail in gaming.*

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# MOFU: Webinar

## The Branded Storefront Experience

*How online branded stores mirror real-world retail inside games*

### Dynamic Engagement

Limited-time offers

Player-driven personalization

### SPEAKERS

Anzu Innovation Lead

Brand Marketer (Nike, Coca-Cola, Unilever)

Magali Huot, Dentsu (agency POV)

### IMPACT

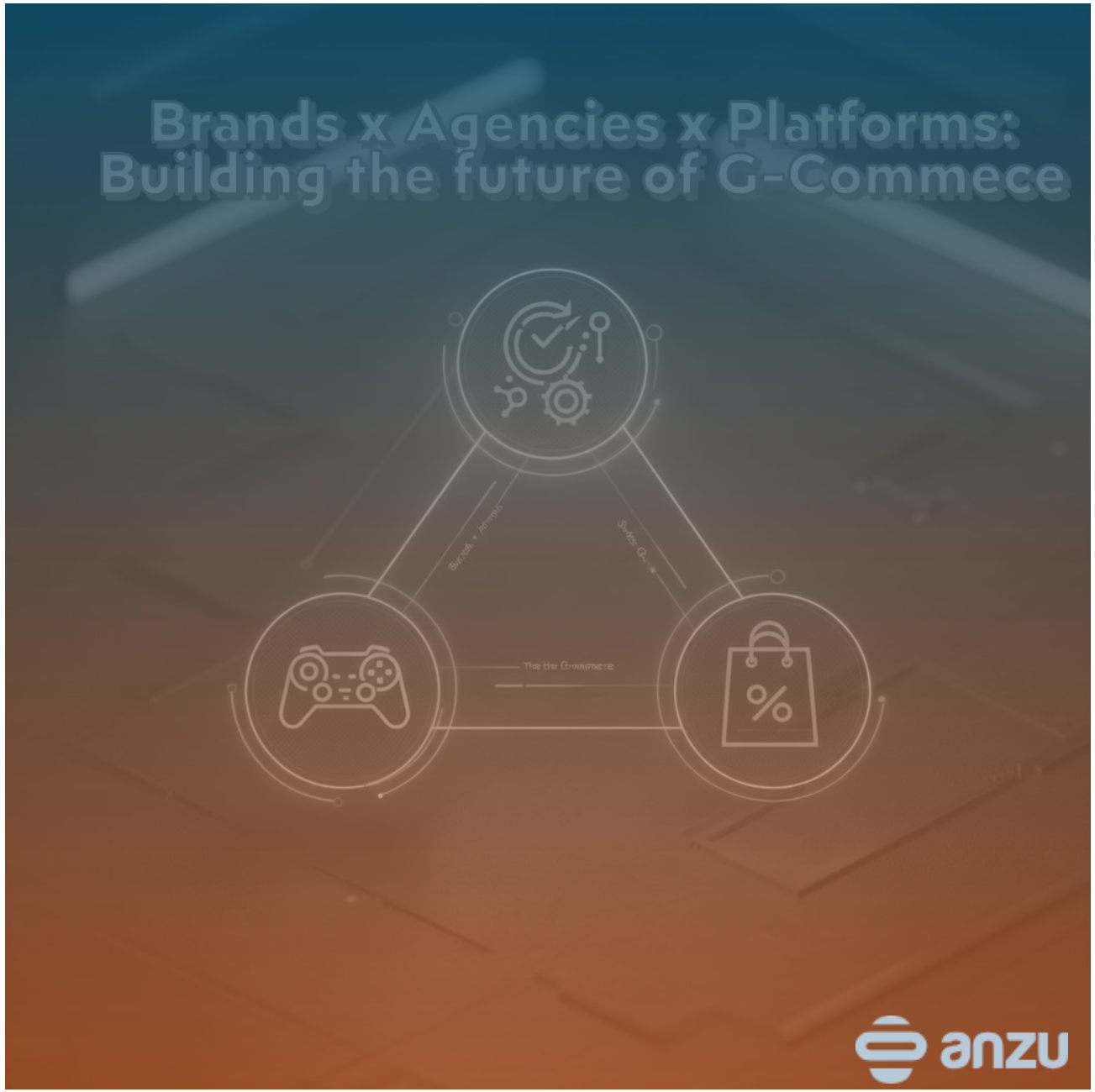
+20 pts brand recall

21% lower CPA

6% store-visit conversion

### NEXT STEPS

Brands/Agencies → ROI focus



# BOFU: Online Roundtable

**Roundtable: From Play to Purchase**

*Building the Next Retail Media Channel in Games*

## Topics

1. **The New Retail Media**: G-Commerce as the next big storefront
2. **Safe & Inclusive**: In-game stores as the safest retail media (37% female gamers)
3. **Beyond Engagement → ROI**: Close the loop with Claritas & Semcasting

## Speakers

- Jascha Maijer (Anzu, BD Director – Games)
- Ray Kingman – CEO & Founder of Semcasting (attribution & measurement)
- Forward-thinking brand marketer (Client, retail, CPG, finance)

## Key Takeaway

*"Build Your Brand Store Inside Games"*
Brands that establish a G-Commerce presence early capture cultural capital and competitive advantage.

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# Campaign Performance & KPI Forecast

**Core Campaign KPIs**
**Primary KPI:** 150 total qualified leads generated.
**Secondary KPI:** 25% roundtable to sales opportunity conversion.
**Efficiency KPI:** Cost Per Qualified Lead (CPQL) under $35.
**Engagement KPI:** 15%+ email open rates on all nurture sequences.

| Stage | Metric | Target | Conversion Rate | Projected Outcome |
|---|---|---|---|---|
| **Awareness** | Report Downloads | 150 | 5% (from ad traffic) | 150-200 downloads |
| **Consideration** | Webinar Registrations | 75 | 50% (of downloaders) | 75-100 registrations |
| **Consideration** | Webinar Attendance | 50 | 67% (of registrants) | 50-75 attendees |
| **Decision** | Roundtable Attendance | 12 | 25% (of attendees) | 12-15 senior execs |
| **Opportunity** | **Qualified Sales Opps** | **4** | **25% (of attendees)** | **4-5 opportunities** |

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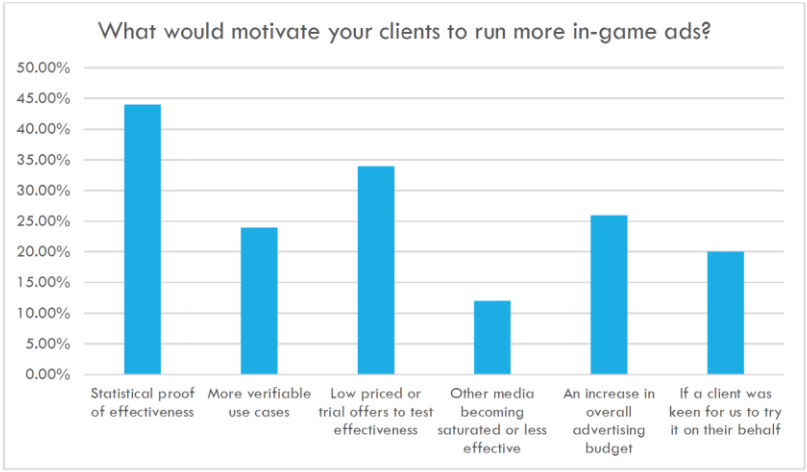

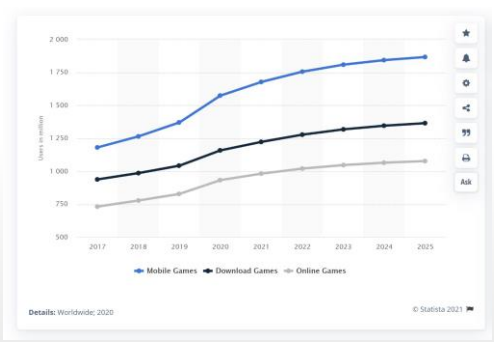


| Company | Job Title | Sales Pipeline Stage |
|---|---|---|
| Chancellors | Marketing Director | Opportunity |
| Dentsu | Programmatic Director | Opportunity |
| Dentsu | Client Partner Director | Lead |
| GroupM | General Manager Group M Commerce | Opportunity |
| havas | Chief Business Transformation Officer | Lead |
| Havas | Account Director | Lead |
| Havas | Head of Media Futures | Lead |
| IWC | Brand Manager | Lead |
| Just Eat | Marketing Director | Opportunity |
| Mediacom | Account Director - Addidas | Customer |
| Ogilvy | Director, Social & Influence Strategy | Lead |
| Omnicom Media Group | Marketing Director | Opportunity |
| PHD | Group Innovation Director, PHD Global Business | Opportunity |
| PHD | Group Strategy Director | Lead |
| Samsung Electronics | Head of Category | Lead |
| WPP | Advertising Strategy Director | Opportunity |