



Halo: Reach Campaign

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MGT 322

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Summer 2015



Preview

- Objective (Assumption)
- OTA (Assumption)
- Need and Triggers of OTA
- Objectives, Strategies & Tactics
- Teaser
- Promotion channels & content: Website, Facebook, Twitter, YouTube, Blog, Forum & Other Social Channels
- Promotions- Customized Avatar Campaign
- Cross selling
- Halo Tracker
- Twitch
- Stats
- Respect Campaign



Objective & Situation



Objective: Create a game that is fresh and fun, yet something familiar.

Situation: Launch Halo Reach in September 2010

- Different from numbered Halo games
- Last game by Bungie
- Engage community with a story to be remembered



Optimal Target Audience (OTA)



Halo
Halo 2
Halo 3
Halo 3 ODST
Halo War

Halo Reach !!!

Sam- ScareCrow/S3RP3NT1189 (Gamer Tag)

Needs & Triggers of SacreCrow

Needs	Triggers
Experience, engagement and pride	Primary requirement. Examples shared in the coming slides.
Surprises, excitement & not Obvious	Unmasked Spartans 1 st time you could see faces in Halo Tragic End (Team Spartans/Nobel Team) Covenant (Superior Aliens)
Emotions	Sound track: emotions in music End of Spartans as a team
Storyline	End of planet Reach



Objectives, Strategies & Tactics



Halo Reach 1st Promotion “Teaser”



Sep 2009
Limited Edition

Moment you want
to share with
friends that you got
hold of first edition
of 'Halo Reach'

Halo Reach: Demo

Halo Reach- Teaser



[Halo: Reach E3 2009 Teaser Trailer](#)

by Bungie

5 years ago • 134,925 views

From the beginning, you know the end...

HD



Dec 12, 2009:
Close to
135,000 views



[Halo Reach - Official World Premier Trailer \[HD\]](#)

by Squadron

5 years ago • 392,227 views

Title: Halo: Reach Release Date: Fall 2010 Platforms: XBOX360 Label: Microsoft Game Studios Genre: First-person shooter Age ...

HD



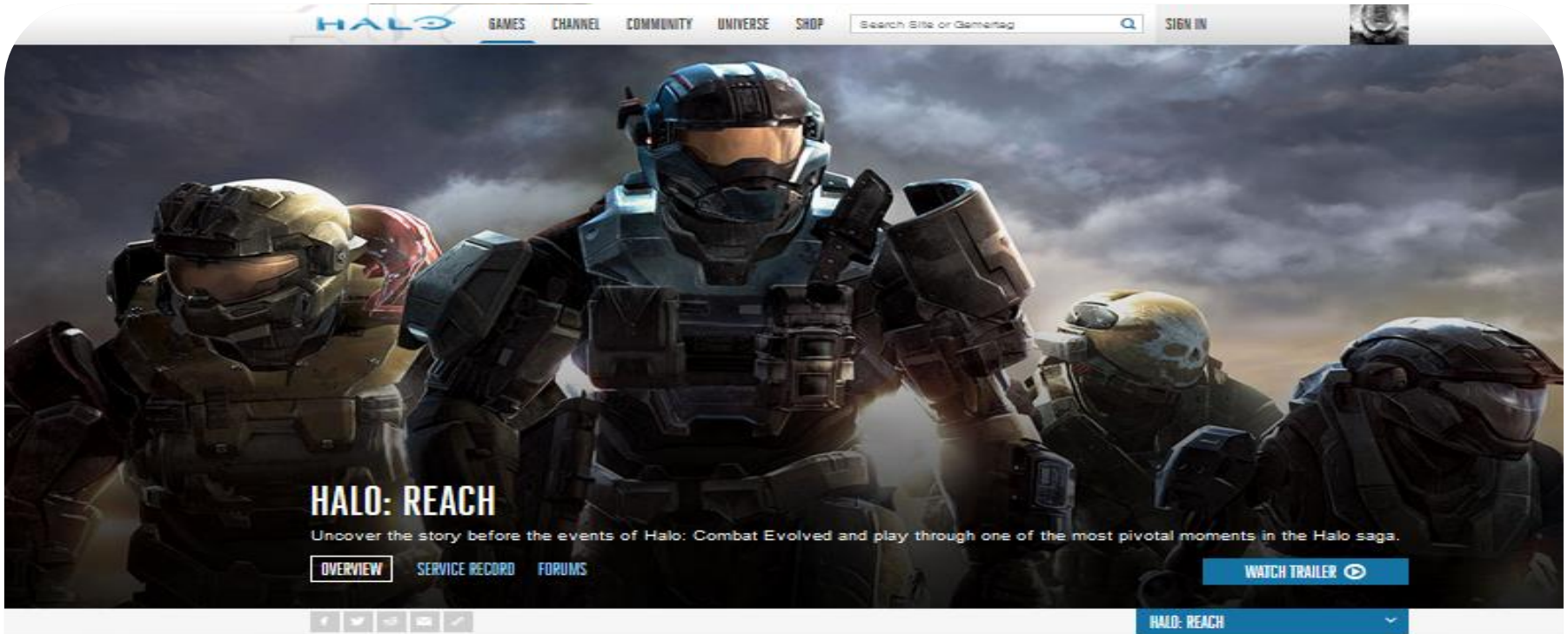
Dec 14, 2009:
Close to
400,000 views



HD



Halo Reach Website



FROM THE BEGINNING, YOU KNOW THE END



In 2552, the Covenant discovered the planet Reach. The UNSC mounted an unparalleled defense against the alien war machine. At the heart of this conflict was Noble Team, an experienced group of accomplished soldiers prepared to meet the enemy head-on. Now, with the addition of the team's newest member—Noble Six—this squad will face its most challenging mission yet: the defense of Reach.

Developed by Bungie and published by Microsoft Game Studios, *Halo: Reach* includes a pulse-pounding campaign, addictive multiplayer, riveting four-player Co-operative Firefight mode, and the massive Forge map-editing experience... and a Theater mode to capture it all. With more modes, maps, missions, and features than ever before, *Halo: Reach* is a masterpiece of stunning visuals, powerful story, epic encounters, and endless replayability.

BUY NOW

[illegible]

Halo Reach- Facebook

The image is a screenshot of a Facebook page for 'Halo Games/Toys'. The page features a cover photo of Halo characters and a profile picture of a Spartan. Below the header, there are tabs for 'Timeline', 'About', 'Photos', 'Halo Games', and 'More'. On the left, a section titled 'More Pages You May Like' shows 'Red vs. Blue' and 'Gears of War'. The main content area displays the 'About Halo: Reach' topic page, which includes a video game cover, a description of the game, and a 'Continue Reading' link. A green arrow points from the text '3.3 Million Likes' at the bottom left to the '3.3m people like this' text on the topic page. Another green arrow points from the text 'Title Page: 2.3 Million Likes' at the bottom right to the '2,336,205 people like this topic' text on the topic page.

Halo Games/Toys

Timeline About Photos Halo Games More

More Pages You May Like

- Red vs. Blue
- Gears of War

About Halo: Reach

Video Game

Halo: Reach is a 2010 first-person shooter video game developed by Bungie and published by Microsoft Game Studios for the Xbox 360 video game console. *Reach* was released in North America, Australia, and Europe on September 14, 2010. The game takes place in the year 2552, where humanity is locked in a war with the alien...

Continue Reading

From Wikipedia, the free encyclopedia · [Edit on Wikipedia](#)

3.3m people like this

2,336,205 people like this topic

3.3 Million Likes

Title Page: 2.3 Million Likes

Halo Reach- YouTube Channel

The image is a screenshot of the Halo YouTube channel page. At the top, the YouTube logo is on the left, and a search bar, 'Upload' button, and 'Sign in' button are on the right. The left sidebar contains a 'What to Watch' section and a 'BEST OF YOUTUBE' section with icons for Popular on YouTube, Music, Sports, Gaming, Education, Movies, TV Shows, and News. The main content area features a large banner for 'HALO THE MASTER CHIEF COLLECTION' with a Master Chief helmet on the left. Below the banner, the channel name 'Halo' is displayed. To the right of the name is a red 'Subscribe' button with a play icon and the subscriber count '231,977'. Below the name is a navigation bar with links for Home, Videos, Playlists, Channels, Discussion, and About. A green arrow points from the text '231,977 subscribers' at the bottom right to the subscriber count on the 'Subscribe' button.

YouTube

What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming
- Education
- Movies
- TV Shows
- News

HALO THE MASTER CHIEF COLLECTION

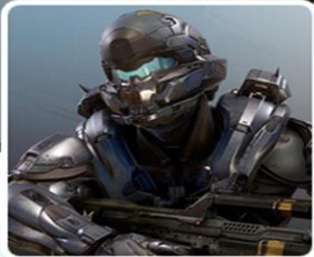
Halo

Subscribe 231,977

Home Videos Playlists Channels Discussion About

231,977 subscribers

Halo Reach- Twitter



Halo ✓
@Halo

Halo: The Master Chief Collection is now available on Xbox One. #Halo ESRB RATING PENDING to MATURE. May contain content inappropriate for children.

TWEETS
21.4K

FOLLOWING
731

FOLLOWERS
568K

FAVORITES
945



Follow

Tweets

Tweets & replies

Photos



Halo retweeted
ASTRO Gaming @ASTROGaming ·
The Final Round of the ASTRO S

Watch & Vote: astro.gg/ClipFinals
Beyond Entertainment and Halo



Halo Reach Stats App
@haloreachstats

The Halo Reach Stats iPhone App - the ideal solution to easily view all your game stats, screenshots and accolades wherever you are and compare with friends.

iPhone
haloreachstats.com
Joined August 2010

Tweet to Halo Reach Stat...

TWEETS
82

FOLLOWING
1,269

FOLLOWERS
1,609

FAVORITES
1



Follow

Tweets

Tweets & replies

Photos & videos



Halo Reach Stats App @haloreachstats · 9 Oct 2010
Spielberg Wants To Make Halo Movie from Novels <http://fb.me/CTJ0YIls>



Halo Reach Stats App @haloreachstats · 5 Oct 2010
Hi guys, there's been a little delay in the app should be in the App store this month, we will add links to our website :)



Halo Reach Stats App @haloreachstats · 2 Oct 2010
Hi guys, there's been a little delay on the release of the next 12 days,... <http://fb.me/KM6Jmaoi>

Who to follow · Refresh · View all



Guardian Science @...
Follow



US Dept of Interior @...
Followed by NYT Science a...



National Science Fdn @...
Followed by Science Maga...



Find friends

Trends · Change

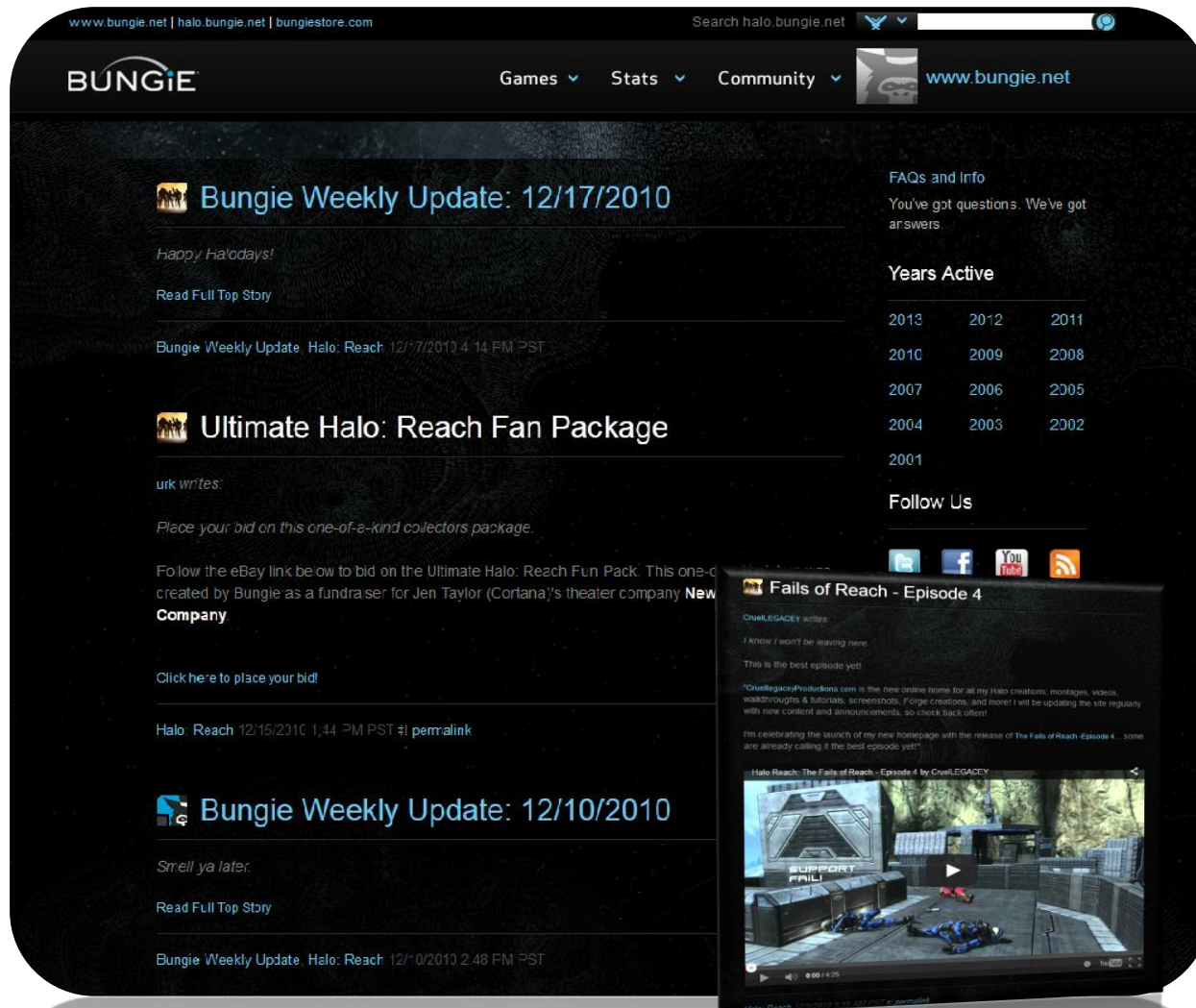
#DROIDTurboSweeps
Droid Turbo from Verizon
Promoted by Verizon Wireless USA

#USOpen2015
Oh Dustin, That Is Just Heartbreaking

568 K

Sub category: Reach Stats
page importance explained in
later slides

Halo Reach- Bungie Blog



Weekly Updates

Fan Package

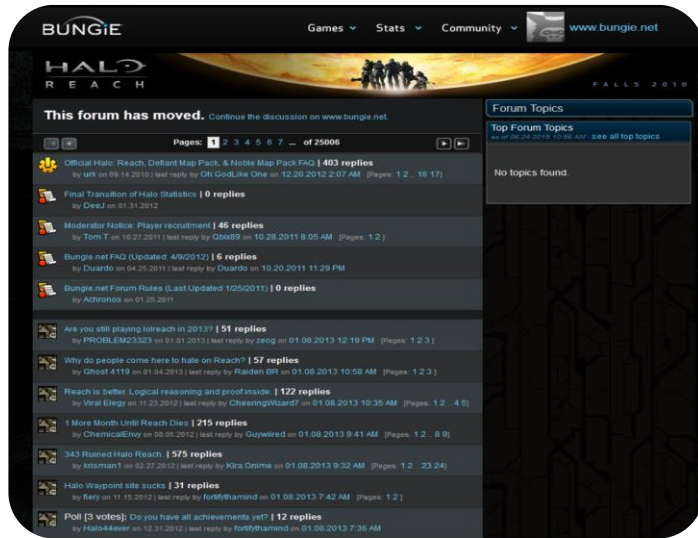
Conversation with developer about each episodes or any game related queries

Other engagement techniques:

- RSS feed
- Social plugins
- FAQs
- Archive

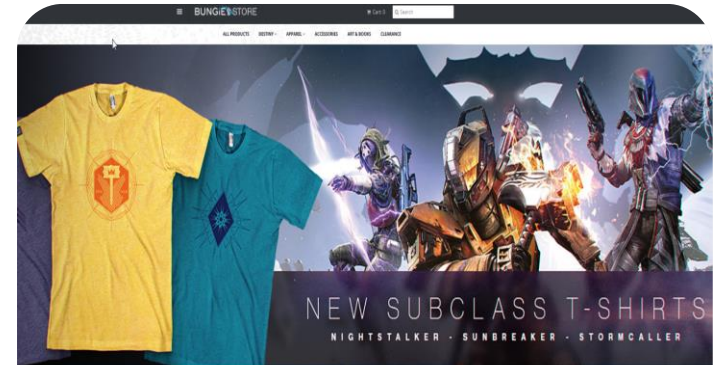
Source: Bungie Blog, Forum and Store.

Halo Reach- Bungie Forum & Store



Sub products sales:

- Debates (Halo 'X' vs Reach)
- Player recruitment
- Favorite Reach game type



Store- sub products sales:

- Apparels
- Accessories
- Arts
- Books
- Clearance

Source: Bungie Blog, Forum and Store.

Blog Content: Promotion & cross selling

TUESDAY AUGUST 31, 2010 2:45 PM

Xbox LIVE membership fee increasing \$10 per year—lock in lower price now

Posted by [Andru Edwards](#)

Categories: [Corporate News](#), [Microsoft](#), [Xbox Live](#)

[Tweet](#) 6

[Like](#) 0

Thanks for the feedback! [Back](#)
We'll review this ad to improve your experience in the future.
Help us show you better ads by updating your [ads settings](#).

Google

Act now to save on Xbox LIVE gold before the price goes up.

Upgrade or renew today and save more than **30%** off the new price.

12 Month Gold membership starting November 1, 2010	\$59.99
Lock in a low one-year price now	\$39.99
You save	\$20.00

GET 12 MONTHS OF GOLD FOR \$39.99

This holiday, Xbox LIVE Gold is adding exciting new features, including streaming sports from ESPN and revolutionary new ways to connect with family and friends with Video Kinect.

If you haven't heard by now, Microsoft is going to be increasing the yearly cost of Xbox LIVE membership by \$10 per year starting on November 1. This comes after 8 years of the service remaining at a steady \$50 per year, and kills rumors that the service would actually go free sometime soon. On November 1, a year of Xbox LIVE Gold will cost you \$59.99, one month will cost \$9.99 (up from \$7.99,) and the three-month subscriptions will go from \$19.99 to \$24.99. They say it's to support new features like [Kinect](#), ESPN, and Hulu Plus coming to Xbox LIVE (despite the fact that Hulu Plus costs \$10 a month in the first place.)

The one silver lining here is that you can currently buy yourself a one-year Xbox LIVE subscription for just \$39.99, locking in that \$20 savings for a year. It will just get tacked on to your current subscription if you already have one. If you want multiple years of savings, you can always find [Xbox LIVE discounts on Amazon](#).

[Read More](#) | Xbox LIVE Price Lock

[Like](#) Be the first of your friends to like this.

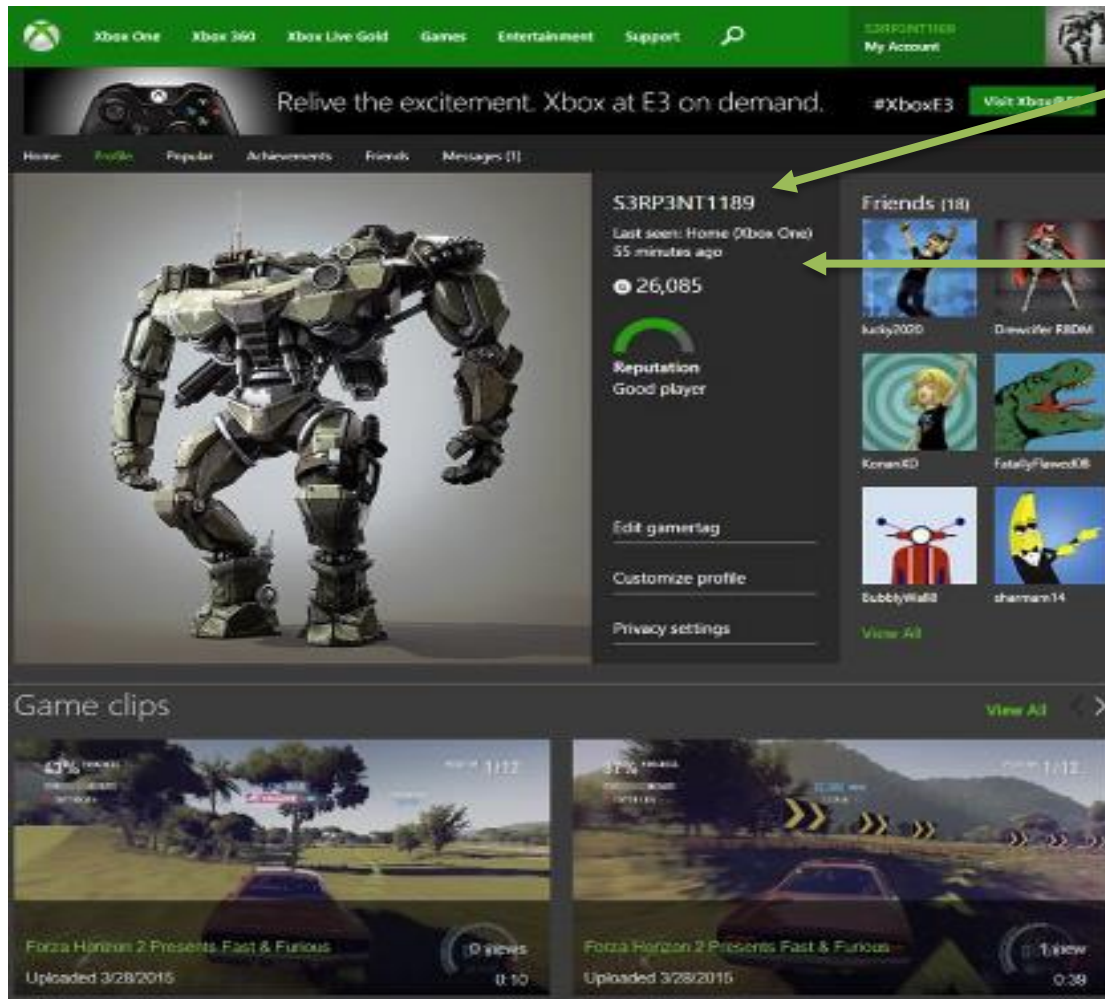
- Online Gold Members via Blogs
- Social Media Tags & Sharing Options
- Value:
 - 2 month member
- CTA
- SEO friendly content

Source: Edwards (2010)

Digital Banner Ads- Gold Membership

- Online Gold Members
- Value for consumers:
 - 12 month member
 - Requirement to play online
 - Customized helmet
- CTA
- Connect with consumers

Halo Official Social Community- xBox

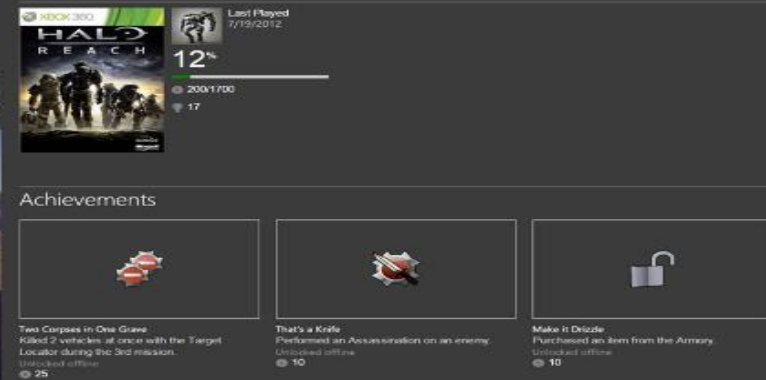


Gamer Profile

Shared content with community updates:

Gamer Tag
Performance
Games Played
Clips
Screen Shots

Halo: Reach



Promotions Newsletter, Emails, Social Media, Blogs and Forums

Shwetank Shukla <shwetank08@gmail.com>
Fwd: Medal of Honor, Halo: Reach Updates

To Vinay Shah

Halo: Reach Noble Map Pack Trailer

Check out three awesome new maps for Halo: Reach - Tempest, Anchor 9, and Breakpoint!

[Movie »](#)

Halo: Reach #1 US game SKU of 2010 - NPD

Industry-research firm releases list of top 10 game products through September 30; Bungie's shooter best-selling solo game product, followed by New Super Mario Bros. Wii, 360 Red Dead Redemption.

Shwetank Shukla
Fwd: Medal of Honor, Halo: Reach Updates
----- Forwarded message -----
Sun 8:07 PM

Shwetank Shukla
Fwd: Halo: Reach, Medal of Honor Updates
----- Forwarded message -----
Sun 8:07 PM

Shwetank Shukla
Fwd: GameSpot Xbox Newsletter
----- Forwarded message -----
Sun 8:07 PM

Shwetank Shukla
Fwd: Halo: Reach Updates
----- Forwarded message -----
Sun 8:07 PM

Shwetank Shukla
Fwd: Halo: Reach Updates
----- Forwarded message -----
Sun 8:06 PM

Shwetank Shukla
Fwd: Halo: Reach Updates
----- Forwarded message -----
Sun 8:06 PM

Most Popular Games

Fallout: New Vegas
Publisher: Bethesda Softworks
Developer: Obsidian Entertainment
Genre: Role-Playing
Platform: X360
Release: 2010-10-19
[More Info](#) | [Discuss](#) | [Check Prices](#)

2	Medal of Honor Publisher: Electronic Arts X360 Action	score: 7.5
3	Red Dead Redemption: Undead Nightmare Pack Publisher: Rockstar Games X360 Action	release: 2010-10-26
4	Halo: Reach Publisher: Microsoft Game Studios X360 Action	score: 9.5
5	Fable III Publisher: Microsoft Game Studios X360 Role-Playing	release: 2010-10-26
6	Fighters Unleashed Publisher: Ubisoft X360 Action	release: 2010-11-04

Content:

Halo: Reach Noble Map Pack Trailer


Halo: Reach #1 US game SKU of 2010 - NPD

Top X-Box Games & Ratings

Promotions- Customized Helmet Campaign




Website




EVA Helmet - Green
★★★★☆ 30
RELEASE DATE: 4/14/2011
FIT: Men, Women

[Description](#) | [Share this](#) | [Try on](#)




Security Helmet- Blue
★★★★☆ 35
RELEASE DATE: 4/14/2011
FIT: Men, Women

[Description](#) | [Share this](#) | [Try on](#)



JFO Helmet- Orange
★★★★☆ 36
RELEASE DATE: 4/14/2011
FIT: Men, Women

[Description](#) | [Share this](#) | [Try on](#)



Operator Helmet- Pink
★★★★☆ 31
RELEASE DATE: 4/14/2011
FIT: Men, Women

[Description](#) | [Share this](#) | [Try on](#)

Promotion & cross selling



HALO REACH BUNGE XBOX 360

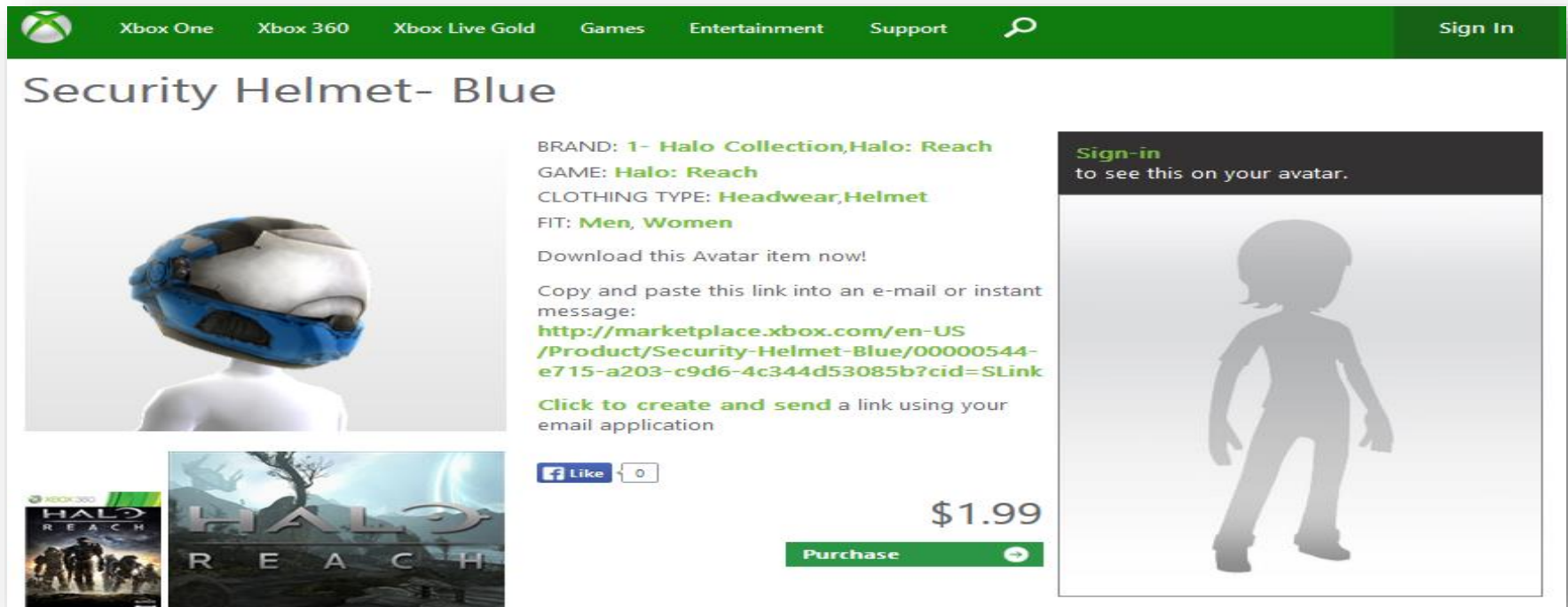
DOWNLOADABLE CONTENT

NOBLE MAP PACK
Three NEW maps
ANCHOR 9
BREAKPOINT
TEMPEST

Get the Exclusive Mark V Flaming Helmet Avatar
PowerUp Rewards members: Pre-order the Halo: Reach Noble Map Pack DLC at any GameStop location from now until 11/29. Get the Mark V Flaming Helmet for your Xbox 360 avatar and have the map pack content delivered to your PowerUp Rewards account on launch day, 11/30.

[Find A Store](#)

MATURE 17



Xbox One Xbox 360 Xbox Live Gold Games Entertainment Support Sign In

Security Helmet- Blue

BRAND: 1- Halo Collection,Halo: Reach
GAME: Halo: Reach
CLOTHING TYPE: Headwear,Helmet
FIT: Men, Women





Download this Avatar item now!

Copy and paste this link into an e-mail or instant message:
<http://marketplace.xbox.com/en-US/Product/Security-Helmet-Blue/00000544-e715-a203-c9d6-4c344d53085b?cid=SLink>
Click to create and send a link using your email application

[Like](#) 0

\$1.99
[Purchase](#)

Sign-in to see this on your avatar.



Promotion & cross selling

Home > All Categories > Toys & Hobbies > Action & Toy Figures



Mouse over to zoom in

SQUARE ENIX HALO REACH PLAY ARTS NO.4 CARTER 9" ACTION

Price: **US \$37.99** / piece

Shipping: **Free Shipping** to United States via China Post Registered Air Mail ☐
Estimated Delivery Time: 15-39 days (ships out within 2 business days)

Quantity: piece (3 pieces available)

Total Price: **US \$37.99**

Buy Now

Add to Cart

Add to Wish List (0 Adds)

Return Policy: Returns accepted if product not as described, buyer pays return shipping; or keep the product & agree refund with seller. View details ▶

Seller Guarantees: On-time Delivery
39 days

Source: AliExpress, Ebay & Amazon

HTR (Halo Tracker) Website

The screenshot shows the HTR website interface. At the top, there's a navigation bar with links: Home, Social, Contact, Report Cheating, and a search bar. Below this is the HTR logo and a secondary navigation bar with links: Groups, Leaderboards, Halo 4, Reach, Forums, Streams, Video, Help, Donate, and Store. The main content area displays 'Other Leaderboards: True Skill | Division | Sum Skill, Avg Skill, MLG Pros, etc'. A 'Leaderboard' table is shown with columns: Rank, Gamertag, Site Score, Games, and Report. The table lists 19 players. To the right of the table are filters for 'Set Filter' (Gamertag, Picked), 'General Stats' (Site Score), 'Medals' (Pick Medal), 'Weapons' (Pick Weapon), and 'Filter by Location' (Country, State, City). A link to 'Join Regional Leaderboards' is at the bottom right.

Rank	Gamertag	Site Score	Games	Report
1	wound safe	1,034,477.76	35,792	Report
2	Fearnod	902,166.34	8,648	Report
3	il slooty il	869,070.67	18,455	Report
4	Online Dater	820,240.11	49,754	Report
5	king chameleon	814,295.74	40,945	Report
6	GRAVITY	811,428.51	15,718	Report
7	infamous r3d	808,344.38	15,505	Report
8	Cross FOX JAM	735,202.22	24,580	Report
9	WIMMous GR33N	671,021.01	6,859	Report
10	truedbull	663,727.45	11,434	Report
11	MuchMoreGooder	661,203.48	22,327	Report
12	deathm owns you	651,026.92	21,945	Report
13	Inflatable Angel	633,826.07	10,380	Report
14	InFamous Clazie	622,969.87	18,946	Report
15	T1210	602,056.31	19,250	Report
16	Split bombs	588,800.19	24,320	Report
17	samm il am	584,064.42	15,731	Report
18	Alicky Bundy	560,802.74	18,614	Report
19	jpin1620	565,143.40	19,350	Report

Social Media
Sharing

Register Users

Share leading
player & score

Evaluate friend's
score

Community Talk

Live streaming,
YouTube & **Twitch**



YouTube- Halo Tracker Channel

The image is a screenshot of the YouTube Halo Tracker Channel page. At the top, the YouTube logo is on the left, a search bar in the center, and an 'Upload' button on the right. Below the logo is a 'What to Watch' section. The main header features a large banner with the 'HTR HALOTRACKER' logo and a '2nd Channel' link. Below the banner, the channel name 'Halotracker' is displayed, followed by a 'Subscribe' button showing 3,718 subscribers. A navigation bar includes links for Home, Videos, Playlists, Channels, Discussion, About, and a 'Halo Reach' tab. The video feed shows two videos: 'Halo: Reach: "The Greatest Ever Start to a Team Snipers Game?!" - TektiticGiant62' by Halotracker, posted 1 year ago with 6,484 views, and 'Halo 3, Halo: Reach and Halo 4 Community Montage - Edited by Hastings' by Halotracker, posted 11 months ago with 8,338 views. The left sidebar contains a 'Sign in now to see your channels and recommendations!' prompt and a 'Browse channels' button.

YouTube

What to Watch

BEST OF YOUTUBE

- Popular on YouTube
- Music
- Sports
- Gaming
- Education
- Movies
- TV Shows
- News
- Live
- Spotlight
- 360° Video

Browse channels

Sign in now to see your channels and recommendations!

Recommendations

channels and sign in now to see your

Browse channels

HTR HALOTRACKER

2nd Channel

Halotracker

Subscribe 3,718

Home Videos Playlists Channels Discussion About Halo Reach

Halo: Reach: "The Greatest Ever Start to a Team Snipers Game?!" - TektiticGiant62

by Halotracker

1 year ago • 6,484 views

Subscribe for more Halo & Destiny content: <http://bit.ly/Wnb4SO>

Subscribe to our 2nd channel: <http://bit.ly/19Z9GyW>

Halo 3, Halo: Reach and Halo 4 Community Montage - Edited by Hastings

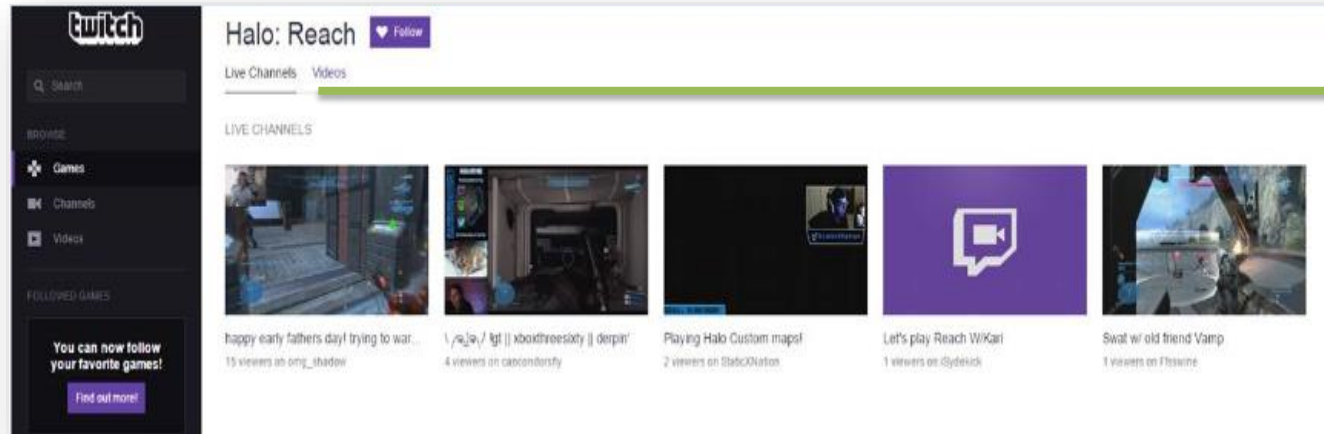
by Halotracker

11 months ago • 8,338 views

Edited by <https://www.youtube.com/Rileyhastings41>

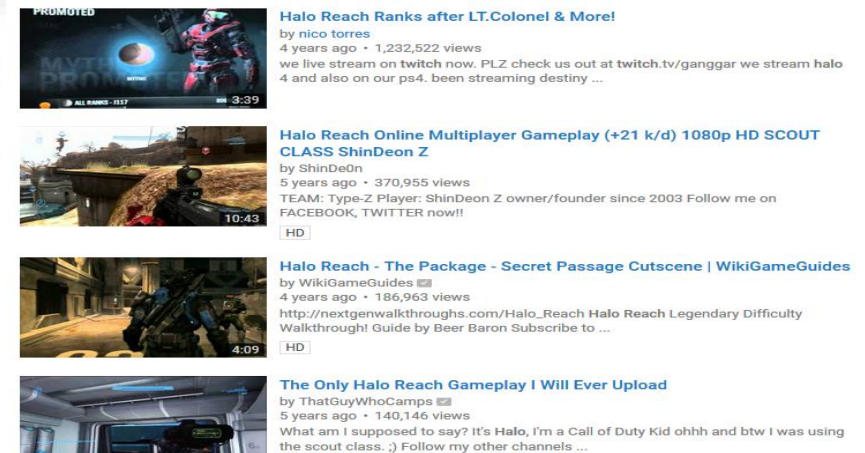
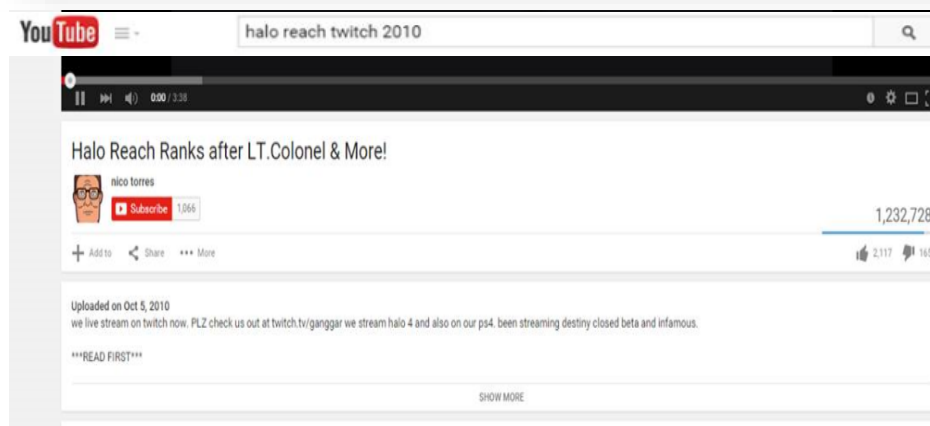
YouTube: Halo Tracker Channel

Twitch- User Generated Content



Live channels &
see player
playing live

School for
gamers



Power of Twitch: 1 of the users reached
1.2 m views

Additional Example of Twitch

Halo Reach Stats App



- Monitor friend's stats
- App Worth: \$ 1.99
- Only on iPhone, iPad & iPod Touch
- Track rank and progress
 - Ex: Add Gamertag and retrieve live comparison feed
- Signature: Share your stats on social media and social forums



Source: Morgen, A. (2010)


Why iOS?

Active Android Devices As A Percent of iOS Devices



Twitter: Halo Reach Stats

[Home](#) [Notifications](#) [Messages](#)   [Tweet](#)



Halo Reach Stats App

@haloreachstats

The Halo Reach Stats iPhone App - the ideal solution to easily view all your game stats, screenshots and accolades wherever you are and compare with friends.

iPhone

haloreachstats.com


Joined August 2010

[Tweet to Halo Reach Stat...](#)

TWEETS 82 FOLLOWING 1,269 FOLLOWERS 1,609 FAVORITES 1

[Follow](#)


Tweets Tweets & replies Photos & videos



Halo Reach Stats App @haloreachstats · 9 Oct 2010

Spielberg Wants To Make Halo Movie from Novels <http://fb.me/CTjJ0YIs>


1 2



Halo Reach Stats App @haloreachstats · 5 Oct 2010

@ThaRebel Hey Rebel :) the app should be in the App store this month, we will add links to our website :)


View conversation



Halo Reach Stats App @haloreachstats · 2 Oct 2010


Hi guys, theres been a little delay on the release of the app, hopefully it will be out within the next 12 days,... <http://fb.me/KM6Jmaoi>

Who to follow · Refresh · View all



Guardian Science


[Follow](#)



US Dept of Interior

Followed by NYT Science a...

[Follow](#)



National Science Fdn

Followed by Science Maga...

[Follow](#)

Find friends

Trends · Change

#DROIDTurboSweeps

Droid Turbo from Verizon

Promoted by Verizon Wireless USA

#USOpen2015

Oh Dustin, That Is Just Heartbreaking

27

Halo Reach: Online Game Stats

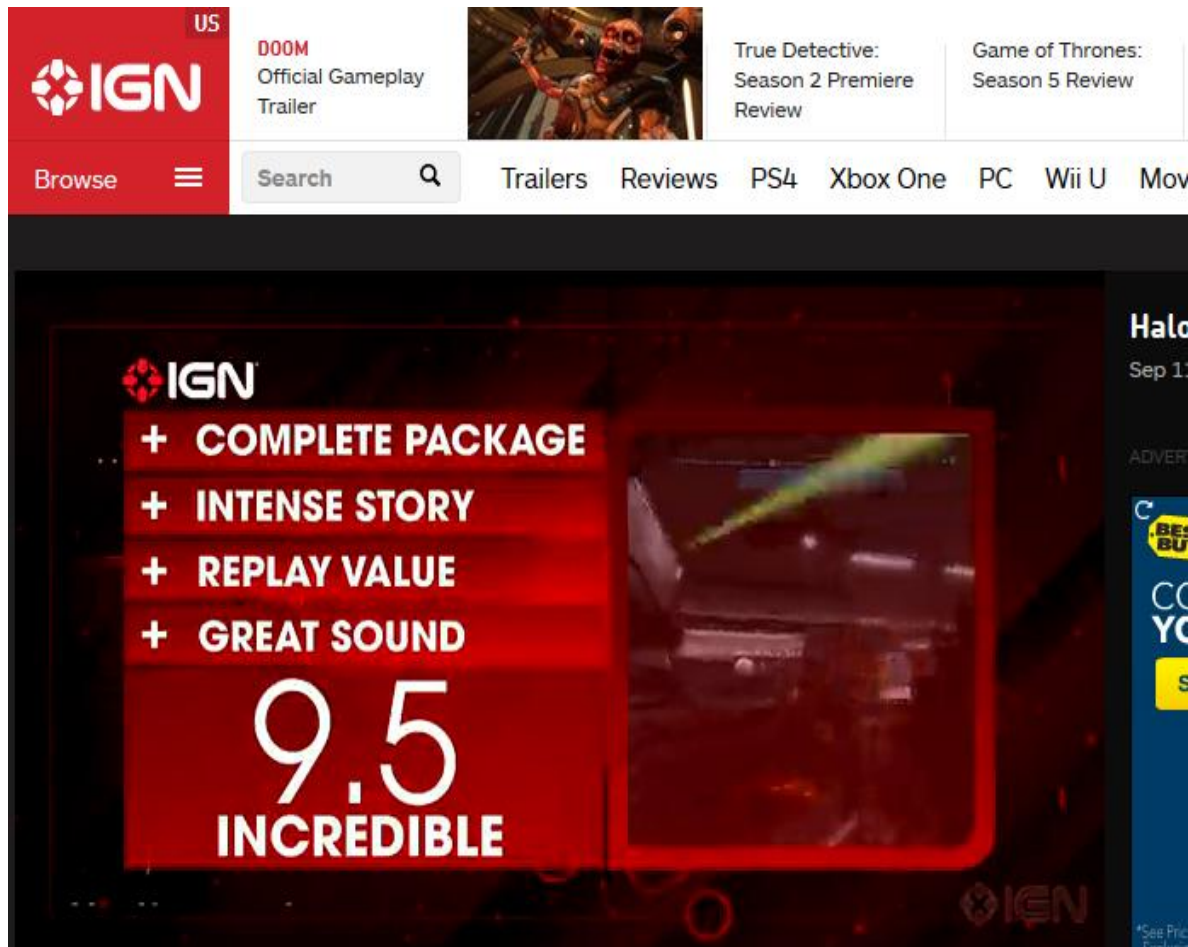


- Games played online: 3.9 Billion
- Total Kills Online: 23 Billion
- Firefight (Game Mode): 298 Million

Source: halo.bungie.net (Developer)



Performance: Global Network



Future oriented game

Excellent multi player

9.5 IGN Rating

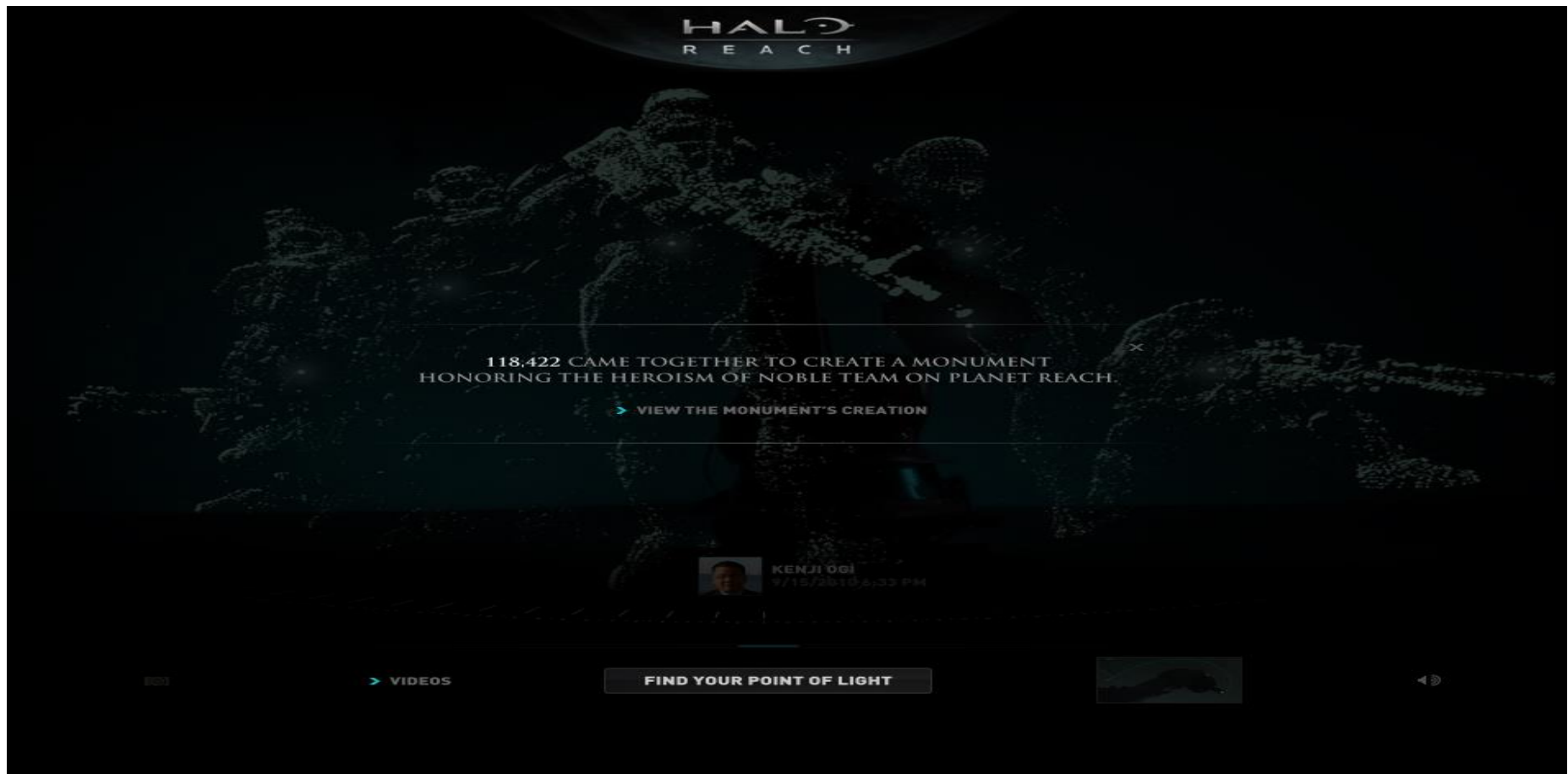
3.3 million copies in its launch month

\$200 million in first two days (US & Europe)

\$200 million in global sales on its launch day

Source: International Gaming Network

Final Touch- Remember Reach



Source: www.rememberreach.com



Thank you

