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CAMPAIGN: HP OMEN CHALLENGE
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PC gaming hardware sales trends have shown that the Enthusiast PC Gamer market is forecasted for the highest industry growth at 11.7% and will be a \$14B market by 2018. Gaming is an entire eco-system as live streaming, competitions, and esports are growing industries. Streamers not only stream live but record, while chatting and playing the game.

How could HP successfully meet its objectives of delivering high engagement with Enthusiast gamers in a non-traditional and authentic way, while also growing social channels to sustain the conversation?

The result was the HP Omen Challenge – the first ever live action game on Twitch!

HP partnered with the social video platform and gaming community Twitch at TwitchCon on Oct. 1 to activate the HP Omen Challenge, an original and re-defining live gaming tournament that showcased the power and performance of the Omen brand through spectacular gaming “torture chambers” and multisensory elements. The event was held before the TwitchCon After Party at Petco Park in San Diego, CA, for nearly 7,000 attendees on the ground watching the live action, while many millions more tuned in via the livestreams and replay broadcasts.

For the tournament, HP recruited 20 Twitch gamer-influencers to form four (4) all-star teams to play Blizzard Entertainment’s “Hero of the Storm” on HP’s Omen products and accessories. Clad in head-to-toe Omen Challenge team jumpers, the Twitch gamers would promote the Omen



Challenge through a combination of targeted media ads and livestreamed Omen Challenge practice sessions for their followers. Each team entered enclosed chambers powered by the Omen X and custom built to inflict torturous environments on both the gamers and equipment as they competed. Special effects like fire, ice, tornado, earthquake, lightning and stink bomb were applied to both challenge and distract them.



The infamous HP Omen voodoo mask logo lived in a 30’ tall ‘holo-gauze’ LED tower at center stage that brought the logo to life as it would become angry and emanate spectacular animations related to the tortures throughout each round of the tournament. Depending on the effect, players inside the torture chambers felt extreme heat, freezing temperatures in under 30 seconds, a tornado barrage of particles blowing in their faces, heavy duty strobe lights, hydraulic shaking quake gaming chairs, and hideous smelling green smoke while trying to perform.

Every 5-7 minutes, viewers (both livestreaming and on the ground) could go to the Omen Challenge app online to vote on what “torture” element to inflict on the players. Results were immediately tabulated and the element with the most votes would be applied.

Staggeringly successful results from the HP Omen Challenge demonstrated that HP did indeed gain credibility amongst Enthusiast gamers for the Omen brand while also increasing awareness and consideration of the Omen family of products. 23,310,566 impressions from Nerdists and social media influencers combined with 9M impressions from digital and video reach and 2M HP owned social properties to account for a whopping 34 million+ total impressions...more than doubling the benchmark goal. 6,915 gamers and live viewers attended the HP Omen Challenge event...a phenomenal number for a gaming tournament and almost quadrupling the initial goal.