



CAMPAIGN: OMEN CHALLENGE: THE VIDEO GAME GAME SHOW

CLIENT: OMEN BY HP

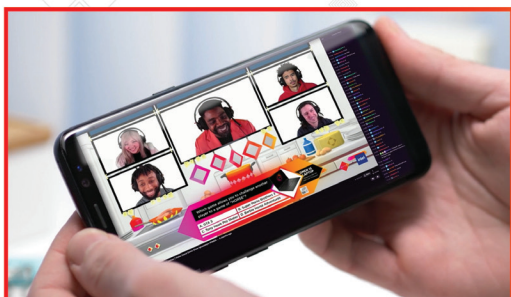
AGENCY: INFINITY MARKETING TEAM

The goal for OMEN by HP in 2020 was to resonate with both endemic and non-endemic gamers in a time when there was a heavy influx of virtual events. Engagements with Twitch and other virtual gaming platforms were at an all-time high, making it extremely competitive to stand out in the market. To break through this noise, OMEN by HP needed to develop a revolutionary, competitive platform that gamers had never experienced. This led to the creation of the OMEN Challenge – the world's first-ever Video Game Game Show.

In creating a gaming experience that would stand out from other virtual gaming events and resonate with participants and viewers, HP combined two popular gaming genres – trivia and live-action – in a revolutionary new way. While at-home viewers could enjoy watching the players in gameplay, they would be able to simultaneously compete in an at-home version of the trivia for the chance to win OMEN prizes.

The OMEN Challenge would include seven rounds, with each round consisting of seven trivia questions, a live action game and an elimination vote. Trivia and gameplay winners would be granted immunity for that round's vote, automatically advancing to the next round.

Each of the seven games chosen for the live action portion had to feature a unique challenge that tested one of the key gaming attributes. The team specifically sought out and partnered with gaming titles that would match those attributes – Trackmania, Gang Beasts, Fortnite, Super Meat Boy 2, Overcooked 2, SpeedRunners and Rocket League.



CONTACT INFO

ELLIOTT ELSNER

ELLIOTT@INFINITYMARKETING.COM

917.301.5395

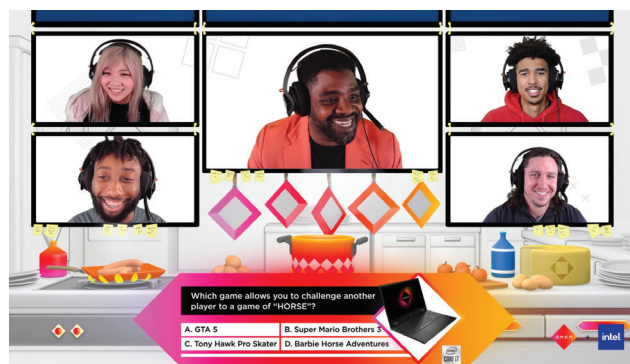
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Prizes would be awarded both to the winning contestant and to viewers at home, while the winner would also receive 15 full gaming setups to be donated to a Boys and Girls Club in their city.

The event featured eight participants – a combination of targeted, well-known gamers and content creators, including Erika Harlacher, Yvonne Ng, LSK, Jake the Viking, Annoying and Misses Mae. Since the event took place right before the Super Bowl, the lineup also included two NFL players – Kurt Benkert and Gabe Nabers. The team looked for gamers with fun and engaging personalities who would be good representatives of the brand, which would result in brand call outs and high audience engagement in their social media posts.

With each round having a new set, new elimination animation and one fewer player, the 600,000-plus at-home viewers were captivated, wondering what was next. What would be the next game played? What would the set look like? What would be the next trivia product giveaway? Who would be eliminated? How would the eliminated player be banished? As a first-of-its-kind event, the OMEN Challenge: The Video Game Game Show presented a revolutionary competitive platform that enthralled both gamers and viewers who had never before experienced this new game style.



Which game allows you to challenge another player to a game of "HORSE"?

A. GTA 5 B. Super Mario Brothers 3
C. Tony Hawk Pro Skater D. Barbie Horse Adventures