

## DELL ALIENWARE

### Brief

Following a previous campaign targeting hardcore gamers, Alienware had high brand awareness and favourability amongst this community; however awareness was low across broader casual gamers. Dell recognised the opportunity to tap into a new and broader market - men 18-45 who occasionally gamed a couple of times a week but who just don't get the opportunity to play as much as they used to. Formerly hardcore and serious gamers, these men had been forced to grow up. Now they have jobs, they have families, they have commitments.

The challenge was to raise Alienware's awareness amongst this group and drive sales in the important pre-Christmas period. They wanted to get the kits in their hands allowing interaction with Alienware without simply giving the hardware away as prizes.

### Campaign Objectives

- Raise brand awareness amongst their target market
- Drive sales in the pre-Christmas period.

### Insights and Solution

**"THIS AUDIENCE HAS BEEN ABDUCTED BY EVERYDAY LIFE."** Formerly hardcore, serious gamers, these men have been forced to grow up – now they have jobs, families and commitments. Southern Cross Austereo (SCA) and Mediacom devised a four wave on air, online, and experiential campaign to 'Free The Gamers'. Listeners were driven online by live reads and commercials to a microsite housed within the Triple M websites.

Listeners who visited the site were 'probed' to establish just how much everyday life has abducted them and to reignite their passion for gaming and play. They were asked to answer why they should attend 'The Awakening' exclusive Alienware gaming event created by SCA.

### Results

- The campaign ran for a total of three weeks:
- Revenue increased 14% quarter on quarter
  - Unit sales increased 20% quarter on quarter
  - The microsite experienced 4,500 visits
  - 1,081 valid entries were received online
  - Twelve lucky winners were chosen to attend the event – hosted by Triple M's Becko, which was a huge success with great listener and client feedback.



#### Station

Triple M Network, Metropolitan

#### Campaign type

Direct Response

#### Promotion timeframe

3 weeks

#### Target market

18-24 years, 25-39 years,  
40-54 years

"The way in which the team understood the product, and related it to the Austereo customer base was unique, true to our segmentation models and extremely successful. The execution of a competition and the gaming experience was very impressive, and the results speak for themselves."

Marketing Director, Dell