

Five Star Games
Alien Isolation



Sep-Oct 2014



Campaign Overview

1 LONG FORM
SPONSORED
EDITORIAL FEATURES

2 COMPETITION: VIDEO
ENTRY

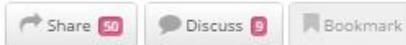
Five Star Games approached Allure well ahead of the release of Alien: Isolation to let us know that a game was in development that was finally going to do justice to the Alien film franchise. With the level of development work involved in producing a video game as frightening as Alien: Isolation we knew that there was a story here that Kotaku readers, with their famed eye for detail, would engage with.

This campaign was based around a Long Form editorial piece, positioning the release as something Mark Serrels, Kotaku Editor, was personally very excited about. With the Kotaku community known responding well to gamification, we also included a creative competition asking our readers to submit their own distress messages from space. The competition element both creates a buzz, and gets the game in the hands of respected gamers early, promoting peer-to-peer advocacy.

Alien: Isolation's Sound Is Important, Whether You Notice Or Not



MARK SERRELS 1 OCTOBER 2014 12:00 PM



"I've always thought that great sound is something that isn't really noticed."

That's Byron Bullock, sound designer on Alien: Isolation. In my time interviewing and discussing sound with video game engineers, I've heard multiple different variations of this same statement. Good sound *should* wash over you. It should be a seamless part of an experience you can verbalise. You *shouldn't* notice. It rings true. It makes sense. It sounds about right.

But I'm sorry Byron, with Alien: Isolation I noticed. I totally noticed.

How did I notice? When did I notice? I sat crouched underneath a table for five straight minutes, rooted to the spot. That's how I noticed. That's when I noticed.

Terrified to the point where I literally could not move, all I could do was listen, acutely aware of the sound. Trying to parse the aural information being drip fed into my earholes. I couldn't see the Alien, I could only

Sponsored Editorial

LONG FORM: ALIEN ISOLATIONS SOUND IS IMPORTANT, WHETHER YOU NOTICE OR NOT

Total Views

4,281

Average Dwell Time

03:21

Shares & Comments

59

Win! One Of Five Copies Of Alien: Isolation!



MARK SERRELS 15 OCTOBER 2014 7:45 AM



Alien: Isolation is now in-stores and it's genuinely one of the most terrifying video games I've ever played. We've got a hold of five copies of the Nostromo Edition on PS4 (alongside five DVD copies of the original Alien movie) and we want to give them away to you. Yes you.

All we need from you is one simple thing...

We want you to create a distress video. You know the kind: "I'M STUCK ON THIS WEIRD SHIP OVERRUN BY ALIENS OH MY GOD COME PLEASE QUICK! ARGGGHH!"

Competition

WIN! ONE OF FIVE COPIES OF ALIEN ISOLATION: VIDEO ENTRY MECHANIC

Total Views

3,401

Average Dwell Time

04:58

Shares & Comments

134

A few of the competition entry videos...



<https://www.youtube.com/watch?v=u0TwfVh67FQ>



<https://www.youtube.com/watch?v=aan1xWV9r0g>



https://www.youtube.com/watch?v=otZ-1IRB_wI



<https://www.youtube.com/watch?v=3cBbOBtf1QQ>

Final Summary

This campaign was a resounding success, and the feedback on the game from the Kotaku community has been outstanding. The sponsored long-form post was read by over 4k users, who engaged with the article for well over 3 mins at a time. The competition itself saw some entrants going to extreme lengths to produce entries of real quality and comedy proving once again the value a competition adds to a campaign with Kotaku.

7,682

Total page views on
long-form editorial and
competition post

193

Share & comments

22,190

Minutes spent engaging
with content

65%

better than site average
for content dwell time

0.63%

Average CTR on all
takeover display
elements

0.91%

CTR on Xbox Channel
Takeovers specifically



sales@alluremedia.com.au