

Madman: New Releases



Sep-Dec 2014



Campaign Overview

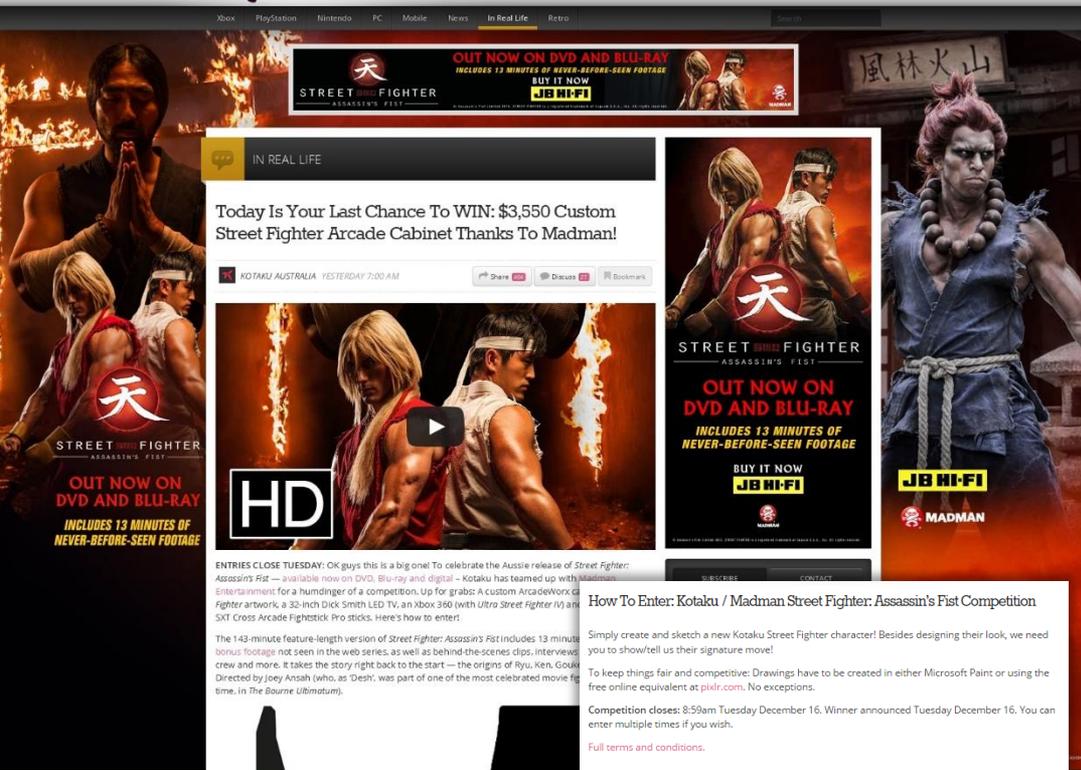
1 STREET FIGHTER COMPETITION

2 TARGETED EDITORIAL SUPPORT

Identifying and acknowledging our enthusiastic and highly relevant audience for their core genres, Madman approached Kotaku to partner with their upcoming 2014 releases - Studio Ghibli Theatrical showcase, Attack-of-the-titans, Street Fighter: Assassins Fist, Bayonetta, The Wind Rises and Dragon Ball Z: Battle of the Gods.

Being fully integrated within the Kotaku community, Editor Mark Serrels and the team pieced together an integrated partnership to connected with our highly engaged community, with Madman releases within the period.

Working alongside high impact display media and a tailored editorial piece, Kotaku developed and executed a unique competition for the Street Fighter release, asking readers to create their own Street Fighter character with a signature move, for the chance to win a custom Street Fighter cabinet. The aim of the competition was to deliver high engagement and integration to extend beyond Madman's campaign objectives.



IN REAL LIFE

Today Is Your Last Chance To WIN: \$3,550 Custom Street Fighter Arcade Cabinet Thanks To Madman!

KOTAKU AUSTRALIA YESTERDAY 7:00 AM



ENTRIES CLOSE TUESDAY: Ok guys this is a big one! To celebrate the Aussie release of Street Fighter: Assassin's Fist — available now on DVD, Blu-ray and digital — Kotaku has teamed up with Madman Entertainment for a humdinger of a competition. Up for grabs: A custom ArcadeWorkz Street Fighter artwork, a 32-inch Dick Smith LED TV, an Xbox 360 (with Ultra Street Fighter IV) and SIX Cross Arcade Fightstick Pro sticks. Here's how to enter.

The 143-minute feature-length version of *Street Fighter: Assassin's Fist* includes 13 minutes of bonus footage not seen in the web series, as well as behind-the-scenes clips, interviews with the crew and more. It takes the story right back to the start — the origins of Ryu, Ken, Gouken. Directed by Joey Ansah (who, as 'Desh', was part of one of the most celebrated movie fight time, in *The Bourne Ultimatum*).



How To Enter: Kotaku / Madman Street Fighter: Assassin's Fist Competition

Simply create and sketch a new Kotaku Street Fighter character! Besides designing their look, you to show/tell us their signature move!

To keep things fair and competitive: Drawings have to be created in either Microsoft Paint or the free online equivalent at pixlr.com. No exceptions.

Competition closes: 8:59am Tuesday December 16. Winner announced Tuesday December 16. You can enter multiple times if you wish.

Full terms and conditions.



How To Enter: Kotaku / Madman Street Fighter: Assassin's Fist Competition

Simply create and sketch a new Kotaku Street Fighter character! Besides designing their look, we need you to show/tell us their signature move!

To keep things fair and competitive: Drawings have to be created in either Microsoft Paint or using the free online equivalent at pixlr.com. No exceptions.

Competition closes: 8:59am Tuesday December 16. Winner announced Tuesday December 16. You can enter multiple times if you wish.

Full terms and conditions.

Name: *

Email *

Mobile *

Upload your Street Fighter character art! * No file chosen
5MB Max

Describe your character. What are their special moves? Do they have a back story? *

Street Fighter Competition

WIN A CUSTOM MADE STREET FIGHTER ARCADE CABINET THANKS TO MADMAN!

3 x Editorial Posts

Total Views

7,013

Average Dwell Time

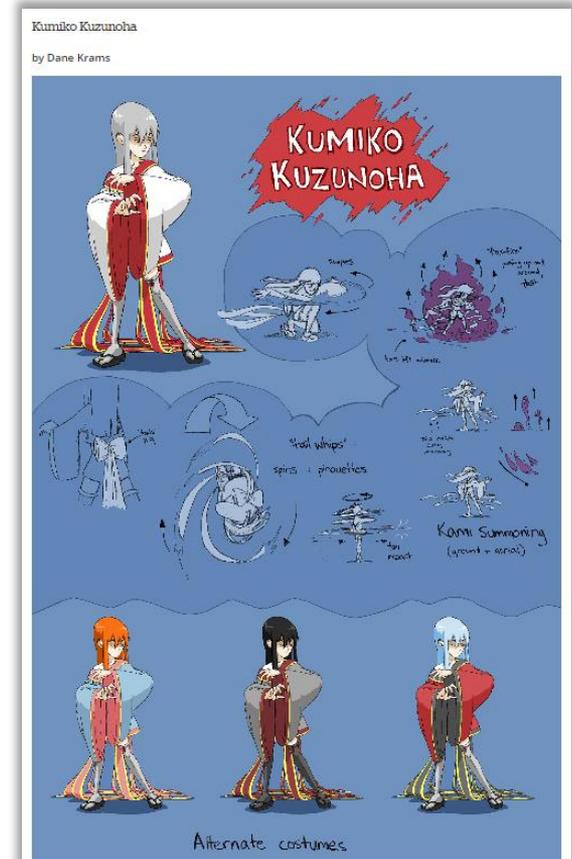
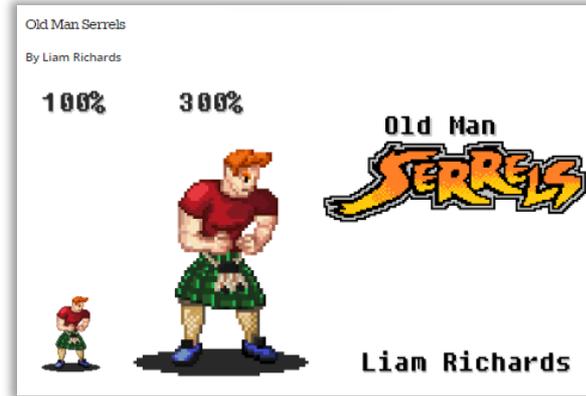
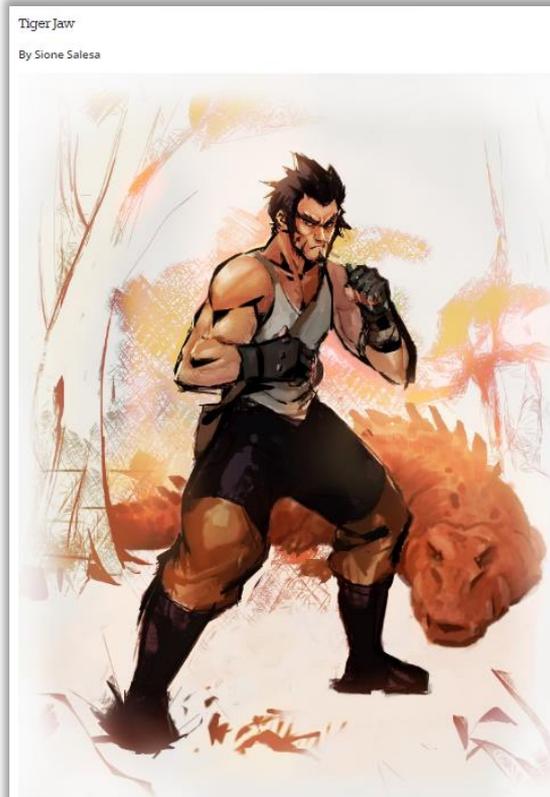
02:55

Shares & Comments

490

A few of the competition entry images...

The Kotaku community love being a part of competitions to win prizes they value such as a bespoke Street Fighter Cabinet! Complex entry mechanics never act as barriers to entry, instead they throw their all into creating incredibly high standard and detailed entries.





IN REAL LIFE

My 5 Favourite Studio Ghibli Movies

MARK SERRELS TODAY 2:00 PM

Studio Ghibli has been so consistently good, for so long, that people don't tend to talk in terms of one single movie — they talk about the output of the studio as a whole, almost like it's emblematic of a certain high standard. Simply put, when I decided to choose five of my favourite Studio Ghibli movies for this post, it was kinda tricky to narrow things down.

But I did it anyway, and here's the obligatory disclaimer: taste is subjective and in no way, shape or form is this supposed to be a definitive list. These are just my own, personal favourite Studio Ghibli movies. In no particular order...

Ponyo



I'm still surprised to hear that some people don't like Ponyo. I love it almost exclusively for one scene: the car ride home as Sosuke's mother (insanely) attempts to outrun an incredible flood in the process of reclaiming the land. I'm always in awe of how the ocean moves in this scene, it's incredibly, almost laughably stylised but it still manages to affect me more than any photorealistic depiction ever could. The sight of Ponyo herself sprinting across the waves as it rises and falls is absolutely jaw-dropping. I never tire of watching that scene and I never will.

My Neighbour Totoro



It's as important to Ghibli as Mickey Mouse is to Disney. I first watched Totoro whilst living in Japan. Incredibly, I had never heard of Studio Ghibli and I'd never heard of Totoro. I watched it free of any expectation or any kind of knowledge whatsoever. I remember



SUBSCRIBE CONTACT

- Like Koraku Australia
- Follow Koraku Australia
- Subscribe to all stories
- Australian stories

MOST VIEWED MOST COMMENTED

- Tank Amongst Yourselves
- Off Topic, Gully Pleasures
- AC Unity Will Have Some Speed On Xbox One And PS4 To Avoid 'Debate'
- I Want To Play Video Games, Not 'Grind Through' Content



SUBSCRIBE CONTACT

- Like Koraku Australia
- Follow Koraku Australia
- Subscribe to all stories
- Australian stories

MOST VIEWED MOST COMMENTED

- Tank Amongst Yourselves
- Off Topic, Gully Pleasures
- AC Unity Will Have Some Speed On Xbox One And PS4 To Avoid 'Debate'
- I Want To Play Video Games, Not 'Grind Through' Content



Targeted Editorial

MY FIVE FAVOURITE STUDIO GHIBLI MOVIES

Total Views

3,401

Average Dwell Time

02:32

Shares & Comments

516

Final Summary

All elements of the 2014 Madman and Kotaku activity proved to do well with the Kotaku community. The targeted Studio Ghibli article received huge views and shares. Display media CTR was strong, and probably most successful element was the competition, achieving a high level of true quality entrants and huge volume of shares and comments proving how passionately involved Koptaku readers are with the right kind of competition and prize.

10,414

Total page views on 3 competition posts as well as 1 editorial piece

160%

Increased impressions on the targeted editorial piece

21,376

Minutes spent engaging with content

35%

Above site average for the period on content dwell time

0.53%

Average CTR on all takeover display elements

1,006

Shares & comments, well above expected interaction level



sales@alluremedia.com.au