



Electronic Arts' (EA) latest online campaign allows players to create their own gaming soundtrack

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Bloc Media launches pan-European viral game and animated online ads to promote Burnout Revenge

PR9.NET October 04, 2005 - This week, Bloc Media launches a new online marketing campaign for Electronic Arts (EA) to promote the new racing console game, Burnout Revenge. The campaign launches across 13 European countries, including France, Germany, Spain and Italy.

Targeting adrenalin-seeking gamers, a viral game, supported by animated online ad units, allows users to mix and edit a music video and send it to friends.

Using a studio-style sampling table, gamers can choose from a selection of rhythms, bangs, crashes and explosions and lay them over a selection of pre-set backing tracks. Once finished, the track is set to Burnout Revenge video clips, which smash, crash and react to the beats laid down by the player.

Bloc's online campaign is part of an integrated strategy to promote Burnout Revenge. Wieden & Kennedy Amsterdam created the television and print campaign.

Pedro Sanudo, European Senior Consumer Marketing & Online Manager, at Electronic Arts comments: "The digital campaign Bloc has created for Burnout Revenge captures the attitude and style of the franchise perfectly. The personalised and engrossing audio visual experience offered to the consumer will help drive traffic to the official website and is a key part of the marketing strategy for the title. With this campaign, we are forging ahead with a higher bandwidth and video-rich digital campaign strategy; in line with the increasing proliferation of broadband across Europe."

Bloc's animated banners allow for further interaction on the theme of 'revenge'. One banner shows two cars racing side by side. Players can drag their cursor over one of the cars, making it collide into the other car until it explodes. Bloc's expandable banner allows gamers to 'scratch' a message into the side of a car with a set of keys, which they can then send to a friend.

Rick Palmer, Managing Director at Bloc Media, comments: "Player creativity, personalisation and attitude are at the heart of our strategy, allowing gamers to stamp their mark on this game and share some Burnout attitude with their friends."

The viral game will be seeded across EA's European database. Burnout Revenge is available for the Xbox and Playstation 2. The online campaign will run for three months.

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About Bloc Media

Bloc Media is a digital agency specialising in creating attention-grabbing websites, virals and games, as well as developing online advertising campaigns, DM campaigns, and CRM strategies.

With its creative insight and intuitive approach, Bloc Media's campaigns are focussed on being creatively compelling whilst effectively fulfilling a marketing brief and delivering ROI.

Bloc Media has worked with Electronic Arts (EA), Diesel, EMI Records, Sony Computer Entertainment Europe (PlayStation), Mini Clip, Mousebreaker, Universal Music, Virgin Records, Eidos, V&A Museum, Sony BMG and Microsoft.

About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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