



Electronic Arts' latest Online Campaign allows players to cast their own magic spells

immediate future Limited, November 18, 2005

URL: <http://www.pr9.net/games/online/2961november.html>

Bloc Media launches a viral game with animated banners to promote Harry Potter, Goblet of Fire, with plenty of surprises along the way.

PR9.NET November 18, 2005 - Bloc Media's latest online marketing campaign for Electronic Arts (EA) targets a younger audience to promote the new computer game, Harry Potter and the Goblet of Fire. The UK version can be found at <http://hpgof.eaviral.com/en/>

This viral campaign, supported by online banners, invites gamers to 'master the magic' by watching and copying Harry and his friends as they cast a series of magical spells.

Taking the above-the-line marketing message of 'Master the Magic', gamers are immersed in a series of video clips from the game, where they are greeted by Albus Dumbledore, who asks the gamer to type in the letters of various spells, in order for them to 'Master the Magic.'

Pedro Sanudo, European Senior Consumer Marketing & Online Manager, at Electronic Arts comments: "Harry Potter fans have grown to expect the unexpected. The online campaign that Bloc has created uses the powers of animation, interaction and sound, generating that feeling of magic and surprise, which targets our key demographic perfectly."

Throughout the viral game the players witness various elements of surprise with creatures suddenly appearing and the feeling of levitation and water motion taking place on the screen.

Bloc's animated banners allow for further interaction as players drag their cursor over the banner - unknown creatures appear and walk across the screen and the gamer is directed to www.masterthemagic.com.

Rick Palmer, Managing Director at Bloc Media, comments: "Both the viral and the online banners immerse the gamer in the magical world of Harry Potter, where the unexpected is the expected and the mundane world of muggles is replaced with the magical world of wizards and wizardry."

"The viral is designed so that the last spell cast by the viewer fails, supporting the ABL activity and challenging the gamer to try harder to "Master The Magic" by visiting the official website. All of these qualities highlight our key objective to drive traffic to the official product site and increase word of mouth activity around the product release."

Harry Potter and the Goblet of Fire is available for all consoles and handhelds.

Bloc's online campaign is part of an integrated approach with the above-the-line campaign and print campaign developed by Wieden & Kennedy Amsterdam.

The film, Harry Potter and the Goblet of Fire, is being released on the 18th November with the console game released on the 11th November.

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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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