



# Latest online campaign for Electronic Arts (EA) places gamers in spoof war broadcast

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*Bloc Media launches pan-European campaign that includes tongue-in-cheek, interactive microsite and animated banners*

PR9.NET November 18, 2005 - This week, Bloc Media launches a tongue-in-cheek online advertising campaign to promote Electronic Arts' (EA) latest console game, Battlefield 2: Modern Combat. The campaign launches in 10 countries, including Spain, Finland, France and Greece. The UK version can be found at [www.bf2mc.eaviral.com/en](http://www.bf2mc.eaviral.com/en)

A humorous video-rich microsite, supported by viral emails and animated online ads, allows gamers to incorporate their own personal details, including a photo, into a spoof news report helmed by the fictional American gung-ho chief war correspondent, Ken Chappell - who also features in the TV and radio campaign and all point of sale.

Bloc's online campaign is part of an integrated strategy to promote Battlefield 2: Modern Combat. Wieden & Kennedy created the print, TV and radio ads.

Pedro Sanudo at Electronic Arts comments: "Replicating Modern Combat's heart of the action atmosphere, Bloc's interactive microsite puts the player on the front line and right in the middle of the fray. The interactivity of this campaign means gamers can get a feel for Battlefield 2, while having some fun being interviewed 'live' by Ken Chappell."

Bloc's online ads take the American war reporting spoof one step further. Animated banners ask gamers to vote on their preferred mode of transport, such as 'tank or chopper?'. With each click on either chopper or tank, viewers are shown an in-game video clip of their chosen vehicle. Gamers who click on the banners will be taken to the official Battlefield2 site [www.eagames.com/official/battlefield/battlefield2](http://www.eagames.com/official/battlefield/battlefield2).

Rick Palmer, Managing Director at Bloc Media, comments, "Developing the integrated campaign with Wieden & Kennedy has allowed us to create a truly interactive video experience that ties-in closely with the above the line activity. The campaign reflects the tongue-in-cheek style of the ABL creative and exposes the viewer to the world of Battlefield 2: Modern Combat. Integrated in-game clips also showcase the game to the viewer within an interactive, personalised narrative."

The viral campaign will be seeded across various European forums and EA's database, with the animated banners being placed on various sights across the UK, Europe and North America, including TheSun.co.uk, Yahoo and MSN. The online campaign will run for two months.

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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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