



Fanbytes
by brainlabs



HOW WE REACHED GEN Z GAMERS ON TIKTOK AND INSTAGRAM



OVERVIEW

CASE STUDY

As one of the world's leading video game companies, Ubisoft's mission is to enrich the lives of players by creating memorable and meaningful experiences. In October 2021, Ubisoft released *Riders Republic*, an extreme sport fantasyland adventure game.

RESULTS

1.5M
VIEWS



Our expert Student & Lifestyle division at Fanbytes by Brainlabs worked with extreme sport creators on TikTok and Instagram.



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UBISOFT®

THEIR CHALLENGE

Ubisoft approached Fanbytes by Brainlabs with the challenge to successfully build a 'social media buzz' around the launch of Riders Republic to a UK audience on TikTok and Instagram Reels. From snowboarding to wingsuits, the game allows players to access an open world sports paradise.

The dynamic nature of the game meant that our gaming experts were able to deliver a high-energy, unique creative strategy to drive hype around it on TikTok and Instagram. Our main goal was to drive user interaction with the game leading to positive brand awareness from the activations amongst casual and hardcore gamers, as well as extreme sports fans.

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The team at Fanbytes are extremely approachable, and they strike the perfect balance between the client and agency dynamic.

OUR APPROACH

We used our award-winning Creator Identification technology, part of Bytesights (our in-house trendspotting and social listening tool) to carefully select the most relevant creators including extreme sport creators based in the UK. This enabled us to produce bespoke content that reached TikTok and Instagram's gaming communities to engage this audience.

As part of our highly innovative creative strategy for this campaign, we leveraged the reach of global athletes representing Great Britain including olympian Kye Whyte who was a silver medallist in the 2020 Summer Olympics. In addition, our extreme sport creators created hyper-visual content, attempting the tricks shown on the game in real life.

WHAT WE DID

FIRST STEP

Developed a sophisticated creative strategy based on the client's brief focusing on the best way to reach the gaming community on TikTok and Instagram.

THIRD STEP

Bonus content produced by our TikTok and Instagram creators using their own platforms.

SECOND STEP

Leveraged our Creator Identification tool to identify a mix of extreme sport creators and dedicated gaming creators to reach the client's target audience.

LAST STEP

With over 1.5 million views, the campaign generated positive fan sentiment about the game across TikTok and Instagram Reels.

WHAT WERE THE RESULTS

1.5M

VIEWS

68K

HEARTS

1.4K

COMMENTS





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KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

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