



EA VR Gaming Headset Creative Brief and Advertising Tagline

I. Target Audience

- a. EA Brand Loyalists: Customers who are already loyal to the EA brand and its games are likely to be interested in a VR headset that promises enhanced experiences with EA's game library.
- b. Gaming Enthusiasts: This group comprises individuals who are passionate about video games and are likely to be early adopters of new gaming technology, particularly those interested in immersive experiences.
- c. Tech-Savvy Consumers: Individuals who pride themselves on acquiring the latest devices and are drawn to cutting-edge technological innovations would likely be intrigued by the advanced capabilities of a VR headset.
- d. Fans of Sports and Action Titles: Followers of EA's leading sports and action games, such as EA SPORTS FC and Battlefield, who are eager to dive deeper into the worlds of their favorite games.
- e. Competitive Gamers and Streamers: Gamers who play competitively or stream their gameplay often seek the most advanced and immersive equipment to enhance their performance and provide engaging content for their audiences.

II. Ad Appearance

Given the nature of the product and its relevant realm, this ad will mostly appear on online outlets.

- a. Esports Tournaments and Gaming Events: Sponsor esports tournaments and gaming events, or purchase ad slots during these events' broadcasts, to reach competitive gamers and events attendees.

- b. In-game Advertising: Implement in-game advertisements in existing EA games that are likely to have a VR version or support.
- c. Tech and Gadget Websites: Advertise on review sites and online magazines that cover technology and consumer electronics, such as The Verge, IGN, and Engadget.
- d. Social Media Platforms: Utilize platforms popular with gamers and tech enthusiasts, particularly Reddit, Twitch, and YouTube. Tailored ads on these platforms can target specific demographics and interests. Partner with gaming and tech influencers to showcase the VR headset's capabilities and user experience.

III. Goal

The ad should aim to generate excitement, educate potential customers about the unique features and benefits of the VR headset, and ultimately drive pre-orders and sales upon launch.

IV. Why do we need this ad?

An advertisement for EA's new VR headset is essential to penetrate the market, generate demand, and distinguish the headset from competitors by showcasing its unique features. It also serves to reinforce EA's reputation for quality and innovation in the gaming industry. Educating consumers about the headset's capabilities, building trust in the product, and guiding them toward making a purchase are also critical roles of the ad. This will not only facilitate a successful product launch but also lay the groundwork for continued interest and sales momentum.

V. Campaign Tagline

Game on, World off. Enter EA's virtual arena.