

FORTNITE

A100
SERIES

PRESENTED BY



GOLD HOUSE



TODAY'S AGENDA

AUDIENCE & CHALLENGE



INSIGHT & APPROACH



STRATEGY



BIG IDEA



PLAN & KPIS



FLOWCHART



**YOUNG LIONS
COMPETITIONS**

UNDERSTANDING THE AUDIENCES

GEN-Z



Digitally connected & prefer short-form content



Crave authenticity & desire to have a voice



*80%+ play **video games** on a weekly basis*

ASIAN-AMERICANS & PACIFIC ISLANDERS



22M+ people of Asian descent in the U.S



Diverse population from 20+ countries



*Contribute to global culture via film, fashion, **gaming***

THE INSIGHT

American gaming culture **would not exist** without Asian influence.

Nintendo®

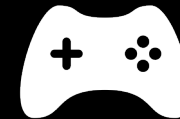


KONAMI

YET, IN A PLACE WHERE
REPRESENTATION SHOULD
BE THE MOST APPARENT,
THERE IS THE WIDEST GAP.

THE STRATEGY

LEVEL UP REPRESENTATION



Let AAPI the community
shape their identity in gaming
to showcase the diversity of
its creators and players
while reaching Gen-Z when
they're most engaged.



FORTNITE ICON SERIES

There is a noticeable lack of AAPI representation in Fortnite's Icon Series.

Fortnite has established itself as a cultural phenomenon by collaborating with celebrities across industries.

These include in-game appearances, custom skins, and exclusive events. Very few AAPI figures or characters have been featured prominently in Fortnite collaborations.

INTRODUCING FORTNITE'S NEWEST **AAPICONS**

SANDRA OH



Actor, Producer

SHOHEI OHTANI



*Baseball Player
Los Angeles Dodgers*

LEA SALONGA



*Tony Award Winner,
Voice of Disney's Mulan*

RANDALL PARK



*Actor, Comedian,
Director, Writer*



GOLD HOUSE

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HARNESSING THE POTENTIAL OF GAMING & FORTNITE

MONTHLY ACTIVE
FORTNITE PLAYERS

230M+

AVAILABLE
ON 9+ PLATFORMS



MOST-WATCHED GAME
ON TWITCH PER MONTH

FORTNITE	2.1M HRS
CALL-DUTY WARZONE	680K
VALORANT	624K
LEAGUE OF LEGENDS	462K

DISNEY'S INVESTMENT
IN EPIC GAMES IN
FEB '24

\$1.5B



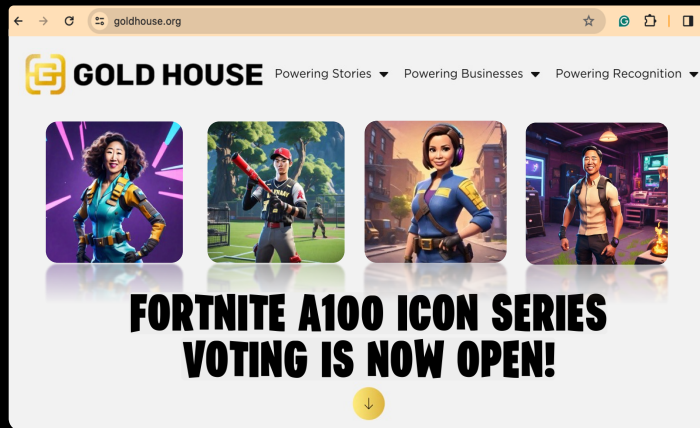
GEN-Z ACCOUNTS FOR
MAJORITY OF FORTNITE'S
ACTIVE USER BASE

60%+

HOURS WATCHED
ACROSS ALL STREAMING
PLATFORMS IN 2022

738M+

FROM CONCEPT TO CREATION: THE A100 ICON SERIES



Gold House will publish a list of eligible AAPI on their website & encourage people to vote.



The celebrity skin will become permanent in the game with accessories and clothing that feel genuine to them.



Gold House will unveil the character with most votes. This serves as a tribute to the AAPI community in gaming and introduces the first community-voted icon.

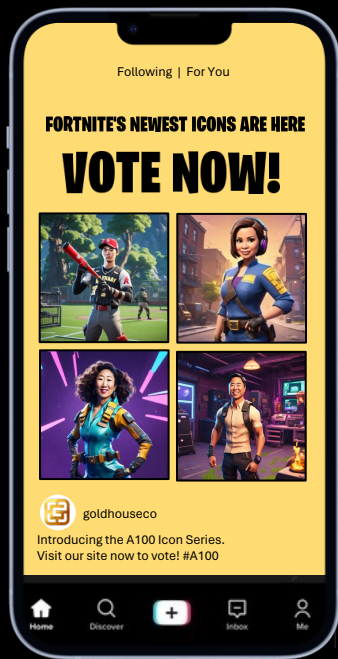


Prime Video to create a documentary series, giving viewers insight into the creative process, technical challenges, and artistic decisions that shape the game.



MAXIMIZE GEN-Z REACH THROUGH SOCIAL

LEAD WITH OWNED CHANNELS



Spark enthusiasm through organic video content with links.

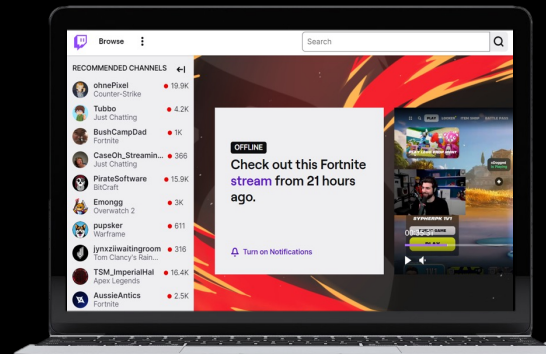
KPIs: Video Interactions, Hashtag Uses, Link Clicks, Impressions



Introduce contest and drive voting via interactive in-feed posts and stories.

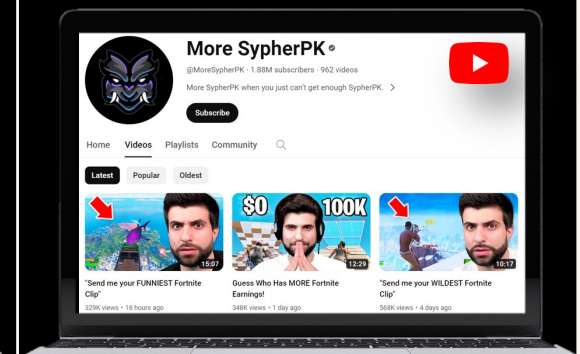
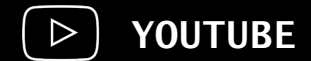
KPIs: Engagements, Story Swipe-ups, Impressions

SUPPORT WITH PAID PARTNERSHIPS



Partner with Gen-Z AAPI Twitch streamer to lead amplification of the A100 Icon Series before and after the event.

KPIs: Stream Attendees, Video Views, Video Completion Rate



Publish streamed videos to YouTube maintain excitement about the newest addition to the Icon Series.

KPIs: Video Views, Live Stream Attendance, Video Completion Rate

STRATEGIC PARTNERSHIPS & MEMORABLE ACTIVATIONS

SPONSORSHIP PARTNERS

Lifestyle
Website Banners



Audio
Programmatic Audio



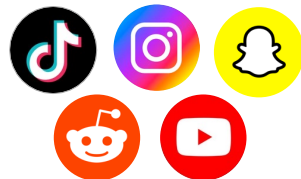
Entertainment/Gaming
Event Activation
Website Ads



Streaming/Gaming
Influencer & A100 Celebrity
Event Day Activation Stream



Social
Newsfeed, Story,
15s Video, Event
Activation, Lens/Filters



Search
Keyword Ads



GOLD GALA EVENT DAY ACTIVATIONS

FORNITE-IFY YOURSELF



TIKTOK EVENT COVERAGE



















A100 CELEBRITY STREAM



HOUSE OF SUNTORY



THE MEDIA PLAN

	CATEGORY	PARTNER	JAN	FEB	MAR	APR	MAY	JUN	IMPRESSIONS
DIGITAL	LIFESTYLE	   		\$440,000					3M
	AUDIO	 		\$120,000					4.8M
	STREAMING & GAMING			\$392,500					1M Views
	SOCIAL	   		\$400,000					100M
	VIDEO			\$80,000					500K Views
	SEARCH	 		\$60,000					N/A
EVENT ACTIVATION	ENTERTAINMENT & GAMING	 				\$1,500,000			4.5M Views
	BEVERAGE	THE HOUSE OF SUNTORY The Nature and Spirit of Japan					\$7,500		N/A
			TOTAL \$3,000,000						XX