

twitch

RIVALS



THE CHALLENGE

Twitch Rivals lacks organic promotion from creators, leading to low awareness and reduced fan viewership.



THE AUDIENCES

Passionate Creators



CaptainSparklez

Age: 28
Occupation: Internet Personality
and Content Creator
Location: Los Angeles, USA

Avid Viewers



Mike

Age: 22
Occupation: Computer Science
Student
Location: New York City, USA

Potential Viewers

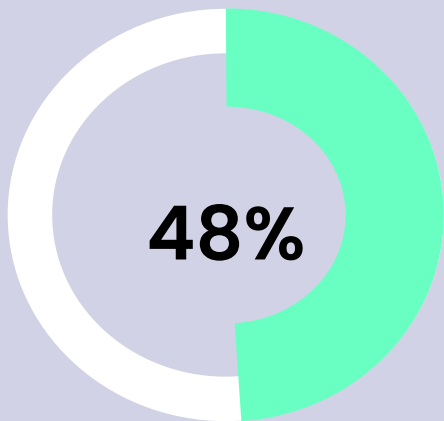


Natalie

Age: 25
Occupation: Retail Associate
Location: Barcelona, Spain

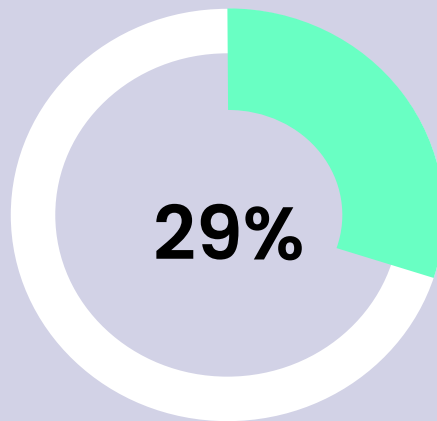


THE RESEARCH



watch more than
play games

Think With Google



want to find
their fandom

eMarketer



THE INSIGHT

Fans' need to belong drives them to build connections with creators and their communities.



THE STRATEGY

Let fans join the story.

THE IDEA

THE BLOCK PARTY
THE BLOCK PARTY
THE BLOCK PARTY
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WHAT IS IT?

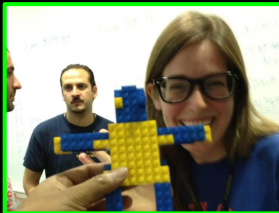
A show built by fans and for fans. Viewers can discover creators, participate in the show, and become a part of the story.



@CaMaKStream



@NalexShepard



@o0RailZ0o



@Yonaku_





EXPERIENCE COMPONENTS



Get to know the creators with quick fun interviews and minigames to show off their personality.



Viewers can vote in polls, unlock emotes, & change the game by typing commands in chat.



Creators face off in crazy challenges based on viewer input, so everyone is part of the fun.



EXTENSION: CREATIVE COMPETITION

To continue engagement, fans build an object inside Minecraft and submit their creations to Twitch.

The winners' creations are featured in the Minecraft Twitch Rivals show, and they win exclusive prizes.

First Name

Last Name

Email

City State

Country

Upload

Submit

Minecraft Creative Competition

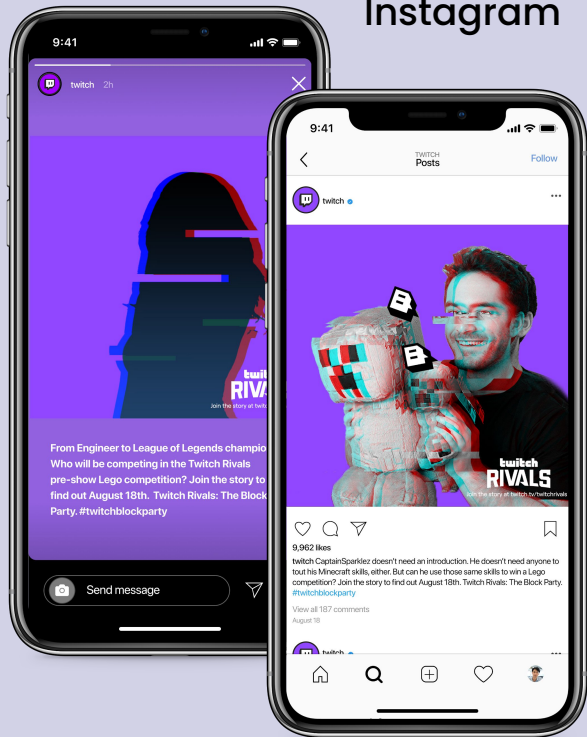
Submit your best minecraft creations and objects to be featured in the Twitch Rivals Minecraft Bingo worlds.





BUZZ: SOCIAL

Instagram



Twitter

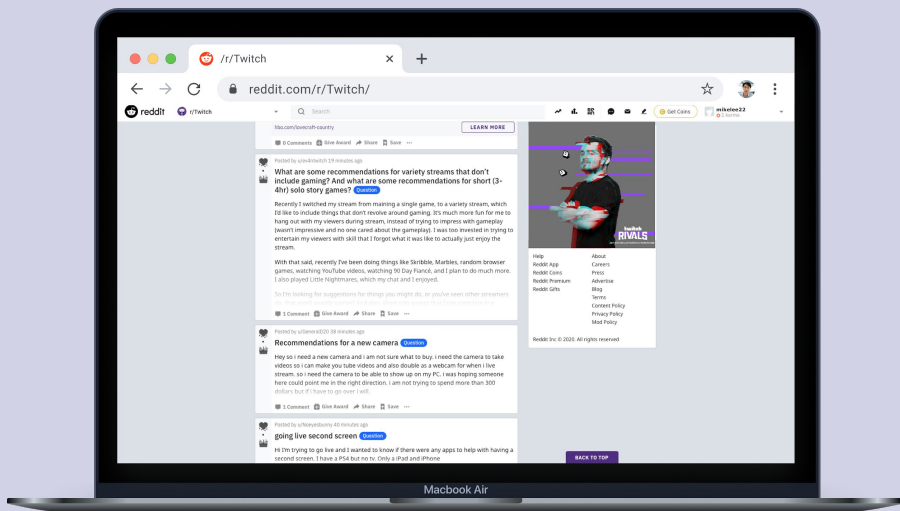


BUZZ: YOUTUBE

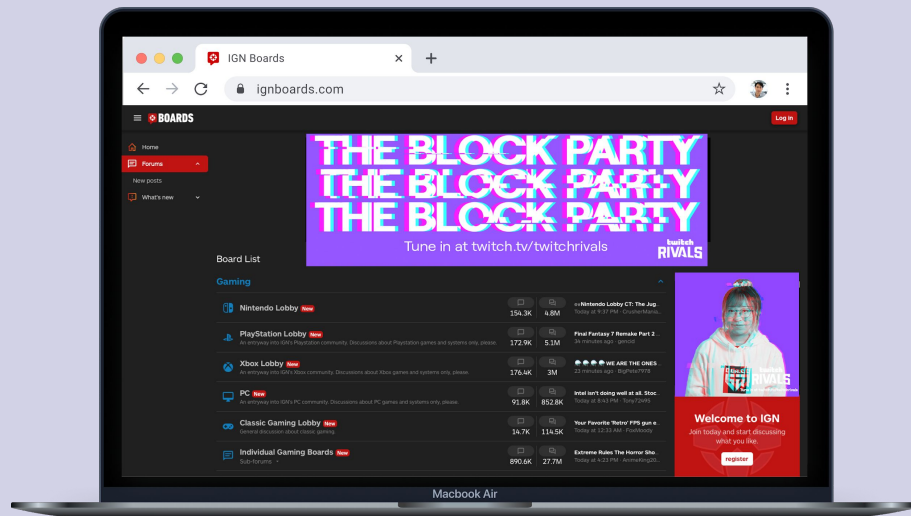




BUZZ: ADS & SPONSORED POSTS



Reddit

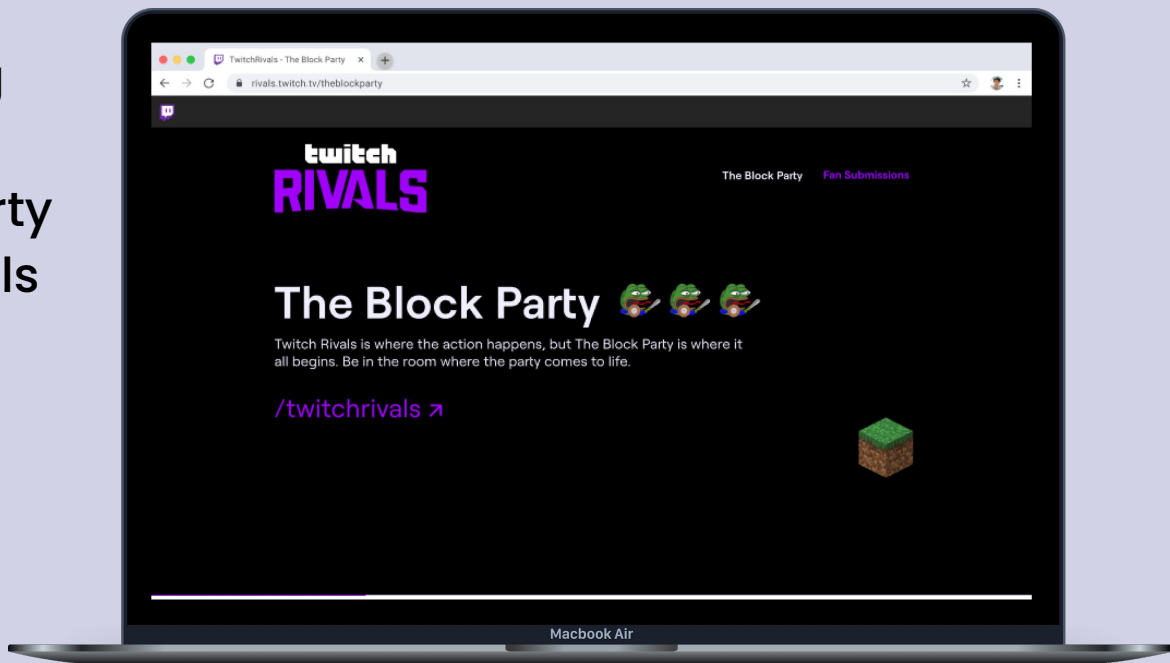


IGN



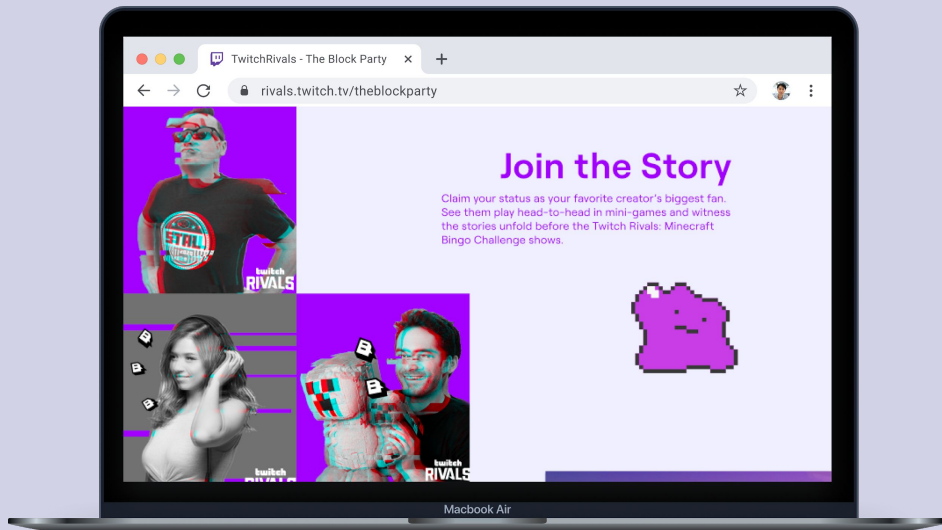
DIGITAL: RIVALS.TWITCH.TV/THEBLOCKPARTY

Home to everything fans need to know about The Block Party and the Twitch Rivals Minecraft show.





THE JOURNEY



rivals.twitch.tv/theblockparty

INFORM

EXCITE

ENGAGE



Discover via Twitter



HYPE at Block Party



Attend Twitch Rivals



THE TIMELINE

Announce Twitch Rivals
Minecraft Show and Creative
Competition

Drop hints for the Block Party

The Block Party

Minecraft Creative
Competition ends





THE KEY METRICS

| Ads | Social Media | The Block Party | Twitch Rivals |
|--------------------|--------------------------------|-----------------|--------------------------|
| Click Through Rate | Impressions Engagement Rate | Stream Views | % increase in viewership |



THE BUDGET

| Digital | | | |
|-----------------------|------------|----------|----------|
| Description | Rate | Quantity | Estimate |
| IGN Display Ad | \$1.15 CPC | 1 | \$2,000 |
| YouTube Bumper Ad | \$0.30 CPM | 1 | \$2,000 |
| Reddit Sponsored Post | \$1.00 CPC | 1 | \$2,000 |
| The Block Party | | | |
| Description | Rate | Quantity | Estimate |
| Lego Set | \$30 | 16 | \$800 |
| Lego Shipping | \$20 | 16 | \$320 |
| Stream Production | \$5,000 | 1 | \$5,000 |
| Closed Captioning | \$300 | 1 | \$300 |
| Creative Competition | | | |
| Description | Rate | Quantity | Estimate |
| Prizes | \$500 | 3 | \$2,500 |
| Merch - Shirts | \$25 | 150 | \$3,750 |
| Contingency | | | \$1,000 |
| Total | | | \$19,670 |



APPENDIX



FULL DETAILS AND FINAL DELIVERABLES

Please reference our Google Drive folder for full consumer personas, user journey, creative deliverables, media plan, and budget plan.

(https://drive.google.com/drive/folders/1_KvFZQfd-VfJGLNP8u5nf_u1BZ7rJ7wQ?usp=sharing)



CREATIVE EXECUTIONS

- Website (rivals.twitch.tv/theblockparty)
- Instagram
- Twitter
- YouTube
- Reddit
- IGN



RATIONALE

- Website (rivals.twitch.tv/theblockparty) – We designed a microsite to explain The Block Party and how to get involved.
- Instagram – We'll utilize Instagram posts, stories, and polls to engage with viewers and invite them into the action.
- Twitter – We'll announce The Block Party on Twitter, so Twitch's 6 million followers can retweet & spread the word.
- YouTube – Our pre-roll ads will remind YouTube users why Twitch is superior—Twitch is built to let viewers interact.
- Reddit & IGN – These platforms are home to vibrant communities full of creativity and a passion for gaming.



NOTE ON REPLICABILITY

For Twitch Rivals games that can't include fan creations, the creative competition can call for fan art and/or suggestions for game-specific challenges.

Potential other competitions at The Block Party:

- Valorant → Low Cost Cosplay
- Fortnite → Dance Off
- FIFA → Trick Shot Ping Pong

