



CONTENT MARKETING IN METAVERSE



Content

01 Strategy + Project

Business opportunity
What are Islands in Fortnite Creator?
Fortnite in Numbers
Content Marketing and Fortnite
Advantages of Fortnite for customers

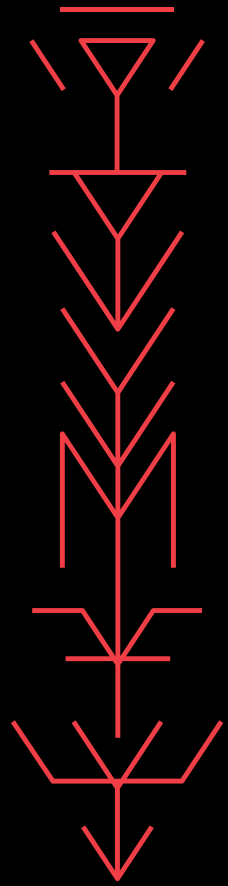
02 Our approach

Advertising surfaces
Virtual real estate
Adventures
Concerts and Musical Journeys

03 How we work

Professional team and working methods





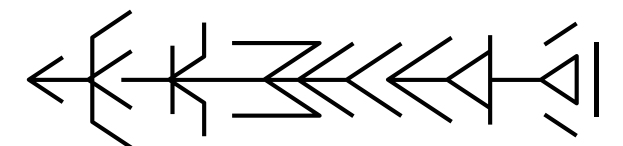
Strategy + Project

Why Fortnite?



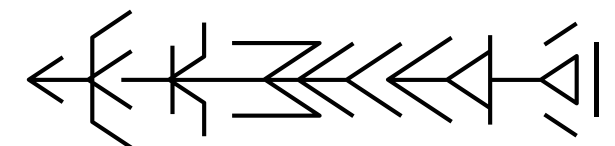
Business opportunity.

We envision the future where consumers make decisions in a full 3D space - the natural environment of gamers such as Fortnite, World Of Warcraft or Roblox. Today, we have a vision of islands of advertisers and artists. With our platform, brands and artists will be able to tell their stories, creating unique, immersive experiences for users. We believe that the advantage in the market does not come from the quantity of content, but its quality. The gaming market already created a consumer familiar with 3D worlds, but we are here to harness that potential and create a space for entertainment but also education about products and brands to support the consumer decision making process.



What are Islands in Fortnite Creator?

The islands in the Fortnite metaverse offer a huge marketing potential, allowing brands to create interactive, customised and innovative experiences.



Fortnite in numbers.

From year to year, Fortnite sees an increase in the number of active players. More virtual concerts and events occurring in Fortnite are attracting more users to the platform. With the advancement of technology, Fortnite is on the right path to integrating with various AR and VR solutions, making the platform increasingly popular among Generation Z.

400 mln

REGISTERED ACCOUNTS

By the end of 2021, Fortnite had registered over 400 million users and the number is still growing.

83.3 mln

ACTIVE USERS

More than **80 million active players** a month visiting Fortnite.

62.7 %

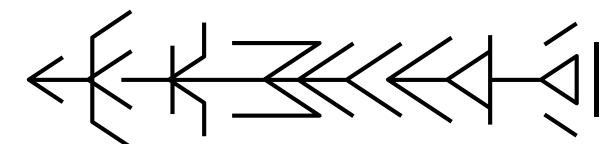
DEMOGRAPHIC DATA

The largest age group of Fortnite players is the **18-24** age range. The next age bracket, **25-34**, makes up **22.5%** of all active users!

5.4 %

POPULARITY AROUND THE WORLD

Globally, **Polish players** make up 5.4% of all users, giving Poland 5th place in the world, which translates to around 4 million players.



Content Marketing and Fortnite.

Creating unforgettable adventures in the world of Fortnite is made possible by assembling a specialised team of architects, scriptwriters, 3D graphics animators and motion capture technology specialists. Having your own adventures in the game presents a unique value in marketing as it offers interactivity and deep engagement which is difficult to achieve with traditional advertising formats. Players are not merely observing a brand or product, but becoming part of the story, interaction and experiences we create. Experiencing the Fortnite adventures, either through exploring the structures we have designed or taking part in the scenarios we have come up with, immerses the user in a deeper, immersive experience. This increases loyalty, builds stronger ties to the brand and increases the brand visibility. Furthermore, by linking Fortnite content to radio broadcasts, websites and other platforms, we provide continuity of delivery, creating a strong bridge between the different media. This synergy between platforms allows a wider audience to be reached, increasing the reach of our marketing efforts. Such form of content marketing using Fortnite reinforces innovation and modernity, allowing to stand out from the competition and attract a younger, more tech-savvy audience.



Advantages of Fortnite for customers.

Fortnite Creator offers a unique platform for engaging with younger users by creating personalised, interactive environments and events within the game. For customers, this presents an innovative form of advertising that is more immersive and engaging than traditional methods.

UNIQUE ACTIVITIES

Fortnite offers the opportunity to create unique engagements such as **placing players in sponsored adventures** to help build deeper engagement with a brand.

COOPERATION WITH FORTNITE

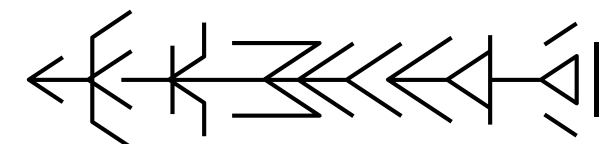
Cooperation with Fortnite gives brands **access to data such as number of unique players, average user play time and daily retention rate** which can be used to measure the effectiveness of campaigns.

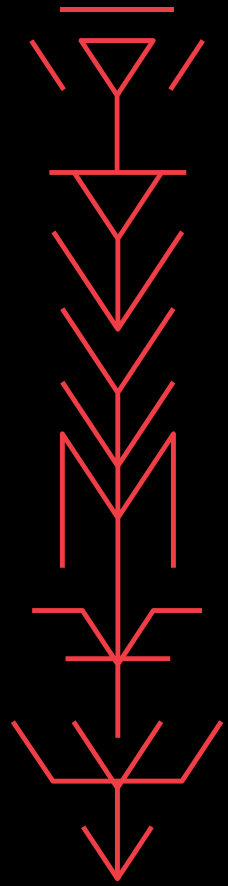
TEAM EXPERIENCES

Creating **unique team experiences is the aim**, enabling brands to reach out to groups of friends or families in a natural way with their message.

CREATING A BASE OF PLAYERS

Creating maps in Fortnite is only the beginning - **agencies creating maps strive to build an active base of players (a community)** in order to get the brand message out to as many users as possible.





Our approach:

Building a base of active users and acquiring advertising clients.



Advertising surfaces.

In Fortnite Battle Royale there are special advertising spaces in the form of billboards. These are large displays placed in prominent places, such as buildings, walls or other visible surfaces. Players passing by these billboards can see the advertisement placed on them.

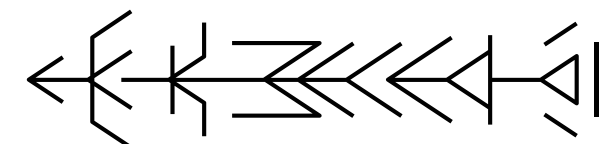
SERVICE

- Designing Advertisements
- Management of Advertising Space
- Analysis and Reporting of Ad Visibility.



RESULT

- Interactive advertising experiences
- Reaching a new audience.



Virtual Real Estate.

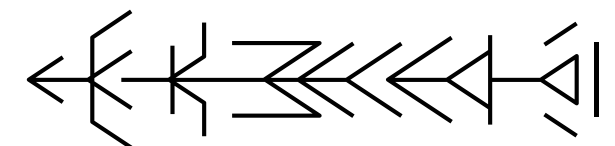
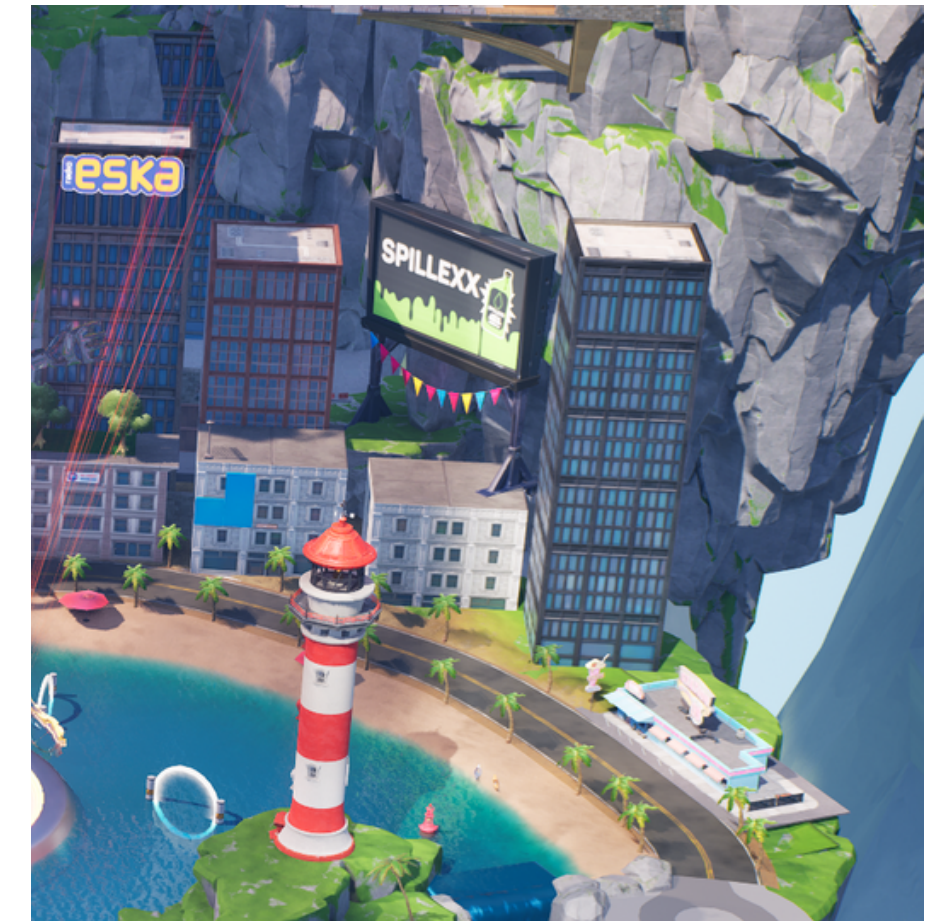
Fortnite Creator for brands is a process of designing unique structures that reflect a brand's vision and identity. Buildings, as part of an interactive game map, serve to promote the brand, increasing its visibility in a virtual environment.

SERVICE

- Designing a unique architecture
- Virtual land sales

RESULT

- Standing out amongst other brands
- Building brand recognition.
- Ability to integrate with other marketing strategies.



Adventures.

Creating adventures in Fortnite Creator for brands involves designing unique, interactive environments and tasks within the game. In this way, brands can **engage players in their narratives**, offering them **unforgettable experiences**.

An **adventure** in the game is a task that the player has to complete. Combining quests with content marketing can include creating interactive games, organising competitions related to the brand, building a narrative around the brand and gamifying loyalty programmes.

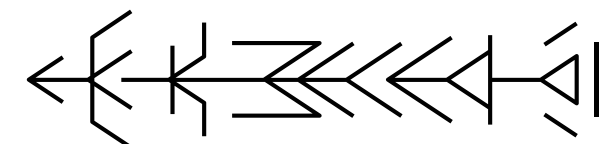


RESULT

- Education about the properties of products
- Exposure of the brand counted in hours of play
- Increase in brand recognition
- Interaction with recipients

SERVICE

- Designing locales and elements of adventure
- Scripting a unique adventure
- Motion capture acting recording



Concerts and Musical Adventures.

In 2020, Fortnite surprised gamers and music fans worldwide by organising an extraordinary virtual concert by Marshmello. This concert was one of the first of its kind in video games and its success opened the door to other similar events in the future.

The Marshmello concert in Fortnite drew huge attention and achieved a record of over 10 million players from around the world. Following this success, Fortnite organised a number of other concerts, featuring artists such as Travis Scott and Ariana Grande.

Organising virtual concerts in Fortnite is a great example of using modern technology to attract the attention of new audiences and provide them with unforgettable experiences.

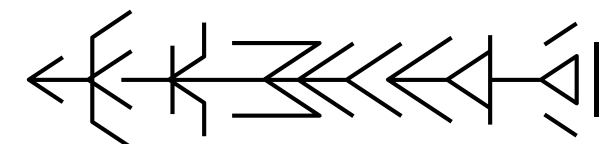


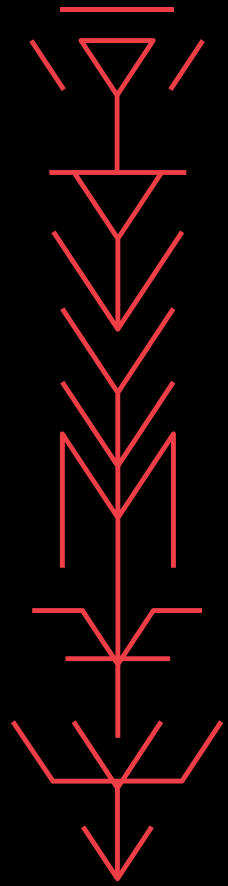
SERVICE

- Scripting and directing the „gameable” concert
- Designing the location and elements of the concert
- Motion capture acting recording

RESULT

- High-level musical entertainment
- Brand exposure
- Reach to a new audience





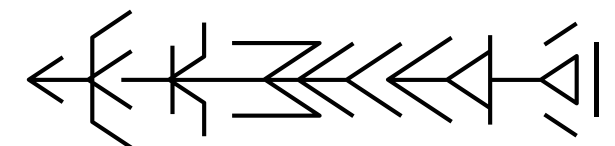
How we work.



Professional team and working methods:

Our achievements and evidence of our effectiveness stem from a unique blend of talents in our team. We are made up of professionals from various fields. Our project has been of interest to gaming market experts who have worked on such hits as **Outriders** and **The Witcher 3**. What's more, our team will soon be augmented by programmers who have mastered the new programming language **Verse**, introduced to Fortnite Creator in April 2023. This will enable us to provide our customers with the most cutting-edge and efficient solutions on the market.

We are taking advantage of the dawning AI revolution, reducing costs and speeding up work by using AI-based tools, including an innovative motion capture system for producing animated music videos. B2B customers will benefit from the knowledge and skill of a professional architect to create virtual spaces, while the content and structure of the adventures will be provided by an **experienced writer and quest designer**.





THANK YOU.