



CASE STUDY 2023

DIABLO IV - LOOT CHALLENGE

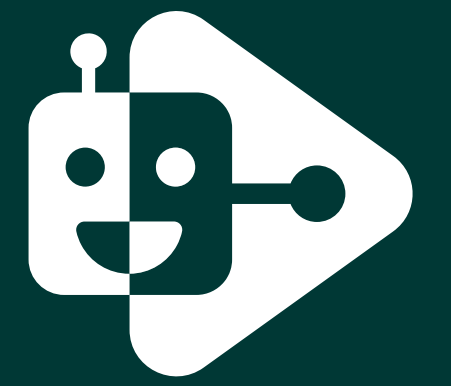
Run by Nvidia, Activision, and MSI, this cross-territory (DE, UK, and FR) social media and influencer hype campaign focused on generating excitement for the release of Diablo IV. The goal was to highlight the game's inclusion of DLSS3 technology and raise awareness for the RTX 40-series graphics cards, which were also given away as prizes.



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OVERVIEW

This case study demonstrates how the Stream-Punk suite of tools was utilised to execute the Diablo IV launch campaign in collaboration with Nvidia, Activision, and MSI. It showcases the campaign's strategic planning, influencer engagement, performance metrics, and its impact on raising awareness for the RTX 40-series graphics cards and DLSS3 technology.

BACKGROUND

Nvidia, Activision, and MSI are industry leaders known for their cutting-edge technology and popular gaming products. They continually seek innovative ways to engage their audiences and create excitement around their latest offerings. For the Diablo IV launch, they aimed to leverage new methods to captivate the gaming community and highlight the advanced features of their products.

To achieve this, they partnered with Stream-Punk to create a cross-territory (DE, UK, and FR) social media and influencer hype campaign. The goal was to generate buzz for Diablo IV, showcase the game's inclusion of DLSS3 technology, and raise awareness for the RTX 40-series graphics cards, which were also given away as prizes.



OUR INNOVATION



Our toolset was specifically designed to meet Nvidia's evolving requirements. By integrating real-time live scoreboards and loot meters into influencer streams, we created an engaging and interactive experience that kept the community actively involved.

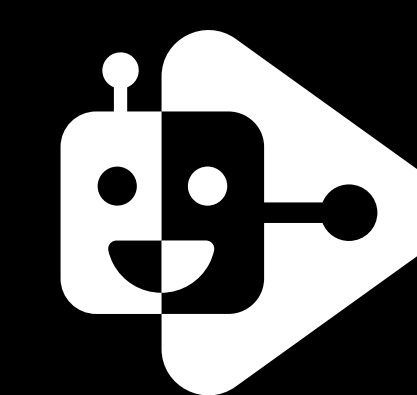
The strategic use of cross-territory influencers and social media further amplified the campaign's reach and impact, demonstrating the tool's capability to handle complex, large-scale campaigns effectively.

CHALLENGES

Nvidia, Activision, and MSI faced the daunting challenge of coordinating a campaign that could track hashtags from multiple social media platforms in real-time and display this data in a live video stream. Additionally, they needed to show live scores in overlays during the broadcast.

Achieving this level of integration and seamless execution is highly complex. Stream-Punk is uniquely positioned to deliver this functionality in a single, cohesive solution.



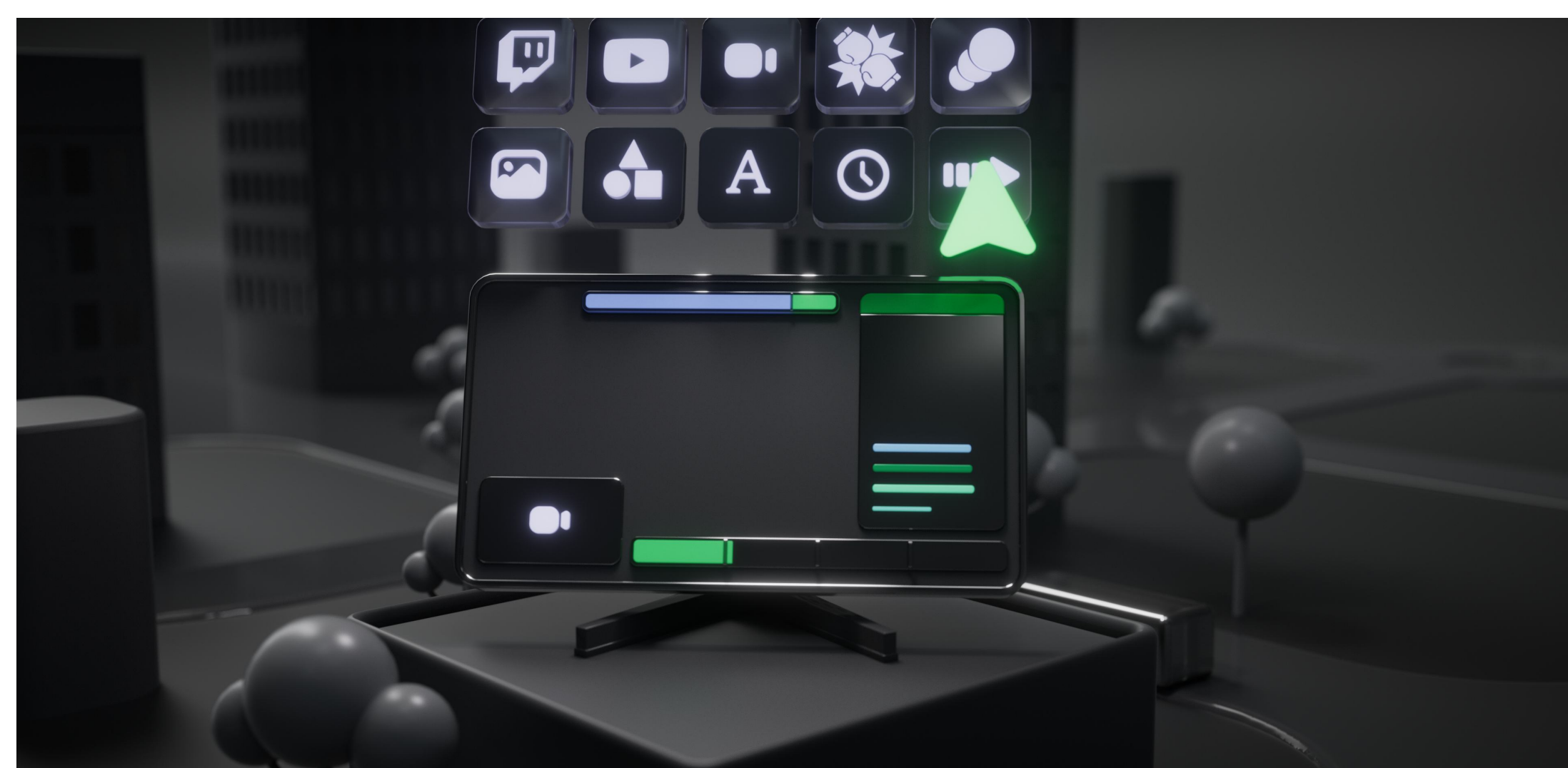


SOLUTIONS

To address the challenges faced by Nvidia, Activision, and MSI, we leveraged the advanced capabilities of the Stream-Punk platform. Our approach allowed for real-time integration and management of social media interactions, dynamic scene building for livestreams, and seamless live streaming execution. These solutions were pivotal in maintaining high levels of audience engagement and ensuring the campaign's success across all targeted regions.

POST TRACKING

We had real-time tracking of posts from multiple social media platforms using the #DiabloIVxDLSS3 hashtag. This allowed us to monitor and display user engagement dynamically, ensuring the community could see their contributions reflected instantly.



SCENE BUILDING

We created dynamic and engaging scenes for the livestreams. This included incorporating real-time overlays that displayed live scores, progress updates, and other interactive elements. By integrating these features into the streams, we added a layer of gamification that kept viewers engaged.

LIVE STREAMING

Stream-Punk enabled the smooth integration of live scoreboards and loot meters, which updated in real-time as influencers played Diablo IV. This not only enhanced the viewer experience but also ensured a seamless and professional broadcast.



RESULTS

The Diablo IV DLSS 3 Loot Challenge achieved remarkable success, significantly increasing engagement, views, and social media impressions.

* Compared with a previous campaign from February 2023.

+161%

Increase in engagement *

+219%

Increase in views *

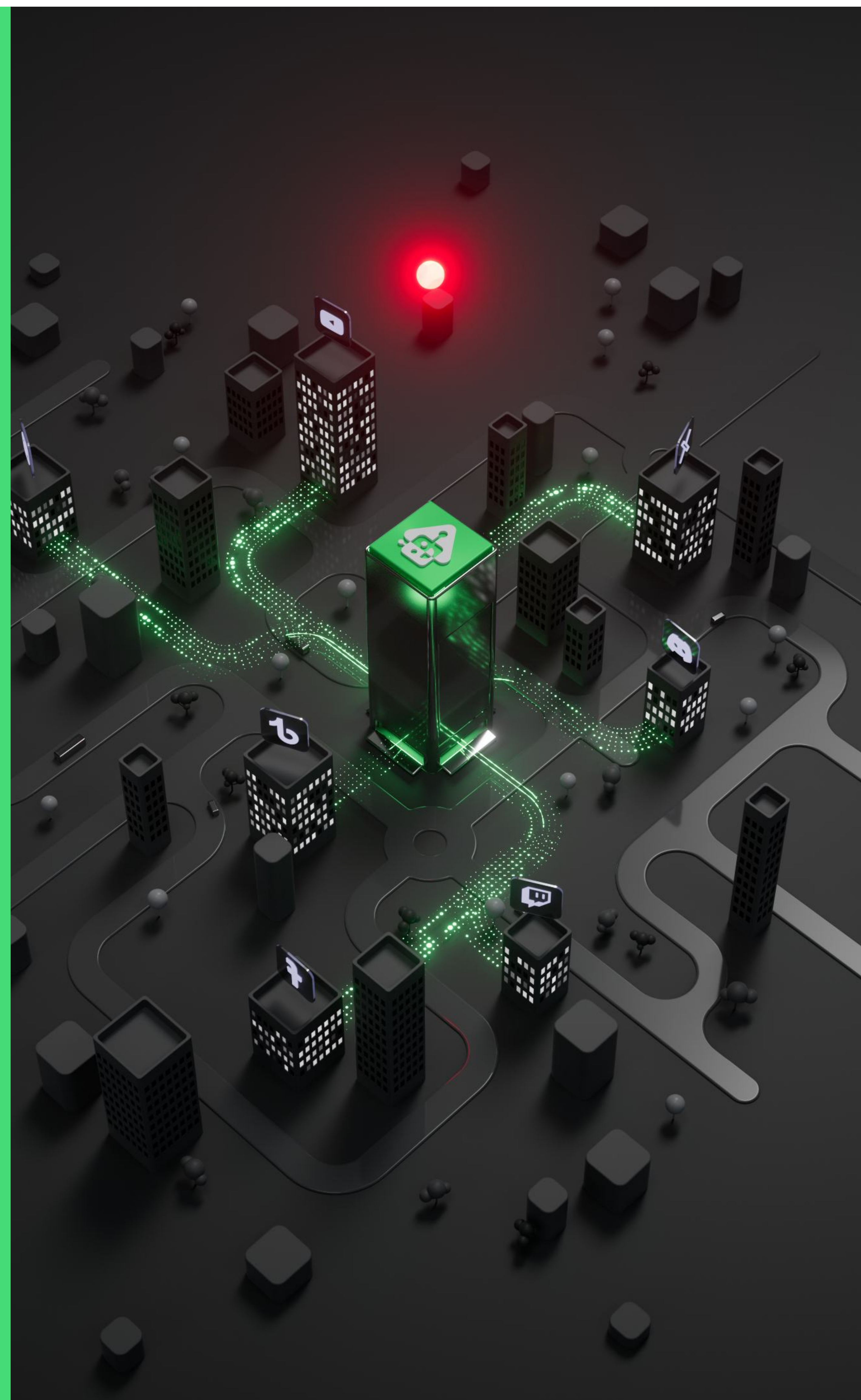
+345%

Social media impressions *

HOW IT WORKS

When users receive immediate feedback and see their contributions reflected in real-time, it creates a sense of involvement and excitement that a traditional giveaway cannot match.

Stream-Punk tracks social media interactions and displays them dynamically within the stream. The result is a more immersive and interactive experience that not only boosts immediate participation but also enhances long-term brand loyalty and audience retention. This approach transforms viewers from passive spectators into active participants, significantly amplifying the overall impact of the campaign.





4977 Hype bis zum nächsten Level

00:00:00:00 Verbleibende Zeit

25023 Hype

LEVEL 3 - RTX 4090 PC



LEVEL 2 - RTX 4080 PC



LEVEL 1 - RTX 4070 PC



Wie nimmt man teil?

1. Folge @NVIDIAGeForceDE
2. Kommentiere mit #DiabloIVDLSS3 and markiere uns mit deiner Antwort auf die Fragen in den Social Posts.

Erreicht den maximalen "Hype", damit die Preise des Levels 3 für einen Gewinner verfügbar werden

Es gelten die allgemeinen Geschäftsbedingungen nvidia.com/de-de/geforce/contests/diablo-iv-loot-challenge/

Français dans 00:36:03



MAINSTREAM

Streamed to NVIDIA's hype Twitch channel, the scene featured a looping video background that seamlessly switched languages. This allowed viewers from Germany, the UK, and France to feel equally involved and catered to throughout the broadcast.

Overlaying this multilingual background were dynamic counts and progress bars that tracked the real-time progress toward the next prize unlock. This setup not only kept the audience informed and engaged but also created a sense of anticipation and excitement as they watched the numbers climb and the prizes unlock.

The scene components were configured to ensure all dynamic elements updated automatically.

SCOREBOARD OVERLAYS

The live event brought the campaign to an exciting climax by having the regions compete against each other. To facilitate this, we created a new level of engagement within the game by designing a scene in our tool that functioned as a scoreboard and "loot meter." This feature allowed real-time tracking of each region's progress, showcasing dynamic scores and prize unlocks. The live scoreboards not only heightened the competitive spirit among participants but also kept the audience deeply engaged throughout the event.

BREAKDOWN

The overlays tracked the combined progress of gold collection in-game and individual scores for each region. Influencers embedded the scoreboard URL into their stream overlays, allowing for automatic updates and enabling them to focus on gameplay and community interaction.

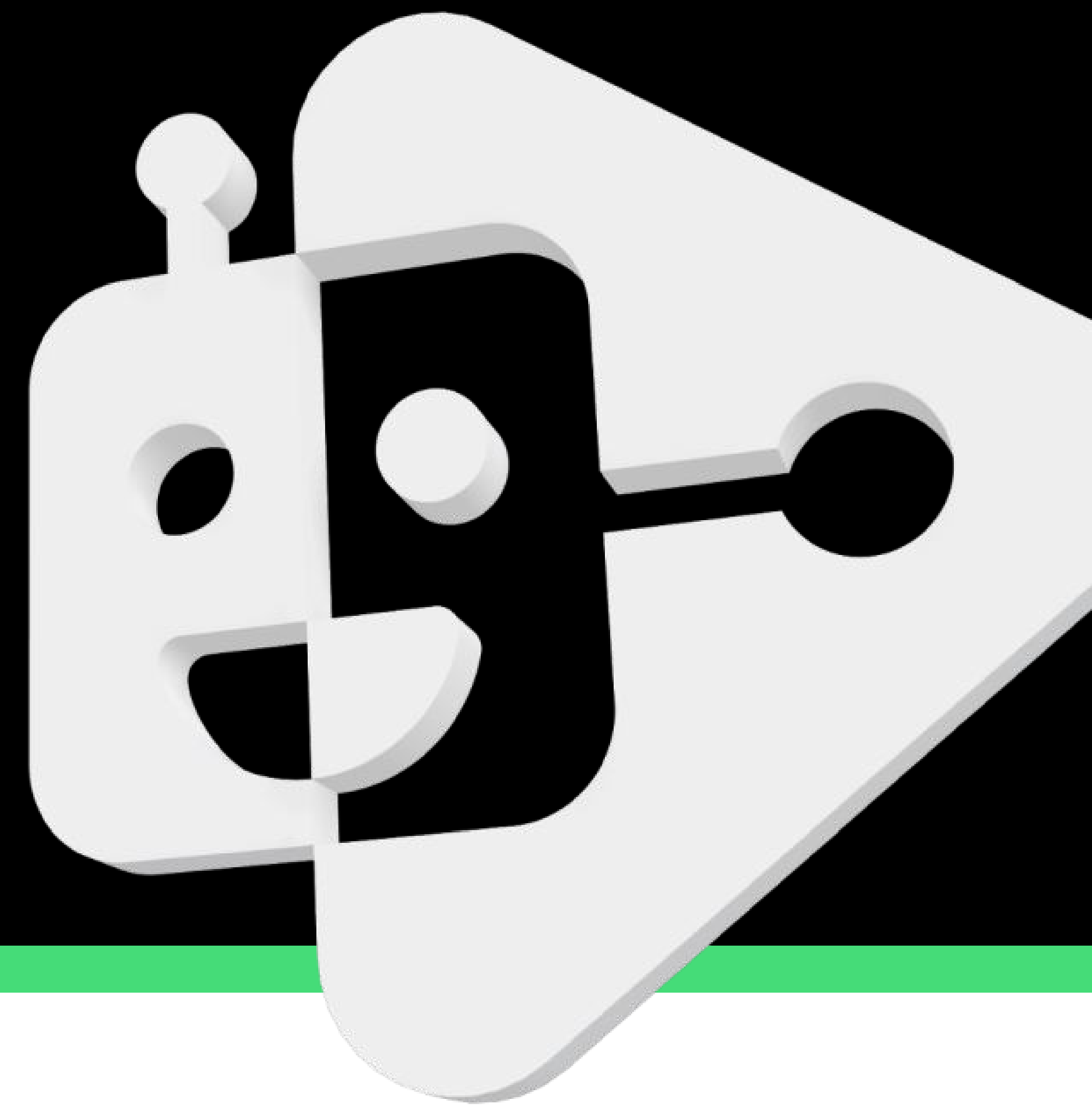
Dynamic elements, such as a small gold coins animation, were added to make the scoreboard more engaging. The live scoreboards made the livestream extremely exciting, especially as teams from France and Germany remained neck and neck until the end. The innovative concept and mechanics were well received by the community, resulting in numerous requests to repeat the format in future events.



POSITIVE RECEPTION

CLIENT FEEDBACK

Read what Nvidia have to say about the success and impact of the Diablo IV DLSS 3 Loot Challenge campaign.



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Our most successful hype campaign to date by far in terms of impressions, engagement, complexity, and quality of execution. Over the years, we have worked closely with Stream-Punk to hone the functionality of their tool, tailoring it precisely to our needs.

The use of real-time tracking and dynamic overlays truly set this campaign apart, creating an unparalleled level of engagement and excitement.

PETER BROLLY

**REGIONAL MARKETING MANAGER
CENTRAL EUROPE - NVIDIA**

THANK YOU!

We extend our heartfelt thanks to everyone who contributed to the success of the Diablo IV DLSS 3 Loot Challenge campaign. Your dedication, creativity, and hard work have made this our most successful hype campaign to date. Special thanks to our partners at Nvidia, Activision, and MSI for their unwavering support and collaboration. Together, we have set a new standard for engagement and innovation in the gaming industry.



CONTACT US

We'd love to hear from you! Whether you have questions, feedback, or are interested in learning more about our solutions, please don't hesitate to reach out.

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www.stream-punk.com/contact

Let's connect and explore how we can create exceptional experiences together.

