



PR SPECIALIST 2019

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TARGET

We decided to focus on the main target and its cluster definition:
Generation Z (14-24 yo).

By doing this, we started considering one of their core passion:
videogames (interest rate of 67%, second only to music 78%).

Gamers total numbers in Italy:

16MIO

total italian active gamers

30%

Generation Z active gamers

60% ♂

40% ♀

% of channel usages on total users:
(most over-index platform)



96%



72%



27%

% of active players on total gamers:

FIFA19

79%



67%



66%

VS

SCENARIO

"Fridays for future" movement it's one of the biggest students organized group in social media era. The participation of italian students during the first Global Climate Strike shows they are already aware and interested in the topic.

1MIO

Participants in FridaysForFuture march in Italy

140

Events during the FridaysForFuture week in Italy

100

Groups in more than 70 italian province

CLIMATE CHANGE IS **NOT** A GAME

We will use **Fortnite**, the most played videogame in the World (2nd in Italy) to launch a special challenge on climate changes.

This will allow us to have a strong PR potential able to drive the engagement from online to offline touchpoints.



Italian Climate Network Onlus

FORTNITE #TRASHCHALLENGE

The whole **gaming media ecosystem** (influencers & media outlet) will be involved during the launch & support phases.

For the entire project we will partner with **ESL Italia**, eSports biggest association, and involve **Lucca Comics & Games**, the largest gaming event in Italy, for an offline activation.



**LUCCA 2019
COMICS AND
GAMES**

PHASE 1 - ATTRACTION

FORTNITE #TRASHCHALLENGE

For once, fighting for climate changes will be more important than fighting with other players.

5 Influencers gamers will launch, in collaboration with Italia Climate Network, the “**Fortnite Trash Challenge**”, held every Friday of the week from the 15th of July to the 1st of September..

Inside the game the “ICN world”, at first sight a regular landscape, will have the peculiarity of **tons of trash cans in the maps**.

The main goal will be the removal of most of the trash (generically used for unsorted waste) you can while defeating the opposite team and win the match.

The **TOP200 “trash-destroyer”** will get the opportunity to participate to the second phase of the challenge in order to win one of the **5 VIP PACKAGES** for **Lucca Comics & Games**.

Please refer to slide no.7 for influencer & media outlet proposals

MAIN PR AMPLIFIATORS

Influencers

Through their social media channels they will start communicating the partnership with ICN introducing the Fortnite Challenge .

Media outlet

The media partner will host an editorial stream together with ICN talking about climate change issue.

ESL x ICN

A landing page will show the rule of the challenge itself and will explain what will be the 2nd phase.

PHASE 2 - ENGAGEMENT

YOUR EVERYDAY TRASH CHALLENGE

After the online trash battle, we'll ask to engaged users how they keep fighting climate changes in their everyday (and offline) life.

Through a dedicated **landing page** on **ESL** channel, players can **subscribe** their request to become one of the **ICN Trash Heroes** during Lucca Comics.

To join the contest they will have to **describe what they do everyday against trash** or environment issues: each gamers will have to present its offline team composed by other friends or an **adult** (e.g. school teacher, parent or sport coach) and its core activities.

The **5 influencer gamers** engaged in the first project's phase will judge the entries (both with Italia Climate Network Onlus team).

In addition to gamer influencers, we'll reach the **adult target** by a **media coverage** thanks to targeted media partnership.

Please refer to slide no.7 for influencer & media outlet proposals

MAIN PR AMPLIFIATORS

Media outlet

The branded content's editorial stream will talk about the zero waste concept with case study and life tips.

ESL x ICN

The landing page will allow the 200top upload their projects and will collect them in a showcase page where everyone can see and share each different project.

Press coverage

Selected magazine/newspaper online will start talking about the activation showing what youngster are doing to fight climate change.

PHASE 3 - ACTIVATION

LUCCA COMICS FIGHTS CLIMATE CHANGE

We keep fighting this issue during the biggest Italian gaming & comic event, because climate change is not a game.

The **5 best projects** will be selected and teams win a full VIP package during **Lucca Comics & Games** (30 Oct - 3 Nov).

Each team will be associated with **one of the influencer gamers** and a member of Italia Climate Network Onlus staff.

These integrated teams will hold **speeches** about actions that young and older generations could run together to fight climate changes.

Thanks to the media partner, all speeches we will be **live-streamed** on social platforms and then collected in a **dedicated landing page** that will **go deeper** in every single projects.

Please refer to slide no.7 for influencer & media outlet proposals

MAIN PR AMPLIFIATORS

Influencer

Every Influencer will start talking on their social media channel, about the team they create with the finalist inviting all of their followers to the speeches they will have in the ICN panel during LC&G.

ESL x ICN

The landing page will show the final team and will live stream the panel from LC&G.

Media Outlet

The branded content's editorial stream will focus on the 5 final projects and will cover the panel during LC&G.

Press coverage

We will take advantage of the whole Lucca Comics & Games PR ecosystem by spreading this conferences through the media partners audiences. By doing this, we will leverage on journalists and online newspapers in order to reach a wider audience.

PR BREAKDOWN PROPOSALS

INFLUENCER PROPOSALS



LASABRIGAMER

Followers
1.7Mio Instagram
1.8Mio Youtube
20k Twitch



ST3PNY

Followers
2.1Mio Instagram
3.3Mio Youtube
100k Twitch



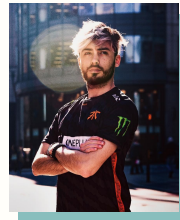
CICCIOGAMER89

Followers
1.3Mio Instagram
2.9Mio Youtube
300k Twitch



MIKESHOWSHA

Followers
1.1Mio Instagram
2.1Mio Youtube
10k Twitch



POW3RTV

Followers
550K Instagram
770K Youtube
500K Twitch

MEDIA OUTLET PROPOSALS

fanpage.it

"POST

WIRED

One of these media outlet will create with ICN and the Influencers a branded content campaign that will collide in Lucca Comics & Games.

MEDIA MIX RECAP

Key Message

CLIMATE CHANGE
IS NOT A GAME

Media

PAID

PARTNER

EARNED

OWNED

Touchpoint

- Influencer gamers
- Media outlet

- ESL
- Lucca Comics & Games

- Press Coverage
- Word of mouth
- Blogs & Vlogs

- Social media
- Website

Audience

70% Youngs
30% Adults

60% Youngs
40% Adults

50% Youngs
50% Adults

10% Youngs
90% Adults

PROJECT & DISTRIBUTION TIMELINE

JUN

JUL

AUG

SEP

OCT

NOV

DEC

PROJECT PHASES

**FORTNITE
#TRASHCHALLENGE**

SUBSCRIPTION

LUCCA

INFLUENCER



**CALL TO
ACTION**

**SUBSTAIN OF
200TOP + CTA**

**PANEL
SPEECH**

PROJECT LANDING PAGE (PLAY, SUBSCRIBE & DISCOVER)

**RETARGETING
CONTENT**



**Lucca
Comics&Games**

WIRED*

PRESS COVERAGE

**1ST EDITORIAL
STREAM**

**PANEL
ORGANIZATION**

LUCCA

**2ND EDITORIAL
STREAM**

**PANEL
SPEECH**


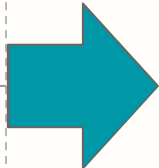

DROP 1

DROP 2

DROP 3

** To be considered as our selection from media partner proposals*

BUDGET ALLOCATION, KPI & ROI

	BUDGET	KPI	
INFLUENCER 	€ 15k TOT (3k each per 4 months activation)	14 Mio POTENTIAL IMPRESSION	 CORE TARGET CONVERSION RATE ANALYSIS 14Mio IMPRESSION FREQUENCY of 1/5 2,8Mio REACH 1,7Mio FORTNITE players
	€ 5k - landing page creation & hosting; - media costs to be covered through the visibility we will ensure during the project	350 k ONLINE UNIQUE USERS	
Lucca Comics&Games	€ 15k - VIP full package - Conference panel	250 k FIELD UNIQUE USERS	
WIRED*	€ 15k - No.2 advertorial - Presence in Panel Speech @ LC&G	1 Mio IMPRESSION	
	€ 50k TOT	15Mio IMPRESSION 600k UNIQUE USERS	<div> LEAD: 25k (1,5%) Players aware of the #TrashChallenge project HOT LEAD: 200 (1%) potential subscribers ENDORSER: 50 (25%) forecast of subscribed projects </div>

* To be considered as our selection from media partner proposals