



## A BILLION PIXELS AT YOUR COMMAND

Like no other form of entertainment, video games (games) have captivated a generation in a totally immersive, controllable environment. From being able to develop civilizations from the stone to the space age, or putting your own face on a skateboarder that can pull off a McTwist– in a game just about anything is possible.

In addition to unlimited versatility, it is well documented that the interactive gaming industry is on the threshold of seizing dominance in entertainment. Already, it has grabbed a significant share of the mass market's entertainment wallet. With over \$11 billion in sales in 2003, it has surpassed the motion picture box office in revenue, and is growing at 3 times the pace. 50% of Americans play games, and as Nielsen has reported valuable target markets are spending more time with this type of entertainment.

Let's recap. Gaming has the scale, consumer interest, and versatility... yet, the space is largely untapped by marketers.

Enter Play.

The industry's first agency business unit to leverage the gaming industry as a consumer marketing channel.

## WHAT IS GAMING TODAY

Gaming today is the most versatile, engaging form of entertainment and is turning into one of the most dominant.

There are different types of games for different levels of engagement. You can casually play a game of Crash 'n' Burn while waiting for the train on a mobile phone, or never leave the house for a weekend playing games like Everquest on a PC, and everything in between. Consoles (PS2, Xbox, Game Cube), PC's, internet games, mobile phones, etc. The platforms are numerous and there are different ways to play them. Games can be played alone, in social settings, or can use Internet connections to connect people around the globe.

Gaming IS entertainment. Gaming today is not just dropping a quarter into a slot and eating pellets while being chased by ghosts (no disrespect– that game paved the way and is still great fun). Gaming today is being your favorite sports hero, it's interactive story telling, it's competitive trash taking to someone around the world, it's getting inside your favorite movie, it's taking part in some of the biggest battles of all time, it's living a different life than your own, and make no mistake– gaming is big business.

Not feeling us? OK, here are some interesting facts for the left side of your brain to digest.

- Worldwide consumer spending on video games reached \$24B. (EMARKETER, FEB. '04)
- There were 43MM Advanced Game Console (PS2, Xbox, Game Cube) Users in North America in 2003. (EMARKETER, FEB. '04)
- The all-time Star Wars box office take is in the neighborhood of \$3.5B; As of 2002 The Mario franchise has sold over 300MM units and generated over \$10.5B in revenue. (BROWN, Z. "Why Nintendo Won't Grow Up." WIRED, Nov. 2003)

# play



a starcom mediavest group company 35 w. wacker chicago, il 60601 p: 312.220.3451 f: 312.220.6549 e: play@smgplay.com

## WHAT PLAY DOES

Play creates appropriate marketing messages and programs for and around games. We want to emphasize the word appropriate. Why? It is of utmost importance to us that play's work remain faithful to the brand of the advertiser and at the same respect the integrity of the game and its environment. Our passion and excellence for what we do for a living is on par with our mania for games.

Challenge us to a game, any game. We'll school ya.

For more specific information on how we work, [click here](#).

## WHO IS GAMING?

Everyone.

Everyone play games. It is no longer the pasty-faced guy living in his parent's basement (it's him too)– it's the everyman. With 50% of Americans play games; the gaming audience is now as diverse as that of any other mass medium. Gaming is ubiquitous. With a better take than the Hollywood box office and with greater and increasing time spent among Americans gaming can no longer be ignored by a marketer who would like to set standards, not follow them.

## WHO WE ARE

The first criterion for those who hold the Play torch high: You must be a world-class marketer. A very close second: You must be a hardcore gamer.

More specifically, the Play faithful are a rare combination of award winning creative, media, and research talents who have experience working for all categories of products and services. It's our job to know the media consumption habits, pop culture, and creative landscapes of America, take that knowledge, and turn it into success for our clients.

## WHY GAMES?

Audiences that were being entertained passively by other mediums are interacting and entertaining themselves with games. **WARNING! BAD CLICHÉ AHEAD!** You have to fish, where the fish are. If you are trying to reach an audience, you have to reach them where they are now spending time. The right kind of bait is also essential.

Brands are always trying to be relevant and present themselves as forward thinking. Don't let your message get trampled under foot. 30-second spots v. TiVo? TiVo is winning the early rounds against an aging champ way past his prime. Pop-up ads v. blocking technology and angry surfers? A bloody brawl that will go into the late rounds and eventually end in the death of pop-ups (thank God). The opportunity for fresh new types of messaging in immersive, uncluttered environments awaits. Games can support a very limited number of marketing messages per title, and no one, no one multi-tasks while gaming. Just try getting someone's attention while they are playing a game. It's an exercise in futility.



a starcom mediavest group company 35 w. wacker chicago, il 60601 p: 312.220.3451 f: 312.220.6549 e: play@smgplay.com

## WHY US?

Play knows this space. We can navigate through the asteroid field of what makes gamers salivate and what misses the mark. We speak both languages (marketers and gamers). Our solutions run the gamut from simple marketing extensions, to ideas that are ahead of the marketplace (quite frankly many people do not know what to think of them yet). It's all about what you need.

## HOW PLAY WORKS

The following are the gears that make the Play engine run.

- Landscape Consulting  
(What is going on with the properties, players, and platforms)
- Opportunity identification
- Concept Development and Brand translation  
(We become loyal to your brand like it was our own mother and translate it faithfully to game environments)
- Partner Strategy and Negotiation  
(After selecting the appropriate partner(s), every penny of your dollar will work to make sure that your target experiences your message.)
- Insights and Analytics  
(Great! But what did all of that mean and were my objectives accomplished? Every pixel, interaction, and blistered thumb will be tracked, measured, and interpreted to make sure your program is getting what you need done.)

We will give you the expertise where you need it. Its what we do.

## HOW TO CONTACT PLAY

Experience the play train in motion. Stop by. Hollah at us. Ping us. We'd love to hear from you. We love you. You don't love us yet, but you will.

SMG Play  
35. W Wacker Chicago, IL 60601  
T: 312.220.4152  
F: 312.220.6549  
E: [play@smgplay.com](mailto:play@smgplay.com)

## WHERE IS PLAY GOING?

With one foot firmly planted in today and the other stepping into tomorrow, Play will navigate the origin and future of gaming as a marketing channel. We have ideas that are more traditional and can be executed today; we have other ideas that some people just aren't ready for yet. The latter will define this space and are ahead of the market. So are many of the ideas that revolutionize business.



a starcom mediavest group company  
35 w. wacker chicago, il 60601 p: 312.220.3451 f: 312.220.6549 e: play@smgplay.com

## WHERE WE ARE BASED

Our global headquarters are in Chicago, IL. We also have offices in LA and Hong Kong.

## WHERE TO SURF AND READ

Lost in the all out media blitz that is modern America? Let Play be your tour guide. Here are some great sites and publications to put you on the path to knowledge.

GameSpot

<http://www.gamespot.com>

IGN

<http://www.ign.com>

GameSpy

<http://www.gamespy.com>

GamePro

<http://www.gamepro.com>

Game Girl Advance

<http://www.gamegirladvance.com>

Game Gal

<http://www.gamegal.com>

Entertainment Software Association

<http://www.theesa.com>

Gaming Illustrated

<http://www.gamingillustrated.com>

IGDA

<http://www.igda.org>

Game Industry Biz

<http://www.gamesindustry.biz>

Game Market Watch

<http://www.gamemarketwatch.com>

CNN's "Game Over" Column

[http://money.cnn.com/commentary/game\\_over](http://money.cnn.com/commentary/game_over)

Costik

<http://www.costik.com>

Digital Game Developer

<http://www.digitalgamedeveloper.com>

GamaSutra

<http://www.gamasutra.com>



Hollywood Reporter

[http://hollywoodreporter.com/thr/new\\_media/video\\_games.jsp](http://hollywoodreporter.com/thr/new_media/video_games.jsp)

GamerFeed

<http://www.gamerfeed.com>

Penny Arcade

<http://www.penny-arcade.com>

Spong

<http://www.spong.com>

Ferrago

<http://www.ferrago.com>

#### FOR WHOM DOES PLAY WORK?

Play works across but is not limited to the Publicis roster of clients

*35 w. wacker chicago, il 60601 p: 312.220.3451 f: 312.220.6549 e: [play@smgplay.com](mailto:play@smgplay.com)*

*a starcom mediavest group company*