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CAMPAIGN: EA SPORTS MADDEN NFL 25
CLIENT: EA SPORTS
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CASE STUDIES

EA SPORTS MADDEN NFL 25, GMC AND NFL FILMS TEAM-UP FOR THE 25TH ANNIVERSARY OF THE EA SPORTS MADDEN NFL FRANCHISE

Objectives: To celebrate the 25th Anniversary of the EA SPORTS Madden NFL franchise, EA SPORTS wanted to build awareness outside of traditional retail channels by highlighting the deep connection that NFL Hall of Fame running back and fan selected 25th Anniversary cover athlete, Barry Sanders, has with the EA SPORTS Madden NFL franchise.

For the launch of EA SPORTS Madden NFL 25 in August, EA SPORTS partnered with GMC to help strengthen their reach to NFL fans by supporting GMC's Monday Night Football Tour and dealership events. The primary goal for EA SPORTS was to expand their retail presence through a multi-level program outside of the video game aisle pre and post-game launch, as well as raise awareness for the 25th anniversary of the EA SPORTS Madden NFL franchise. This was accomplished by offering consumers multiple promotion activation points, including: free digital downloads of EA SPORTS Madden NFL 25 Edition of Barry Sanders: A Football Life Engineered by GMC with test drives and dealer visits, a digital pre-launch sweepstakes and a digital giveaway through a microsite offering consumers either a chance to win a trip to the EA SPORTS studio to go inside the studio with the producers behind the EA SPORTS Madden NFL franchise or win a copy of the game. Each level of this program was created to increase consumer engagement with both partner brands.

Insight: The big idea of this partnership was to create a multi-level program that offered consumers exclusive NFL content available only through GMC and EA SPORTS. By working with NFL Films to create a custom new show that highlighted the career of EA SPORTS Madden

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NFL 25 cover athlete, Barry Sanders, fans were able to get a behind the scenes look at the EA SPORTS cover athlete experience. From backstage at the NFL Draft, to Letter-

man appearances through to the launch of the game, fans were able to get an up close and personal connection with one of the most beloved players in NFL and EA SPORTS Madden NFL history. Fans could get a free digital download of the show, EA SPORTS Madden NFL 25 edition of A Football Life: Barry Sanders Engineered by GMC, with each test drive and vehicle demonstration at a GMC dealership.

Engagement: With each Monday Night Football Tour stop and at GMC dealerships nationwide, over 125M digital redemption cards were distributed to fans over the NFL season-long activation period. Additionally, GMC hosted a pre-launch sweepstakes, social media support, digital giveaways and test-drive events nationwide helped to boost dealer traffic.

Results: The EA SPORTS Madden NFL 25 and GMC partnership program exceeded objectives and was able to generate 108MM impressions at an estimated media value of \$2MM. This created a significant boost in awareness for the EA SPORTS Madden NFL 25 release pre and post-launch and was a fitting way to celebrate the 25th Anniversary of the hugely successful EA SPORTS Madden NFL franchise.

