ACTIVISION

ROSETTA

MAY 29, 2014

Agenda

- Introduction
- Client reference
- Today's program
- Tomorrow's opportunity
- How we work with you

INTRODUCTION

The Opportunity

Drive significantly greater revenue by increasing the velocity and relevance of every interaction between Activision and gamers with a focus on efficiency and flawless execution.
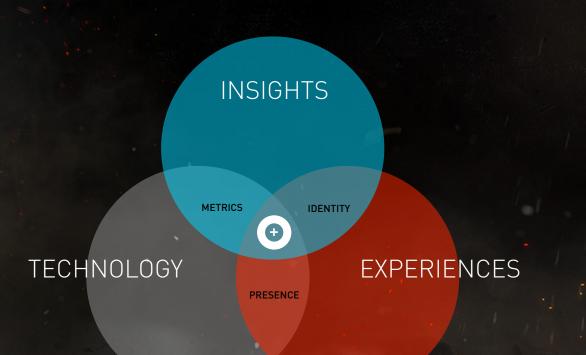
Opportunity

4 Million
Personalization Options
$110
User Spend
$440 Million
Revenue

50 Million
Personalization Options

$500
User Spend

$25 Billion
Revenue

INSIGHTS

METRICS

IDENTITY

+

TECHNOLOGY

EXPERIENCES

PRESENCE

$66M
Revenue

2 Quadrillion
Personalization possibilities

335%
ROI

WE WERE BUILT TO UNLOCK AND ACTIVATE HUMAN BEHAVIOR

Intelligence + Technology + Experiences + Lifecycle Marketing

At a Glance

NINE
GLOBAL OFFICES

OVER 1,200 EMPLOYEES

PUBLICIS

One of the Largest Communications Groups Worldwide

49,000 Employees

Global Presence in 104 Countries

FOUR
INDUSTRY VERTICALS

TECHNOLOGY & TELCO

HEALTHCARE

FINANCIAL SERVICES
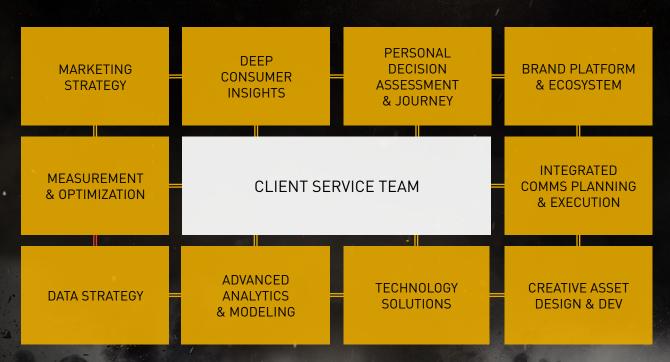
CONSUMER PRODUCTS & RETAIL

TOP 10
AGENCY

Ad Age US Digital Agencies/ Forrester "Strong Performer":

- Global Commerce

- Customer Engagement Agency

- Search

- Mobile Marketing

Rosetta's Engagement Capabilities

Our capabilities are harnessed and orchestrated with one goal—to identify, engage and activate our clients' best customers.

MARKETING STRATEGY	DEEP CONSUMER INSIGHTS	PERSONAL DECISION ASSESSMENT & JOURNEY	BRAND PLATFORM & ECOSYSTEM
MEASUREMENT & OPTIMIZATION	CLIENT SERVICE TEAM		INTEGRATED COMMS PLANNING & EXECUTION
DATA STRATEGY	ADVANCED ANALYTICS & MODELING	TECHNOLOGY SOLUTIONS	CREATIVE ASSET DESIGN & DEV

Representative Clients
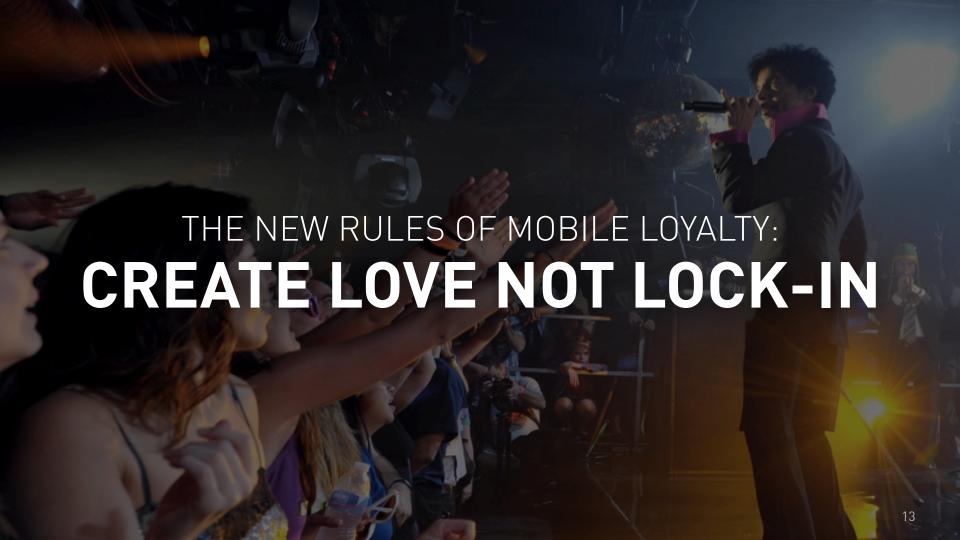
CLIENT REFERENCE

SAMSUNG

The Next Big Thing Is Here™

THE NEW RULES OF MOBILE LOYALTY:
CREATE LOVE NOT LOCK-IN
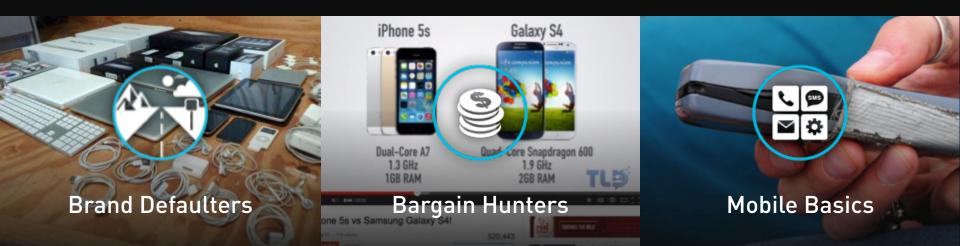
RESULTS

20% IMPROVEMENT IN RETENTION

Mobile Fanatics

Status Seekers

Pragmatic Power Users

SIX STATISTICALLY UNIQUE PERSONALITIES

Brand Defaulters

Bargain Hunters

Mobile Basics

L&R vision

SAMSUNG L&R PROGRAM

CREATE LOVE AMONG SAMSUNG OWNERS (AND CREATE ENVY AMONG NON-OWNERS),
THROUGH A PERSONALIZED LOYALTY PLATFORM

BENEFITS

REWARDS

GENERATE DELIGHTFUL AND UNEXPECTED
MOMENTS SIMPLY BY BEING A SAMSUNG OWNER

KNOWLEDGE

CREATE AND DELIVER COMPELLING CONTENT THAT
SAMSUNG OWNERS LOOK FORWARD TO RECEIVING

FUELED AND POWERED THROUGH

INFRASTRUCTURE

INSIGHT &
MEASUREMENT

TECHNOLOGY &
PLATFORMS

DELIVERY
CHANNELS

OWNERS JOURNEY

LIFECYCLE PHASE

ONBOARDING	LOYALTY	RETENTION

KEY EMOTIONAL NEEDS

ONBOARDING	LOYALTY	RETENTION
1. Reinforcement that I made the right decision	1. Feeling that my device is keep up with/enhancing life	1. Wanting something different/better than what I have now
2. Ability to share excitement about my new phone	2. Comfort that something better hasn't come out since purchase	2. Knowledge that upgrading doesn't have to be difficult
	3. Ability to connect with a community of similar people	3. Justification to replace something that might work today
	4. Ability to share expertise about my device with others	
	5. Ability to share passion for brands I like with others	

KEY PROGRAM GOALS

ONBOARDING	LOYALTY	RETENTION
1. Reduce phone returns	1. Maintain phone satisfaction	1. Maintain brand STA relationship
2. Drive program registrations	2. Build strong STA brand relationship	2. Drive STA purchase
3. Establish phone satisfaction	3. Drive advocacy	

KEY MOMENTS OF TRUTH (by channel)

Channel	Opening box	Turning on phone for first time	Registering the phone	Transferring content to phone	Doing what I used to on old phone	Downloading new content	Learning new functionality	Using phone in daily life	Becoming an expert with device	Experiencing issue(s) with device	Telling others about my phone	Interacting with STA brand	New phone released in market	Phone breaks beyond repair	Becoming eligible for an upgrade	Deciding which phone to purchase	Purchasing new phone	Getting rid of old phone
EMAIL		✔	✔	✔	✔	✔	✔		✔			✔	✔		✔	✔		✔
APP		✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔
MEDIA			✔										✔		✔	✔		✔
EXPERIENCE			✔		✔			✔				✔	✔		✔	✔		✔
SOCIAL			✔								✔	✔	✔		✔	✔	✔	✔
RETAIL	✔	✔	✔	✔	✔		✔	✔	✔			✔	✔	✔	✔	✔	✔	✔
WEB			✔		✔		✔	✔	✔		✔	✔	✔		✔	✔		✔
BOX	✔		✔															✔
DEVICE		✔	✔	✔	✔	✔	✔		✔			✔						
SERVICE			✔					✔	✔			✔		✔	✔	✔		✔

(Channel groupings: STAR — EMAIL, APP; IAT — MEDIA, EXPERIENCE, SOCIAL; SAMSUNG — RETAIL, WEB, BOX, DEVICE, SERVICE)
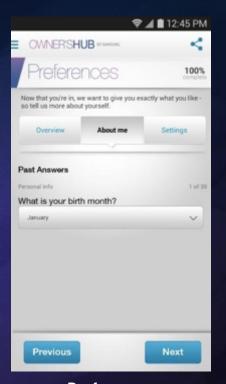
✔ Tactic is present for specified moment of truth, in the identified channel

OWNER'S HUB 7.0 | CORE SCREENS

Home Screen

Learn

Rewards

Preferences

BETTER CATER TO OWNERS' NEEDS

The Owner's Hub mobile app is the key that unlocks exclusive rewards at events. Driving "membership" with this app allows us to turn the corner in building a direct, personalized relationship, rooted in rich Owner insights.

More Owner's Hub registrants bring rich insights that allow us to personalize the mobile experience, catering to Owners' needs in meaningful ways.

PRODUCT REGISTRANT

- Name
- Email
- Device / carrier
- Zip or D.O.B.

OWNER'S HUB MEMBER

- Registration data, plus
- Music preferences
- App preferences
- General interests
- Video content preferences
- Gender
- Birth date
- Facebook ID
- GPS location (for personalized rewards)
- 15 Additional data points

OWNERS HUB MOBILE APP: REWARD EXPERIENCE

TAP PHONE HERE

OWNER'S HUB BY SAMSUNG

SAMSUNG

Owner's Hub Members **TAP HERE**

TAP PHONE HERE

Samsung Owners enter the AEG venue and discover TecTile signage.
Tapping on this sign gives Owners exclusive access to rewards and prizing.

Pick a Reward

You're in! Pick one of the rewards below. But remember, you can only have one, so choose wisely.

Reward 1

Reward 2

Reward 3

Reward 4

MAGNA CARTA HOLY GRAIL

GET YOUR COPY OF MAGNA CARTA HOLY GRAIL NOW.
BRACE YOURSELF, THE LINK EXPIRES AFTER ONE USE.

DOWNLOAD THE ALBUM
MAGNA CARTA
HOLY GRAIL

MAGNA CARTA HOLY GRAIL
DOWNLOAD ALBUM

PICASSO BABY

I just want a Picasso / In my Casa / No, my castle / I'm a hassa / No I'm an ██ / I'm never satisfied / Can't knock my hustle / I wanna Rothco / No I wanna brothel / No / I want a wife that ██me like a prostitute / Lets make love a million / In a dirty hotel / With the fan on the ceiling / All for the love of drug dealing / Marble floors / Gold ceilings / Oh what a feeling / ██ I want a billion / Jeff Koons balloons / I just wanna blow up / Condos in my condos / I wanna row of / Christy's with my missy / Live at the MOMA / Bacons and ██ turkey bacons / Smell the aroma

HEAVEN

Have you ever been to heaven / Have you ever seen the gates / Have you bow down to your highness / And do you know how heaven taste / Lie me down

Arm leg / Leg arm head / This god body / Knowledge wisdom freedom understanding / We just want our equality / Feel clothing shelter / Help ██ need some peace / Happiness for a gangsta ██ / Can't too love in these streets / Conspiracy theorist screaming / Illuminati / They can't believe this ██ mouth still is in the human body / He's El D hoo the ██ lie fit in a new Bugatti / A ██ if you got / me / Question religion / Question it all / Question existence / Until them questions are solved / Meanwhile this heretic / I be out in Marrakesh / Morocco smoking hashish / With my fellowship / Y'all dwell on devil ██ / I'm in a Diablo / ██ Yellow ██ / Color of Jell-O ██ / Hello ██ / It's me again / Fresh in my Easter clothes / Feeling like Jesus and...

VERSUS

Hey sucka ██ / Where ever you are / I thought about ya fool / While I was ██ driving my car

I wonder if you fools / Realize how far / You are / You're no where in my rear Mirror

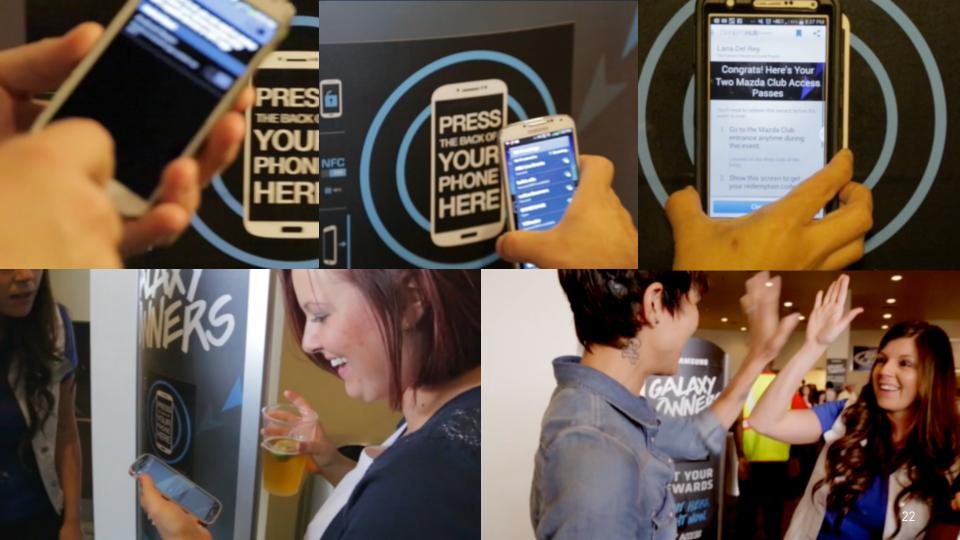Your last shit aint better / Than my first ██ / Your best ██ / Aint better than my worst ██

██UM · IN THE STUDIO

PICASS██
JAY Z BREA██
DOW██
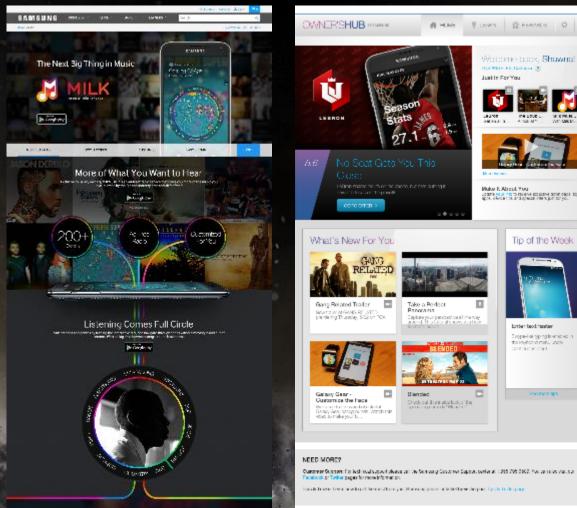
HEAVE██
THE PROG██

VERSU██
THE THEM██
MAGNA C██

TOM FO██
THE DUALITY██

MILK

Exclusive to Galaxy Owners.
Millions of songs. All for free.

HAPPY

MY STATIONS
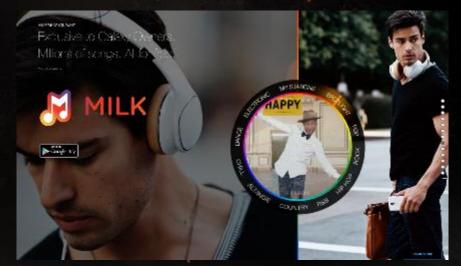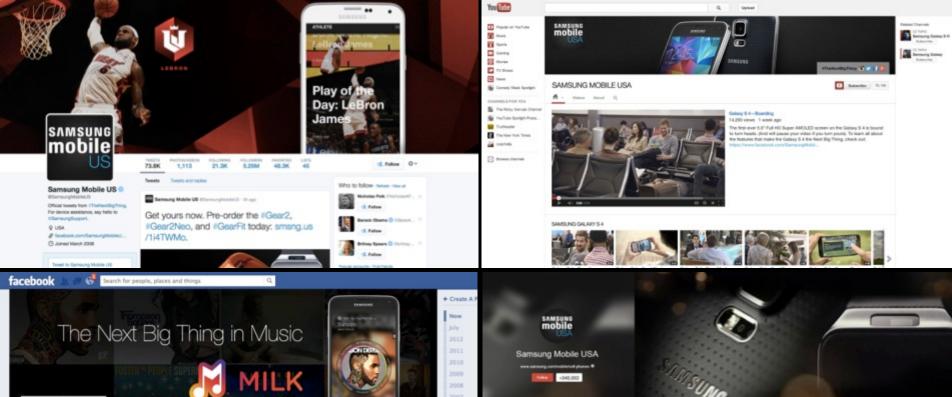
The world's first smartphone with a
built-in dual antenna combines Wi-
Fi LTE to boost download speeds.

SAMSUNG
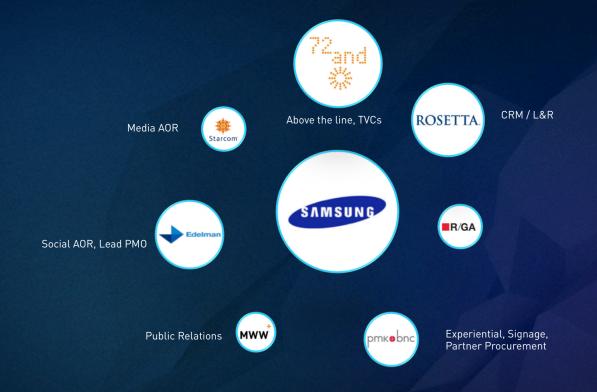
PARTNERS FOR A 360º SAMSUNG BRAND EXPERIENCE

Media AOR

Above the line, TVCs

CRM / L&R

Social AOR, Lead PMO

Public Relations

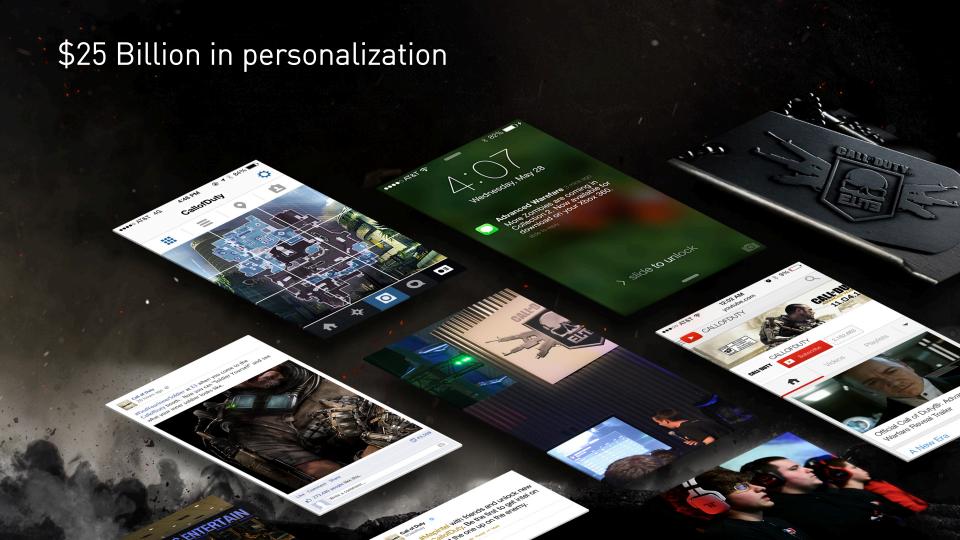Experiential, Signage, Partner Procurement

TODAY'S PROGRAM

Purposeful Email Creative

Insightful Ideas + Beautiful Technology + Pixel Perfect Execution = Measurable Results

TOMORROW'S OPPORTUNITY
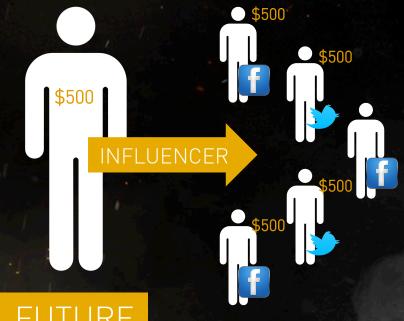
$25 Billion in personalization
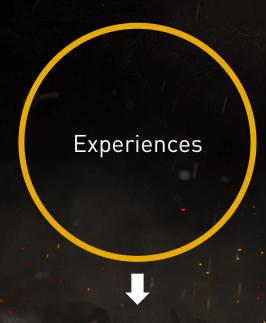
Extending the platform: illustrative ideas

Business Impact	Activation
Sales Increase catalog sales	• Targeted media to non-current gamers based on high value, high skill and influencers gamers with accolades and offers to pre-purchase game, highlighting features based on previous gameplay • Social amplification of accolades with targeted achievements, endorsements and recognition targeted with relevant modes and skill level • Personal pre-sale offers to BOII players with high value and high influence distributed through media with in game redemption (e.g. MTX)
Adoption Increase SP and DLC adoption	• Personal incentives to high gamer influencers to pre-purchase season pass and DLC based on previous gameplay • Social amplification of achievements and accolades within DLC pushed through influencers • Advocate networks to purchase through social amplification of gameplay
Value Drive MTX value	• Establish high value/volume purchasers and create opportunities to engage and purchase through alternative channels (amazon hashtags, app) • Create personal MTX offers and amplify through social media • Create triggered communications based on gamer lifecycle to offer MTX item at moment of need, e.g. churn reduction in channel where they are active – e.g. mobile, social
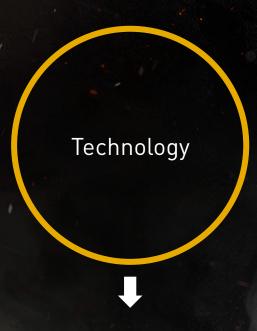
Leveraging your platform for greater impact

Insights

Deepen and embed gamer insights informing every interaction, optimized across channels and over time

Experiences

Seamless, integrated and mapped to the full customer journey

Technology

Platform for efficient execution

Continuity and Efficiency

- Centralized consumer insights to inform every campaign through AW launch and beyond: targeting, content, timing, optimization

- Transfer key learnings across channels driving continual optimization

- Leverage existing technology and data capability

- Create cross-channel measurement and optimization model

Roadmap

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar

Cross-channel insights, planning, personalization expansion and activation

- Launch insight aggregation and planning
- Optimize proven campaigns (efficiency and impact)
- Expand personalization to all email and test cross-channel personalization
- Flawless delivery

Rapid execution, learn, insight, apply and scale

- Scale personalization based on insights gained
- SP and DLC cross-channel execution
- Immediate insight generation and sharing
- 2015 Planning commencing December

Planning and execution of fully personalized experiences across channels

HOW WE WORK TOGETHER

Baseline SOW

Email Strategy, Planning and Creative

Our Objective

Increase the impact, scale and efficiency of our email marketing program....

Our Approach

1. Insight based planning

2. Stunningly impactful creative

3. Flawless execution

Insight based planning

Our Focus

- Create a new communications platform which leverages and extends proven impact

- Expand personalization

- Increase leverage of platforms and tools

- Build innovation

- Integrate

- Continual optimization

Stunningly impactful creative

Our Focus

- Meaningful connection of CoD brand to individual gamers
- Innovative design
- UX optimization
- Efficient development

Flawless execution

Our Focus

- Process optimization
- Efficient delivery
- Rapid turn around
- Partner integration and collaboration

Campaign ideas....

- Personalize DLC and M-Trans communications
- Extend/retain weekly engagement
- Live welcome and onboarding program e.g. season pass, DLC etc
- Extend life of conversion
- Automated trigger campaigns for key events including new gamers, season pass

Our Teams

Leadership Team

Executive Sponsor
Grant McDougall

Account Lead
Alexander Ouvaroff

Strategy Lead
Kathy Battle

Planning Lead
Tod Rathbone

Creative Lead
Lars Bastholm

Tech Lead
Dave Maharaj

VP, Digital Marketing
Jonathan Anastas

VP, CRM
Eric Lynch

Consumer Touch-points team

ACCOUNT/PROJECT MANAGEMENT
Account Director
Shawna Jackson/Francesca Forgach

Account Executive
Isabella Kanjanapangka

Sr. Project Manager
Matt Benson

Project Coordinator
Tracy Corbin

CREATIVE
Director
Amanda Lewis

Manager
Victor Hwang

Manager
Carlos Zuniga

COMMUNICATIONS PLANNING
Campaign Manager
Cale Thompson

Manager, CRM
Kari Hiscox

Analytics/Tech/Data Services

EMAIL OPERATIONS
Manager
Bobby Byrne

Sr. Associate
Sarah Siracusa

Sr. Associate
Alicia Davidson

TECH/DATA/QA
Manager
Anthony Mclin

Manager
Marissa Wolfson

Sr. Associate
Mike Bleske

Sr. Associate
Kit Gautier

Sr. Director, CRM
Julius Lai

Program Manager, Global CRM
Chris Bailey

Sr. Director, Strategy & Analytics
Mae Coughlin

Director, Marketing Analytics
Irfran Ranmal
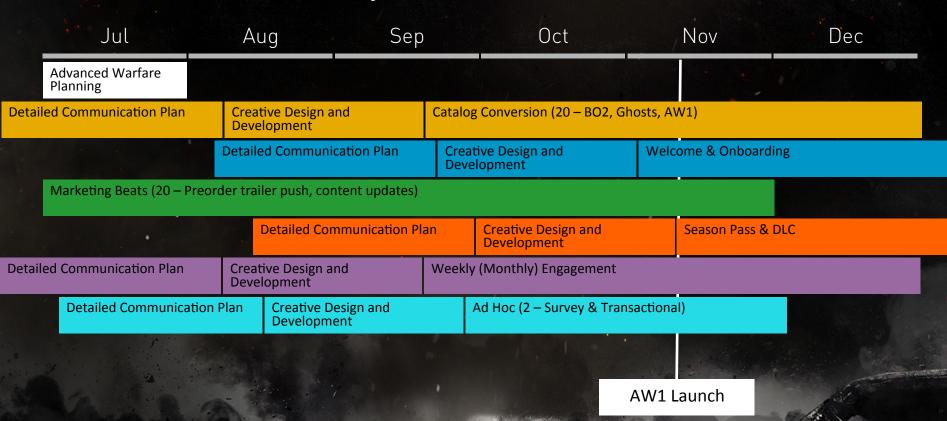
Sr. Director, Tech
Darryl Kanouse

Q3/4 Baseline Activity

Jul	Aug	Sep	Oct	Nov	Dec

Advanced Warfare Planning

Detailed Communication Plan	Creative Design and Development	Catalog Conversion (20 – BO2, Ghosts, AW1)

Detailed Communication Plan	Creative Design and Development	Welcome & Onboarding

Marketing Beats (20 – Preorder trailer push, content updates)

Detailed Communication Plan	Creative Design and Development	Season Pass & DLC

Detailed Communication Plan	Creative Design and Development	Weekly (Monthly) Engagement

Detailed Communication Plan	Creative Design and Development	Ad Hoc (2 – Survey & Transactional)

AW1 Launch

* Includes ENFIGS. If split out, multiple x 5 for each stream (i.e. 250 – 350+ for Q3/4)

THANK YOU

Detailed Process

Initiate	Discover & Define	Design	Develop	Deploy	Diagnose
Program Briefing	Objectives & Metrics for Success	Customer based model development (if required)	User flows	Manage quality assurance and user acceptance testing for new system and related integrations	Evolving behavioral and profile analysis
SOW Development	Behavioral Analysis	Creative asset design	Construct logical and physical data models	Deploy and manage	Evolution of models and target insights
	Communication Plan	Functional requirements	Production and execution of all creative deliverables	Manage partner fulfillment as required	Revise assets based on optimization recommendations
	Data integration and infrastructure requirements	Data plan	List generation	Complete monitoring of QA and performance	Generate pulse, campaign and QBR reporting
	Measurement and Learning plan	Specify population architecture (ETL, direct feeds, logging, error handling)	Business rule creation	Complete testing execution	Generate optimization recommendations
	Business Requirements	Tagging requirements	Configure, or optimize Client templates, workflows and marketing objects within the application		Communicate results and program evolution recommendations
	Project Brief & Briefing		Create previously defined user Management and Work-team business rules in the application		
			Analytics tool configuration		
			Reporting dashboard template creation		
			Develop campaign processes against new system		