



# ACTIVISION ROSETTA

CASE STUDY GAME REEL | JUNE 2014



# Personalization Engine

Slide 01

Case study intro where we start off by showing Call of Duty Ghosts logo and Rosetta logo.

A central graphic with a white border on a black background. It features the text 'CALL OF DUTY' in a large, bold, white, distressed font. Below it, 'GHOSTS' is written in a smaller, white, blocky font. A white plus sign is centered below 'GHOSTS'. At the bottom, 'ROSETTA' is written in a white, serif font.

**CALL OF DUTY**  
GHOSTS  
+  
ROSETTA

## Slide 02

We start off by showing a real gamer, playing Call of Duty Ghosts. The camera is facing the gamers back, towards the TV screen. We can show some stats coming off of the screen while he plays.



# Slide 03

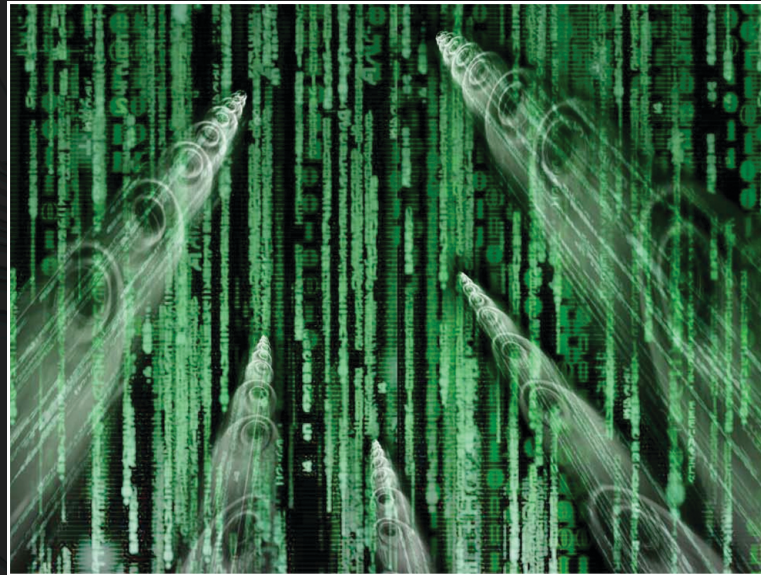
The camera immediately zooms up to fill the TV screen right when the GAMER is about to take a shot. As the GAMER pulls the trigger, the camera zooms into the TV screen, as if it was a bullet. The link below is an example of what we imagined it could look like.



Load & shoot: <https://www.youtube.com/watch?v=VQYcSfNkiqI&feature=youtu.be>

# Slide 04

After the shot has been taken (the camera zoom), representing the bullet, turns into a digital bullet, flying across a digital space/area and in a data cloud.

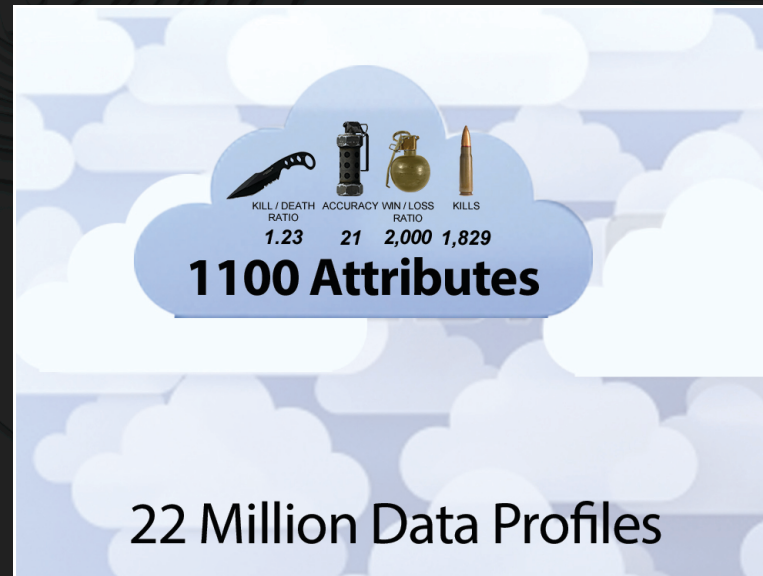


Digital Bullet: <https://www.youtube.com/watch?v=bhOhadnsHqI&feature=youtu.be>

Digital Space: <https://www.youtube.com/watch?v=uFOhiHD6AQs&feature=youtu.be>

# Slide 05

Somehow showing that there are **22 Million Profile Data Clouds**. We see the digital bullet enter the **1 Data Cloud**. Once the bullet is in the Profile Data Cloud, we notice there is tons of data floating around, and 3 other stats show up next to the bullet stats along with somehow showing that there is **1100 Attributes** for each Profile Data Cloud.



(in Background we see 22 Million Profile Data Clouds. Each cloud represents 1 profile data)

# Slide 06

Once all 4 data points are met with the 1100 Attributes, the data cloud is then sucked into the engine.





# Slide 07

Once inside the engine, each profile data cloud goes through **3700 Rules**, where the data cloud gets striped away into **4 data points**.



# Slide 08

Once its striped away, those 4 data points fly through a sea of **380 Modules**, where it selects the appropriate module for each data point to be put into a weekly engagement campaign.



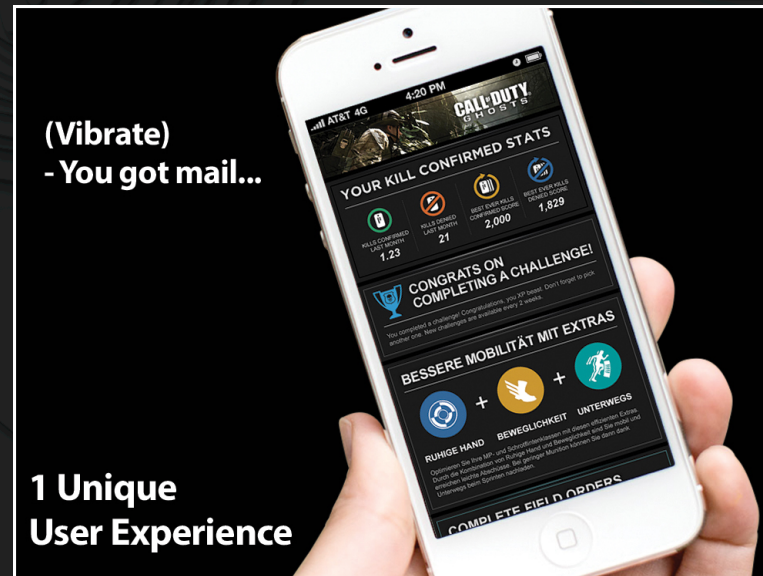
# Slide 09

Once all 4 modules have been selected by the 4 data points, we see a birds eye view of several possible campaign layouts. One is selected using **280k Segments**.



# Slide 10

Once the Weekly Engagement Campaign has been selected. The Gamer then receives an Email on his mobile device, opens it up to see what his stats are. He then shares it via Twitter and Facebook.



# Slide 11

I really like how you guys put this together. Maybe we can recycle this part for the social share, when the Gamer decides to share it via twitter.



A screenshot of a blog post titled "New Call of Duty: Ghosts flowchart checks how ready you are for Nov. 5th" by Keshav on October 25, 2013. The post features a flowchart with steps like "YOU EXCITED?", "PRE-ORDERED?", and "Are you ready?". The right sidebar shows social media stats: 59,986 Followers, 4,062 Fans, and 1,303 Subscribers. It also promotes a podcast, Destiny, Titanfall, The Division, and Evolve. At the bottom, there is a Red Cross donation link.

Social 1: [https://www.youtube.com/watch?v=a\\_9Tcla9C38&feature=youtu.be](https://www.youtube.com/watch?v=a_9Tcla9C38&feature=youtu.be)

Social 2: <https://www.youtube.com/watch?v=g1bB9WM5xyQ&feature=youtu.be>

# Slide 12

After looking at the Email and sharing the email via Twitter, the Gamer puts the mobile phone down on to a table next to him and continues to play. A message appears... **38 Minutes Increase of Gameplay Per Week.**



# Slide 12

Using some of our popular campaigns in the background, the message appears... **2.15 Million Hours of Additional Gameplay Per Week.**

**2.15 Million Hours  
of Additional Game Play  
Per Week**

# Slide 13

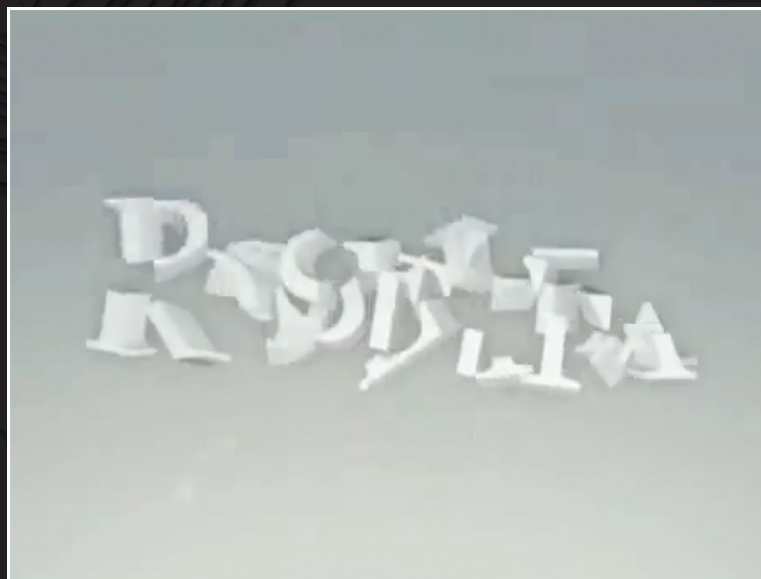
Last 3 slides is the Rosetta 3D transformer logo.





# Slide 14

Rosetta 3D transformer logo almost complete.



# Slide 15

We would like to have some type of bullets or bullet holes being shot to represent the Call of Duty experience. I really liked how the last one was done.



Rosetta Logo: <https://www.youtube.com/watch?v=BNGYKqOWO9k&feature=youtu.be>



THANK YOU