

Alienware Clan Challenge

Agency: Mediacom
Client: Dell

Strategy

In order to know more about Australian gamers, Dell and Mediacom conducted their own research, with results inspiring this engaging campaign. The research uncovered the influence of gaming “clans” - groups of players who work together as a team to complete a game or objective. Understanding the clans’ need for powerful servers, free gaming servers for the most popular online games using high spec Intel Dual-core machines were established. The biggest Call of Duty tournament in Australian history: “The Alienware Clan Challenge” was also created. Dell provided a prize pool valued at \$30,000 for the winning clan, including five Alienware Aurora desktop machines.

Results

Throughout the campaign, the gaming servers were used by 2,432 players, while 387 players in 60 teams entered the online tournament. The live final was covered by mainstream and gaming publications and a Mediacom-compiled short film based on the day’s event was the most watched gaming film on YouTube Australia.

