

DISNEY INFINITY 3.0 – K-ZONE

THE CATEGORY: ENTERTAINMENT

THE CLIENT: WALT DISNEY INTERACTIVE STUDIOS

THE CAMPAIGN: DISNEY INFINITY 3.0

THE STATS

REACH: PRINT – 822,000 DIGITAL – 28,754

CORE TARGET: TWEEN BOYS

CHANNELS: MAGAZINES/DIGITAL

THE DELIVERY

FIRST TO MARKET PRINT EXECUTIONS COMBINED WITH CUT THROUGH EDITORIAL CONTENT AND ONLINE ADVERTISING TO DRIVE READERS TO PURCHASE THE DISNEY INFINITY 3.0 RELEASE.

THE CHALLENGE

WALT DISNEY INTERACTIVE STUDIOS WANTED NEW IDEAS THAT HAD NEVER BEEN DONE BEFORE TO GIVE THE DISNEY INFINITY 3.0 RELEASE CUT THROUGH IN THE MARKET AND CREATE HYPE WITH OUR AUDIENCES.

THE SOLUTION

AN OUTSTANDING MAGAZINE-LED CAMPAIGN WHICH INCLUDED A MEDIA FIRST PEEK-A-BOO CONCEPT AND A DIE-CUT FRONT COVER ALONG WITH SUPPORT FROM THE K-ZONE EDITORIAL TEAM WHO DEVELOPED EXCITING EDITORIAL CONTENT THAT SUPPORTED THE ADVERTISING CAMPAIGN PERFECTLY.

THE RESULTS

CUT THROUGH PAPER ENGINEERING CONCEPTS THAT NOT ONLY WOWED THE CLIENT BUT THE PUBLISHING INDUSTRY WHO HAD NEVER SEEN CONCEPTS DONE LIKE THIS BEFORE.

THE CAMPAIGN

K-ZONE MAGAZINE PARTNERED WITH WALT DISNEY INTERACTIVE STUDIOS TO LAUNCH THE MOST ANTICIPATED GAME OF THE YEAR, DISNEY INFINITY 3.0.