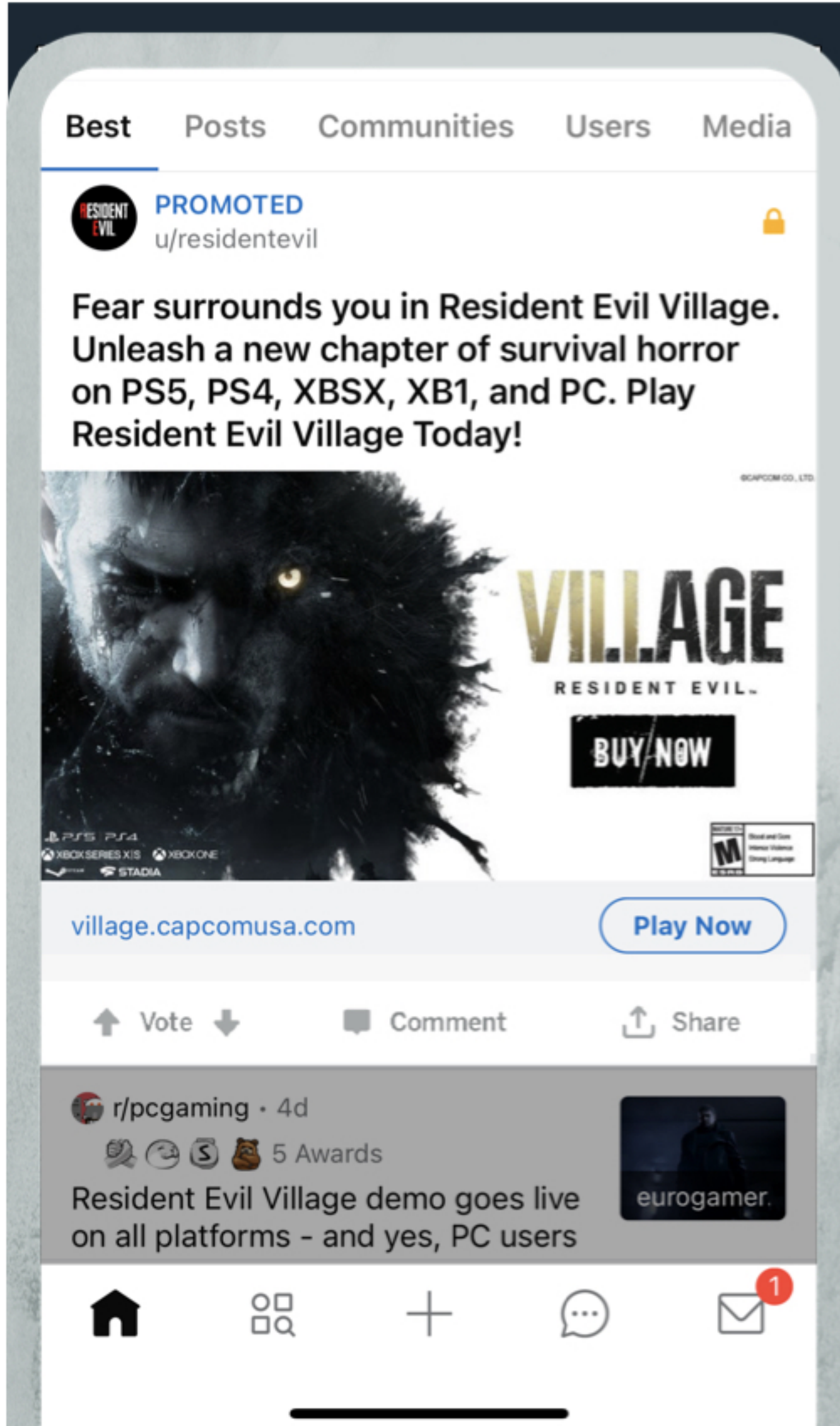


# Capcom launches new game through curiosity and engagement



Key Ad Products: Category Takeovers, Trending Takeover, and rotational Auction Promoted Posts



## The Story

As Capcom approached the launch of Resident Evil Village, the latest installment of the long-standing franchise, they turned to Reddit to create awareness and excitement.

## The Strategy

To reach their target audience, Capcom leveraged Reddit Promoted Posts and Videos, in addition to High Impact Takeovers including Gaming Category Takeovers and Trending Takeover.

Capcom also developed an Alternate Reality Game (“ARG”) which launched on a unique Reddit account u/VillageConnoisseur. Over the course of 10 days leading up to the game launch, Capcom released a series of cryptic clues that took the entire Reddit community to solve together, culminating in a big launch day reveal. 9 out of 10 surveyed users said the ARG made them interested in playing the game and 8 out of 10 said it was an experience they would tell others about.

**“We had a great partnership with Reddit on the ARG campaign, who went up and beyond with us on strategic planning, marketing support, execution and more. This certainly wasn’t a campaign that went wide, but we engaged with our core fans who are also opinion leaders in the community and we believe keeping these fans satisfied is key to success.”**

— Tak Inoue, Director, Head of Brand Marketing | Capcom

50%

**Higher VCR**  
compared to Reddit Category Takeover benchmarks

1.7x

**Higher Brand Favorability**  
compared to Kantar benchmarks

11.1 pt

**Increase in Purchase Intent**  
Among Redditors who game >10 hours per week

## Advertiser Tips

- Align key Gaming campaign beats with Reddit media for Highest Impact
- Leverage a mix of Static and Video Creative for optimal performance

