



# CAMPAIGN SUGGESTIONS

## FOR OMNICOACH PARTNERS

The OmnicOach platform connects brands with esports fans via authentic in-game experiences, engaging and monetizing a hard-to-reach demographic.

## Social Good

ANY SECTOR



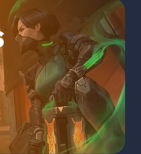
## Skills Mastery

FMCG SECTOR



## Share Your #BestMoments

FMCG, CONSUMER ELECTRONICS,  
APPAREL SECTORS



## Self-improvement

ANY SECTOR



## Finish The Season Strong

GAMING-CENTRIC (CONSUMER ELECTRONICS,  
ENERGY DRINKS, ETC) SECTORS



## Entice Gamers On-site

FOR FMCG, CONSUMER ELECTRONICS,  
APPAREL SECTORS



## League of Legends World Cup

ANY SECTOR



## Win Free Food As You Game

FOOD DELIVERY SECTOR



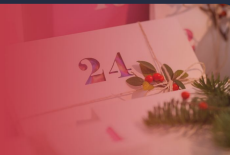
## Black Friday Bonanza

MALLS, SHOPPING CENTERS, APPAREL,  
MARKETPLACES SECTORS



## Advent Calendar

ANY SECTOR



#01

# GAME IN THE NAME OF SOCIAL GOOD

**SECTOR:** ALL**PERIOD:** Major Holidays (e.g. Xmas), Global Days (e.g. Earth Day), Special Causes (e.g. Children In Need)[□ Back to menu](#)

## Campaign Objective

Raise brand awareness by showing support for the environment, a global cause, or a specific community.

## Target Audience

Gamers (casual and hardcore) who play Valorant, League of Legends, or Apex Legends that want to improve their skills and are sensitive to social causes.

## Key Messages

Use your skills to do good for the world (all while improving at your favorite game). No screen-time guilt, just gaming in the name of social good.



## Campaign Overview

Omnicoach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

Brands can use this service to create unique challenges for users to complete, then fulfill a set of promises for every success.

Brands could plant a tree for every completed quest or donate \$1 to charity every time a gamer overcomes a challenge.

Challenge types include community, daily, and personal quests, getting groups to work together, show off their skills, and enjoy the surprise of random quests.

## KPIs

- Number of people reached
- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants

## Media Channels

- Influencer campaign
- Social media (Facebook, Instagram, Twitter, TikTok, Discord)

## Timeline

- Preparation: 2 weeks
- Campaign: 2 weeks

## Campaign Objective

Raise brand awareness by giving gamers what they want: an effective way to improve their gameplay.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Make your practice count. Hone your skills with [brand name] and earn exclusive rewards for doing so.

## Campaign Overview

Omnicorach enables brands to host a branded match analysis service, giving companies an effective way to engage hardcore and casual gamers.

The tailored match analysis not only gives players unique insights into their gameplay. Brands can set up custom challenges, and whenever a gamer completes one, they win free products, exclusive content, or special coupons.

Players can then redeem the coupons from a dedicated landing page or existing eCommerce destination.



## KPIs

- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter, TikTok, Discord)

## Timeline

- Preparation: 2 weeks
- Campaign: 4 weeks

#02

# HERE TO HELP YOU MASTER YOUR SKILLS

SECTOR: FMCG  
PERIOD: Year-round



#03

# SHARE YOUR #BESTMOMENTS WITH US



**SECTOR:** FMCG, Consumer Electronics,  
Apparel  
**PERIOD:** Year-round (Great for New Product  
Launches)

[Back to menu](#)

## Campaign Objective

Raise brand awareness by giving gamers a fun way to show off their skills and interact with the wider community.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Show your skills to the world! Share your best moments online, and we'll help you get them in front of thousands of fans.



## Campaign Overview

Omnicore enables brands to host a branded match analysis service, giving gamers an easy way to find killer gameplays and share them with the world.

Gamers simply search for their favorite moments, compile a personal highlights reel, then post it to social media for the brand the turn viral.

Twitter is the perfect medium, and brands can offer exclusive rewards for the reel with the most likes — while if the community hits a milestone, say, 5k kills...

Everyone could win a free event ticket, a free product, or another exclusive gift.

## KPIs

- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants
- Engagement rate on social media

## Media Channels

- Influencer campaign
- Social media (Facebook, Instagram, Twitter, TikTok, Discord)

## Timeline

- Preparation: 2 weeks
- Campaign: 2 weeks

## Campaign Objective

Raise brand awareness by positioning it at the heart of gaming, and show the brand to be a supporter of self-improvement.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Take your skills to the next level. Work with [brand name] to see how good you really are, and we'll be with you all the way.

## Campaign Overview

Omnicorach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

The service monitors a player's performance, then offers tailored exercises and educational guides to deliver a fully immersive training experience.

Brands can even drop in special challenges, offering free products, unique content or exclusive coupons every time a participant completes a quest.

These prizes are only redeemable by players that participate in this campaign.



## KPIs

- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants
- Number of coupons redeemed

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter, Discord)

## Timeline

- Preparation: 2 weeks
- Campaign: 8 weeks

# POSITION YOUR BRAND AT THE CENTER OF SUCCESS

#04

**SECTOR:** ALL – a brand's core values can resonate with improving in all fields of life

**PERIOD:** Year-round



#05

# FINISH THE SEASON STRONG

**SECTOR:** Gaming-centric Brands (Consumer Electronics, Energy Drinks),

Focus/Performance-oriented Brands

**PERIOD:**

- League of Legends (~November 16);
- Apex Legends (~Nov 1);
- Valorant (October)

[□ Back to menu](#)

## Campaign Objective

Raise brand awareness among a passionate demographic and drive traffic and sales at any eCommerce destination.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Learn to play like the best! Join us as we close out the season and earn rewards for playing like the pros.



## Campaign Overview

Omnicoach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

But there's more to Omnicoch than tailored match analysis. Brands can set up custom challenges within the platform to put a player's skills to the ultimate test.

And whenever they conquer a quest, they'll win a free product, exclusive content, or unique coupons, which are only available to campaign participants.

## KPIs

- Number of coupons redeemed
- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter, Discord)

## Timeline

- Preparation: 2 weeks
- Campaign: 4 weeks

## Campaign Objective

Raise brand awareness among a passionate demographic and drive traffic and sales at any on-site premises.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Make your skills count. Earn unique products and exclusive coupons for completing special quests.

## Campaign Overview

Omnicoach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

But there's more to Omnicoach than tailored match analysis. Brands can set up custom challenges within the platform to put a player's skills to the ultimate test.

And whenever they conquer a quest, they'll win a free product, exclusive content, or unique coupons, which are only available to campaign participants.

What's the catch? Coupons are only redeemable in on-site locations.



## KPIs

- Number of people reached
- Unique visitors to campaign landing page
- Number of email addresses captured
- Number of coupons redeemed

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter)

## Timeline

- Preparation: 2 weeks
- Campaign: 2 weeks

#06

# ENTICE GAMERS TO ON-SITE LOCATIONS

**SECTOR:** Restaurants, Pubs, FMCG

**PERIOD:** Year-round (most effective during special events)





#07

# ENJOY THE CHAMPIONSHIPS TOGETHER

**SECTOR:** All**PERIOD:** League of Legends World Cup

(29/09/2022 - 05/11/2022)

[Back to menu](#)

## Campaign Objective

Raise brand awareness among a passionate demographic during the prominent 'League of Legends' World Cup

## Target Audience

Gamers (casual and hardcore) that play League of Legends looking to improve their gameplay, win rewards, and earn some coveted World Cup experience.

## Key Messages

Strike while you can. Get [branded] products in time for the League of Legends World Cup.



## Campaign Overview

Omnicorach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

Brands can also add challenges designed exclusively for the League of Legends World Cup, including quests with popular champions, top players, and leading teams.

And whenever players conquer a quest, they'll win a free product, exclusive content, or unique coupons, which are only available to campaign participants (and players who share highlight reels tagged with #brandname).

Players can also win coupons and products, with some invited to an exclusive offline event where they can watch the world cup and receive exclusive merchandise.

## KPIs

- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter)

## Timeline

- Preparation: 2 weeks
- Campaign: 2 weeks

## Campaign Objective

Raise brand awareness among a hungry demographic and acquire new customers with unique promotions.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Play. Win. Eat. Forget hitting pause to turn on the microwave, win free food as you sit there and game!

## Campaign Overview

Omnicoach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

But there's more to Omnicoach than tailored match analysis. Brands can set up custom challenges within the platform to put a player's skills to the ultimate test.

And whenever they conquer a quest, they'll win a free meal or discount coupons, exclusively redeemable on the sponsor's website.

The best part? The coupons can come from the delivery service or the restaurant itself.



## KPIs

- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants
- Number of discount codes redeemed

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter)

## Timeline

- Preparation: 2 weeks
- Campaign: 4 weeks

#08

# WIN FREE FOOD AS YOU GAME

**SECTOR:** Food Delivery**PERIOD:** Year-round

#09

# BLACK FRIDAY BONANZA

**SECTOR:** Malls, Shopping Centers, Apparel, Marketplaces, etc.

**PERIOD:** 25/11/22 - 27/11/22

[Back to menu](#)

## Campaign Objective

Grow your email database and drive qualified traffic to the eCommerce destination of your choice.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Black Friday just got a whole lot better. Win free products and even bigger discounts on a range of products and services.



## Campaign Overview

Omnicoach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

But there's more to Omnicoch than tailored match analysis. Brands can set up custom challenges within the platform to put a player's skills to the ultimate test.

Whenever they conquer a quest, they'll win a free product or discount coupons, exclusively redeemable on the sponsor's website.

Brands can even include multiple coupons from many sponsors in a single quest, offering a prize that's akin to a Black Friday coupon book.

## KPIs

- Unique visitors to campaign landing page
- Number of email addresses captured
- Number of discount codes redeemed

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter)

## Timeline

- Preparation: 2 weeks
- Campaign: 1 weeks

## Campaign Objective

Raise brand awareness during a festive period and give gamers a way to improve during holiday downtime.

## Target Audience

Gamers (casual and hardcore) that play Valorant, League of Legends, or Apex Legends, looking to improve their skills and win rewards, all while happily playing on their own or as part of a team.

## Key Messages

Christmas has come early. Get better at gaming and win free gifts as you do, there's no better way to spend Christmas.

## Campaign Overview

Omnicorach enables brands to host a branded match analysis service, engaging hardcore and casual gamers by sharing meaningful insights about their gameplay.

The service monitors a player's performance, providing tailored exercises and educational guides to deliver a fully immersive training experience.

Brands can even drop in special challenges, offering free products, unique content or exclusive coupons every time a participant completes a quest.

At Christmas, the entire experience can sit within an Advent calendar, with players opening windows every day to reveal a surprise quest linked to a special reward.



## KPIs

- Number of coupons redeemed
- Unique visitors to campaign landing page
- Number of email addresses captured
- Engagement time
- Custom research on campaign participants

## Media Channels

- Influencers (streamers can showcase deep knowledge of the game by analyzing gameplays via the match analyzer)
- Social media (Facebook, Instagram, Twitter)

## Timeline

- Preparation: 2 weeks
- Campaign: 4 weeks

# EVERYONE LOVES AN ADVENT CALENDAR

#10

**SECTOR:** ANY — most brands can connect themselves with Christmas

**PERIOD:** 27/11/22 - 18/12/22

