



CASE STUDIES OF EXCELLENCE



**CAMPAIGN:** THE OMEN CHALLENGE: PUBG EDITION  
**CLIENT:** HP  
**AGENCY:** INFINITY MARKETING TEAM

The OMEN Challenge: PUBG Edition became the greatest, game-changing OMEN Challenge that was ever live streamed from TwitchCon. It was the first time a custom setting was created for a multi-player 'battle royal' game with 40 participants.

By creating an atmosphere where all players could be easily viewed by both the live audience and the online viewers, the OMEN Challenge: PUBG Edition succeeded where other PUBG tournaments had not. It took the capabilities of the OMEN line of products to create this revolutionary viewing experience.

The OMEN Challenge: PUBG Edition was a two-hour battle royal tournament that featured 40 all-star Twitch streamers competing in a PUBG tournament, a game that requires a combination of skill, strategy and teamwork. PUBG blends the survival, exploration and scavenging aspects of a survival game with the concept of a last player standing game.



To put on the tournament, HP created the enormous OMEN Challenge Coliseum, a 10,000-square-foot elaborate gaming center with four (4) two-story structures that contained 20 custom soundproof interactive gaming pods. The Coliseum's center stage, which boasted a 25' LED screen, was positioned within the giant multi-level pod structures of the arena. In this prime location, prizes were awarded and the OMEN Challenge's hosts – Twitch personalities Josh Sutherland and Shidosha Hodges – conducted player interviews.

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With strobe lights streaming and the custom pods glowing an OMEN red, 40 all-star Twitch players burst into the Coliseum with WWE-style entrance music and call outs. They prepped their OMEN-clad gaming pods before battling in front of a capacity crowd that was screaming and cheering them on to be the last one standing.



Over the course of two matches, each of the 20 two-person teams in the OMEN Challenge tried to complete a series of challenges designed by HP for the chance to win a variety of unique awards. These tasks best synergized OMEN products with PUBG game play actions and results.

Staggeringly successful results from the HP OMEN Challenge demonstrated that HP succeeded in gaining credibility among Enthusiast gamers for the OMEN brand while also increasing awareness and consideration of the OMEN family of products.

Between the Twitch and OMEN by HP channels, close to one million viewers watched the live OMEN Challenge for more than 1.6 million minutes.

TwitchCon had an attendance of 50,000 attendees. Of those, a stunning 87 percent (43,256) visited the OMEN Challenge Coliseum to take part in the OMEN by HP activities.

Through the OMEN Challenge: PUBG Edition at TwitchCon 2017, HP has revolutionized the live gaming environment. For battle royal-style multi-player games, HP created the perfect event for all audiences – Enthusiast gamers, people watching the tournament in person and people watching the livestream. With HP's OMEN products powering the tournament and all the activations, HP achieved record-setting results in increasing its brand awareness and credibility among the Enthusiast gaming community.