



BRINGING
MAD MOXXI
TO LIFE

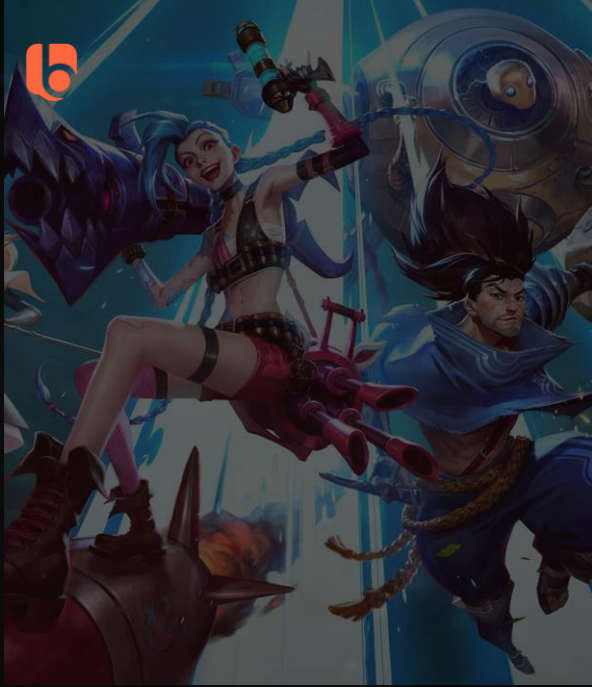


Ballantine's
X
bastion

RAVI VIHJ

Managing Director, Bastion





bastion

A MULTI AWARD-WINNING MARKETING SERVICES & COMMUNICATIONS AGENCY

Dedicated to the video games space, committed to crafting global campaigns that authentically engage players and communities, driven by a knowledgeable and experienced team, guided by data.



COMPANY SNAPSHOT

More than

30 YEARS'

experience dedicated
to video games

Team of

31

based in London

Services includes:



Strategic
Counsel



Internation
al Outreach



Brand
Strategy



Social
Media



Go-to-
market
Planning



Content
Creation



Media
Relations



Corporate
Comms



Influencer
Engagement



Events & Experiential

Major titles worked on
in the last 12 months:

TEKKEN 8

D&D

LEAGUE OF
LEGENDS

VALORANT

FINAL FANTASY

PRINCE OF PERSIA

MONOPOLY
GO!

FOOTBALL™

GUILD WARS 2

THE
EXPANSE

LOSTARK

GUARDIANS
of the GALAXY

SILENT HILL 2

METAL GEAR SOLID

TRANSFORMERS
REACTIVATE

Producing

INDUSTRY LEADING

reports



"Our role is to facilitate the industry to make the best choices and it's for them to take accountability for those outcomes. I'm not the CEO of 50 gaming companies; I don't have that power, but I can shape and steer it."

Multi award winning
best agency in
the industry

TWO YEARS RUNNING



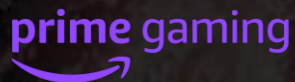
MCV
DEVELOP
AWARDS 2022
— WINNER —



KONAMI



SQUARE ENIX



DONTNOD ENTERTAINMENT

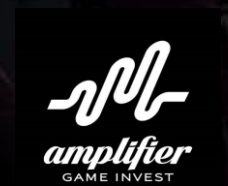


ukie
THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT



Ballantine's

WIZARDS OF THE COAST





Ballantine's[®]

**HEAD OF CULTURE
& PARTNERSHIPS**



**TOMMY
'THE TANK'
ELTON**

Today...

**BALLANTINE'S IS A GLOBALLY
ESTABLISHED BRAND &
HIGHLY RESPECTED SCOTCH**



**EUROPE'S
#1
SCOTCH
WHISKY**

**#2
SCOTCH
WHISKY
GLOBALLY**



A WHISKY IN GAMING & ESPORTS

WTF?

WE'VE GOT A SIMPLE 3 PILLAR GLOBAL BRAND STRATEGY



Build Equity - Mass Awareness + Emotional Connection



Leverage Passion Points to drive Credibility & Recommendation



Deliver Value Growth - Build Volume & Value through Innovation

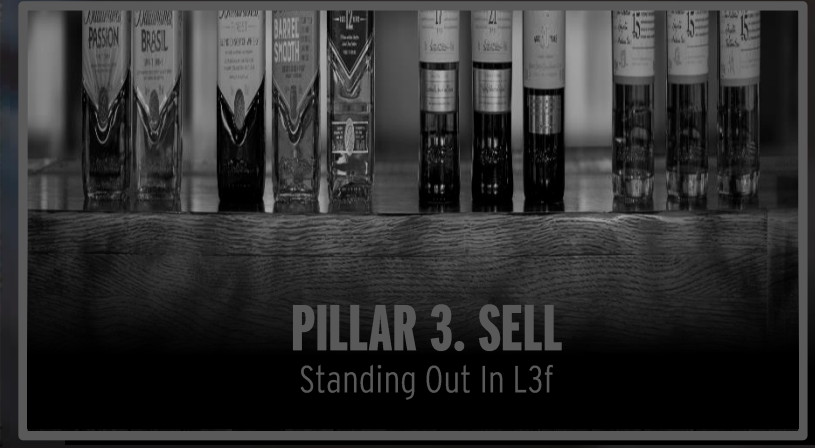
ANY BRAND CAN TALK. FEW ACT BACK UP WHAT YOU SAY WITH PROOF POINTS



Build Equity - Mass Awareness + Emotional Connection



Leverage Passion Points to drive Credibility & Recommendation



Deliver Value Growth - Build Volume & Value through Innovation

GET IT RIGHT... YOU'LL **SELL MORE** & HAVE LICENCE TO **BUILD VALUE**



Build Equity - Mass Awareness + Emotional Connection



Leverage Passion Points to drive Credibility & Recommendation



Deliver Value Growth - Build Volume & Value through Innovation

**BUT WE STILL HAVE
TWO MAIN EQUITY CHALLENGES**



**IN SHORT...
WE HAVE TO GET
CLOSER TO
OUR 'MATES'**

THE BEST WAY TO CONNECT
IS TO **TALK** WITH THEM
ABOUT THINGS THEY **CARE**
ABOUT & **HANG OUT** WITH
THEM IN **THEIR WORLD**

WE KNOW WHAT THEY
ARE PASSIONATE ABOUT...



MUSIC
#1 PASSION POINT
89%
vs. 65% SP DRINKERS

A DJ performing at a concert, wearing a red jacket and holding a microphone.

TV/FILM
#2 PASSION POINT
72%
vs. 60% SP DRINKERS

A scene from a movie showing two men in a car, one of whom is wearing a white jacket.

GAMING
#3 PASSION POINT
67%
vs. 51% SP DRINKERS

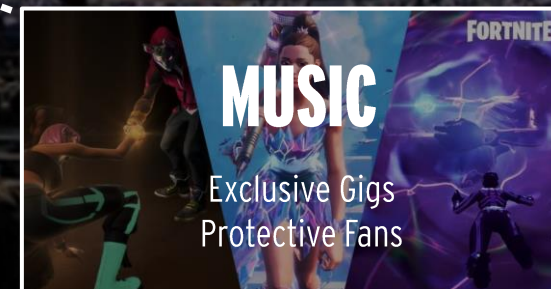
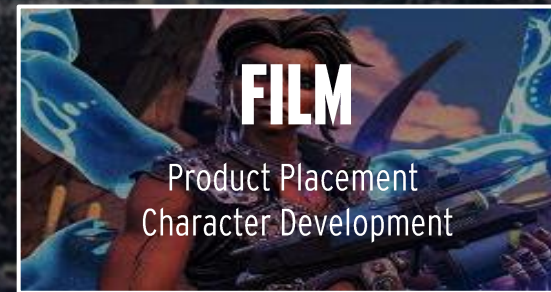
A scene from a video game showing a character in a futuristic setting, possibly a city or a space station.

GAMING MAYBE THE BABY OF PASSION POINTS

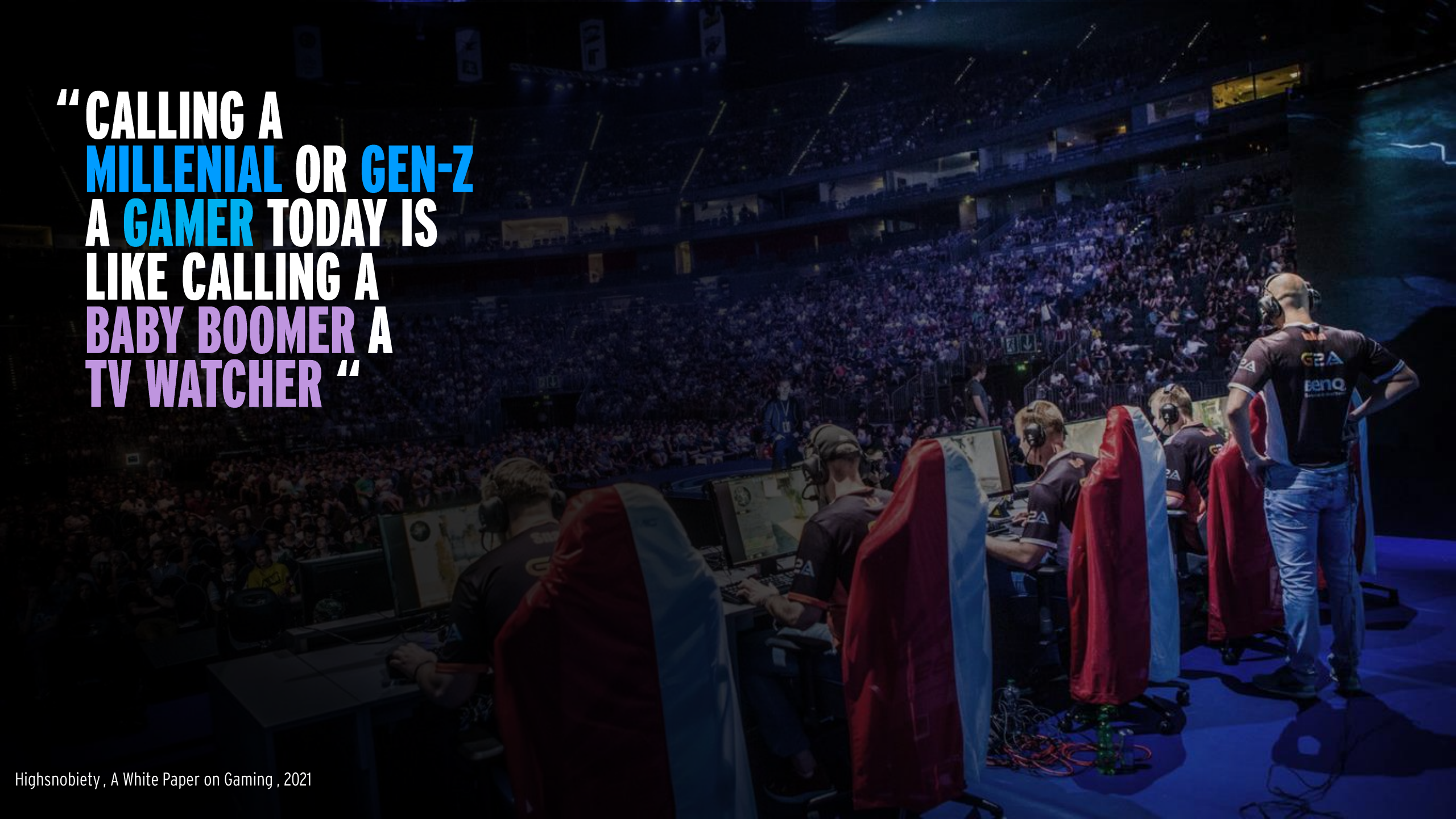
...BUT THIS BABY MEANS BUSINESS

GAMING

A Passion Point
In its own right



**“CALLING A
MILLENNIAL OR GEN-Z
A GAMER TODAY IS
LIKE CALLING A
BABY BOOMER A
TV WATCHER”**



NETFLIX

“WE COMPETE WITH & LOSE TO
FORTNITE MORE THAN HBO”

NETFLIX CEO
REED HASTINGS TO SHAREHOLDERS, 2019





Microsoft x ACTIVISION®

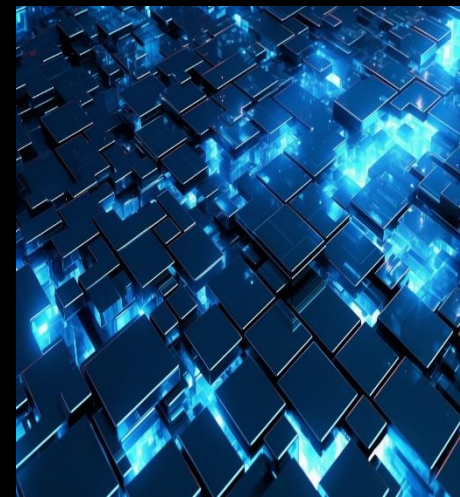
BILZZARD®

\$90B CASH




IT'S THE **FUTURE** **PRESENT** OF **ENTERTAINMENT**

Or put simply... where people are increasingly spending their free time



A man in a dark cowboy hat and a long, dark coat walks through a dusty, hazy street. He is holding two pistols, one in each hand. The background shows a building and a street lamp. The overall atmosphere is gritty and cinematic.

**THE BIGGEST
MISTAKE BRANDS
MAKE IS THEY
FORGET **WHO** &
WHAT THEY ARE**




THIS IS **GEORGE**. HE
PROBABLY **WASN'T A**
GAMER... PROBABLY DIDN'T
STREAM E-SPORTS EVENTS
FROM HIS GROCEY STORE

WHO CARES.... BECAUSE HE
MADE A BLOODY GOOD WHISKY

Gaming is the product of Developers. We make whisky

...**WE AREN'T A GAMING BRAND**

A character with a mechanical head and glowing blue eyes stands in a dark, industrial setting. The character is shirtless, muscular, and wears a yellow belt and pants. The background is a dimly lit, cluttered environment with various mechanical parts and structures.

However, as a non-endemic Gaming brand

WE FACE 3 KEY CHALLENGES TO OVERCOME

CHALLENGE

1 THIS IS NOT OUR WORLD

Find [partners](#) who give us [credibility](#)





CHALLENGE

2 GAMING DOESN'T NEED BRANDS

Must add value to fans & communities existing experiences



CHALLENGE

3

**TIME &
CONSISTENCY
NEEDED**

To win over & [gain acceptance](#)
from the Gaming Community



BORDERLANDS

WE'VE SECURED A **3 YEAR**, SPIRIT EXCLUSIVE DEAL FOR THE **CURRENT BORDERLANDS GAME**, THE **NEXT BORDERLANDS GAME** & THE **SOON TO BE RELEASED HOLLYWOOD MOVIE**

Global // Full Ip Rights // All Channels

BORDERLANDS 3

BORDERLANDS THE MOVIE

BORDERLANDS 4



Product Placement



Moxxi's Bar IRL



WE KNEW WE HAD TO BECOME
PART OF THE **COMMUNITY**
IF WE WERE GOING TO
EARN THEIR **TRUST**



BORDERLANDS

SO WE LASER FOCUSSED ON **VALUE**

INTRODUCING MOXXI

Owner of World-renowned Bar, Mad Moxxi's

Mother Of 4

Director of Game Missions

Loved for her sassy, dry & playful personality

JOINED THE BALLANTINE'S FAMILY

Chief Galactic Expansion Officer



WHY DID WE THINK THIS WOULD WORK?

1. DEEP UNDERSTANDING OF THE COMMUNITY
2. MATCH THE TONE OF VOICE (INFLUENCERS/SOCIAL/CONTENT)
3. OFFER MORE THAN A BOTTLE
4. LONG TERM COMMUNITY PLAY
5. CREATE VALUE



You Will Die. (Seriously.)
Kill Terramorphous:

15265
+ 43991

LV 50 Slayer Of Terramorphous

6 / 8
43 / 1127



**BALLANTINE'S WANTED TO REACH
A NEW AUDIENCE.**

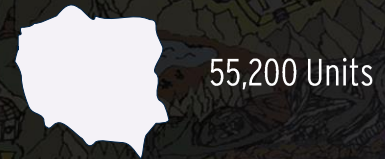
PANDORA

ALL 100,000 BOTTLES SOLD OUT... CREATING A FEW INTERESTING STORIES ALONG THE WAY



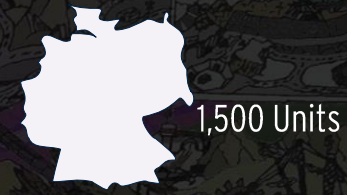
CRASHING
AMAZON SITE

And having halo effect on the Masterbrand with an increase of **+20%** of finest vs LY in EC



EXCLUSIVITY
KEY OFF-TRADE PARTNER

With a **strong local plan** including Streamers, Live Streaming & IRL Parties



SOLD OUT
IN **2** DAYS

Increasing their order by **x10** for the next Limited Edition



SOLD OUT
IN **4** HOURS

With some American Fans paying up to **\$80 shipping fees**
6k more units released in the UK, September 2022

What's Next



AND WILL TAKE OUR
PARTNERSHIP TO THE **BIG
SCREEN** & PLAY A SIGNIFICANT
ROLE IN **BORDERLANDS 4**



BORDERLANDS THE MOVIE


ROTGUT
DISTILLERY





1

**NOT ALL GAMERS ARE
THE SAME. UNDERSTAND
YOUR COMMUNITY**

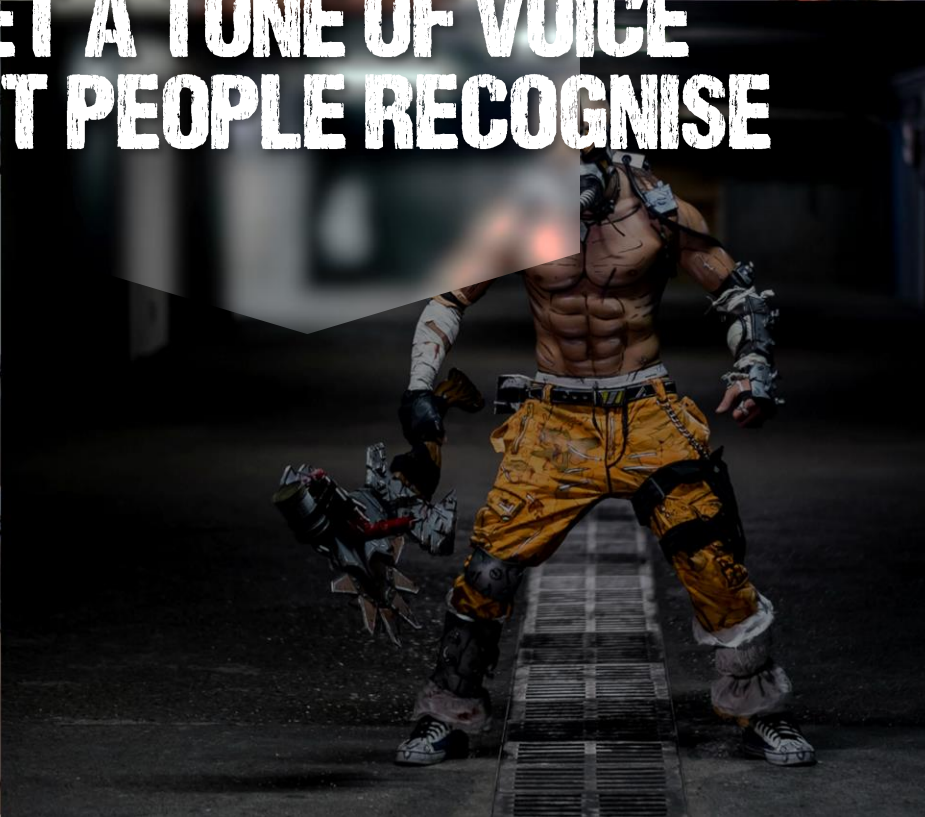


2

**BUILD LONGER & DEEPER
RELATIONSHIPS WITH
THE COMMUNITY**



**SET A TONE OF VOICE
THAT PEOPLE RECOGNISE**



4

**GIVE MORE
THAN YOU TAKE**



A close-up, high-contrast photograph of Snake from the Metal Gear Solid series. He is wearing his signature black tactical gear and a black eye patch over his left eye. He has a serious, intense expression and is looking slightly to the right. A sniper rifle is visible in the foreground, partially obscuring the bottom of his face. The background is dark and out of focus, suggesting a night-time or low-light environment.

5

**DON'T WORK WITH
FOOTSOLDIERS
WORK WITH SNIPERS**

CHEERS

