

Origin PC Call of Duty: Black Ops 6 Campaign

As the Creative Manager for ORIGIN PC, I spearheaded a comprehensive 360-degree campaign to celebrate the launch of Call of Duty: Black Ops 6. This initiative seamlessly integrated influencer collaborations, dynamic video advertisements, targeted online promotions, engaging social media content, and a fully themed gaming setup, all designed to captivate and engage our audience.

Campaign Kickoff - Call of Duty NEXT:

This campaign kicked off with an exclusive private event named Call of Duty NEXT. Dozens of content creators and influencers traveled to Washington DC to play Black Ops 6 on ORIGIN PC and Corsair desktops. The event generated immense excitement and buzz, with influencers sharing their first-hand experiences through live streams and social media, further driving interest in our products.

Influencer Collaborations:

We partnered with prominent gaming influencers to showcase our exclusive Call of Duty: Black Ops 6 Edition NEURON Desktop and EON16-X Gaming Laptop. These collaborations provided authentic testimonials and live demonstrations, highlighting the performance and unique aesthetics of our products. Influencers shared their experiences across platforms like Twitch and YouTube, generating buzz and driving interest in our themed gaming setups.

Video Advertisements:

Our creative team produced high-energy video ads that emphasized the cutting-edge features of the Call of Duty: Black Ops 6 Edition NEURON Desktop and EON16-X Gaming Laptop.

These ads showcased the immersive gaming experience, highlighting the seamless integration of hardware and game design. The videos were distributed across various digital platforms, including YouTube and social media channels, to maximize reach and engagement.

Online Advertisements:

We implemented a strategic online advertising campaign targeting gaming enthusiasts through Google Ads and display networks. The ads featured compelling visuals of our Call of Duty: Black Ops 6 themed products, including the SCUF Gaming Controller, headset, mouse, keyboard, and mouse mat. Each ad directed users to a dedicated landing page for more information and purchasing options.

Social Media Posts:

Our social media strategy included a series of posts across platforms like Instagram, Twitter, and Facebook, highlighting different components of the themed gaming setup. We shared high-quality images and videos of the NEURON Desktop, EON16-X Laptop, and SCUF Gaming Controller, emphasizing their unique Black Ops 6 designs. Engaging captions and interactive content encouraged community participation and sharing.

Managing External Relationships:

Throughout the campaign, I also managed the relationship with external partners such as AMD, NVIDIA, and Activision. These partnerships were key to ensuring that we had access to the latest technology and support for promoting our Call of Duty-themed products. I coordinated with these partners to secure co-branded content, exclusive previews, and the necessary promotional resources to elevate the campaign.

Themed Gaming Setup:

The centerpiece of our campaign was the fully themed Call of Duty: Black Ops 6 gaming setup, which included:

NEURON Desktop: A gaming powerhouse engineered for intense action and precision, featuring cutting-edge hardware and custom Black Ops 6 aesthetics.

EON16-X Laptop: Designed for the ultimate gaming experience, this laptop boasts powerful processors, advanced graphics, and a unique Black Ops 6 design.

SCUF Gaming Controller: Featuring four customizable rear paddles, adjustable instant triggers, and a non-slip performance grip, all tailored for Black Ops 6.

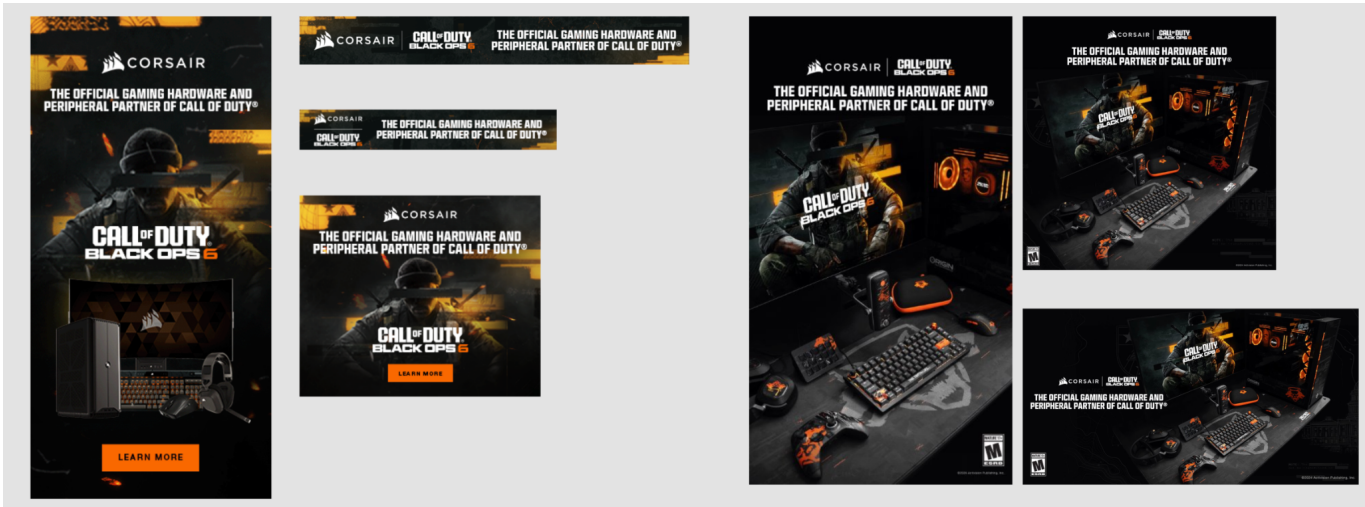
Headset, Mouse, Keyboard, Mouse Mat: Each accessory was meticulously designed to reflect the Black Ops 6 theme, providing a cohesive and immersive gaming experience.

CPU Cooler Animation:

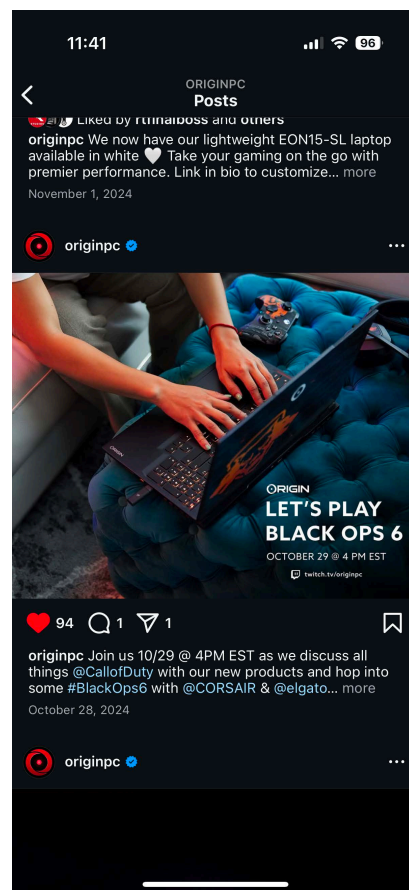
One of the unique contributions I made to this campaign was creating the CPU cooler animation. Due to bandwidth constraints within my team, I took on the task of designing and animating this critical visual element, which was used in several digital ads and product showcases.

This animation helped enhance the appeal of our Black Ops 6-themed desktops and showcased the power and precision of the hardware. This comprehensive campaign not only showcased our commitment to delivering high-quality, themed gaming products but also successfully engaged our target audience through multiple channels, reinforcing ORIGIN PC's position as a leader in the gaming industry.

Online ads




Social Posts




← **ORIGIN PC**
19.2K posts Follow

Posts Replies Media

↳ ORIGIN PC reposted

 **Polaris RZR** @PolarisRZR · 12/9/24
Ride the RZR in @callofduty WARZONE wherever you go by entering to win the @originpc #BlackOps6 EON16-X PC at polarisxcod.com. #sweepstakes




CALL OF DUTY X **POLARIS**

ORIGIN
CORSAIR **SCUF**
WEEK 4 OF 4


114 3.5K 549 50K

Influencer's and Activations

← Post XI ...

 **CharlieIntel** 🌟 🎮 @charlieINTEL Follow


The custom CORSAIR PCs for Call of Duty NEXT




4:06 PM · 8/27/24 · 594K Views

💬 122 ↺ 364 ❤️ 7.3K 📌 216 ↗

Most relevant replies ▾

 **Anorkii** @Anorkii · 8/27/24 ...
A lot mouse space

💬 5 ↺ 1 ❤️ 72 📌 11K ↗

 **CharlieIntel** 🌟 🎮 @charlieINTEL · 8/27/24 ...
That's the space for the second PC mouse.

Post your reply


🏠 🔍 XI 🧑🏻🗨️ 🔔 1 ✉️


GROK

← **ORIGIN PC** 19.2K posts Follow

Posts Replies Media


💬 1 ↺ 5 ❤️ 48 📌 10K ↗

 **ORIGIN PC** 🌟 @ORIGINPC · 9/19/24 ...
Those PC's looking real nice 🎮❤️


 **Alabama Football** 🌟 🏈 @AL... · 9/18/24
Crimson Ops 🎮

We're next on the sticks!


#CallofDuty | #RollTide



💬 4 ↺ 4 ❤️ 44 📌 15K ↗

 **ORIGIN PC** 🌟 @ORIGINPC · 9/17/24 ...
Oh you're a gamer? Name one game, I'll wait.

💬 365 ↺ 24 ❤️ 198 📌 56K ↗

 **ORIGIN PC** 🌟 @ORIGINPC · 9/13/24 ...
We've made some KILLER systems with the most incredible designs for our influencers these past couple of weeks and we just had to show them off. Big shoutout to @YunalesckaGames, @slitetalkstech, and @heyitsmaisy_ for letting us craft your PC 🎮💜

🏠 XI 🧑🏻🗨️ 🔔 ✉️

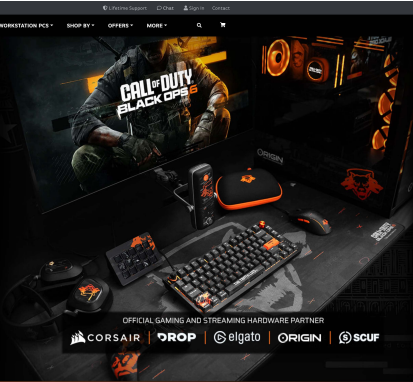
Landing Page

ORIGIN | GAMING PCS | GAMING LAPTOPS | PREBUILT PCS | WORKSTATION PCS | SHOP BY | OFFERS | MORE

GEAR UP FOR CALL OF DUTY: BLACK OPS 6

We Got Your 6 With Custom Gear

SHOP NOW



OFFICIAL GAMING AND STREAMING HARDWARE PARTNER

CORSAIR | DROP | ELGATO | ORIGIN | SCUF

CALL OF DUTY: BLACK OPS 6 EDITION EON16-X

Step into Call of Duty: Black Ops 6 with the ORIGIN PC EON16-X Black Ops 6 Edition. This high-performance gaming laptop is designed for the ultimate gaming experience, featuring cutting-edge hardware, custom Call of Duty: Black Ops 6 in-game accessories, and superior build quality. With powerful processors, advanced graphics, and lightning-fast storage, you'll enjoy seamless gaming and content creation. The Call of Duty: Black Ops 6 design adds a subtle touch, making this laptop a must-have for any Call of Duty: Black Ops 6 fan. Secure your gaming setup and continue with the ORIGIN PC EON16-X Call of Duty: Black Ops 6 Edition.

CONFIGURE NOW

CALL OF DUTY: BLACK OPS 6 EDITION NEURON 5000X

Introducing the Call of Duty: Black Ops 6 Edition NEURON 5000X Desktop - a gaming powerhouse engineered for intense action and precision. Equipped with cutting-edge hardware, this desktop boasts high-frame-rate gaming and ultra-smooth performance. With fully customizable options and up to 32 TB of storage, you'll have the space and speed to dominate every mission. Encased in a sleek design, the NEURON brings exceptional power and style to your gaming setup. Ready to conquer every map with ease? This is the ultimate weapon in your Call of Duty: Black Ops 6 Arsenal.

CONFIGURE NOW

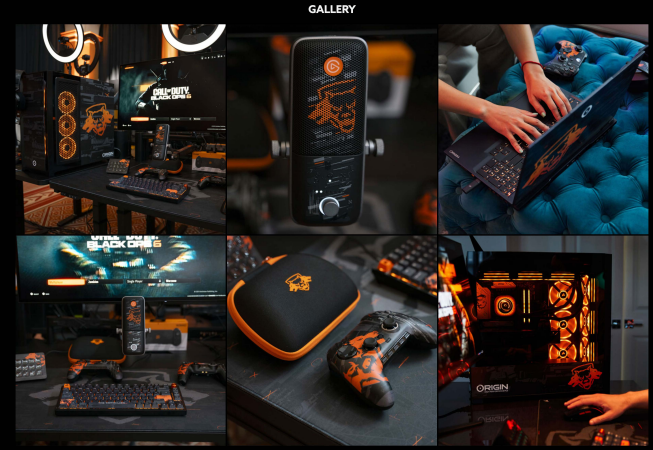
GET IN-GAME ITEMS

Purchase any product from our licensed Call of Duty: Black Ops 6 collection and you'll receive a code to redeem your loot.

*Items required - with downloadable equipment.

SHOP EDITIONS | SHOP MERCH

GALLERY



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Prebuilt Desktops
Gaming & Corporate
Gaming
PC
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Custom Design
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