



case study:

JoWood Group

Title: Fields Of Glory (Panzer Elite Action) Format: Nintendo PC, PS2 and Xbox

Background:

This multi-format title meant larger exposure to a larger market due to the amount of specialist media available; PC, Playstation and Xbox magazines. Our campaign included news, previews, competitions, videos and reviews backed up with advertisement campaigns. We felt that we needed something extra to help tell the story of this game and we decided to interview World War II tank commander David Render. He shared his tank-driving experiences from the war and we mixed this footage with the game footage.



The Objective:

In total we made 4 mini documentary videos, each telling a different story of David's experiences in the war:

Clearing the Way

One man and his dog in the heat of battle

SS Foot Soldiers - not all are dead.

Friendly Fire



The Results:

These documentaries were well received by the online gaming sites and a large number placed the videos on their front pages.

contacts:

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