



CREATIVE BRIEF

DESCRIPTION: Electronic Arts (NASDAQ: EA) New VR Headset (EAVR™) Launch

TAGLINE: Create Your New Reality

PREPARED BY: Justine Cacdac

DATE: March 27, 2024

Who is our target audience?

PC Gamers | Ages 13 and up

Electronic Arts' launch of its new VR headset is purely for its PC gamers as the headset can only be paired with existing and updated PC games until further notice of additional devices such as consoles or mobile devices. The EAVR™ requires those to be 13-years-old and up to utilize the device. This audience is those who are active PC players playing a multitude of games, whether EA or not. These individuals are also those who enjoy watching streamers or streaming themselves and are fond of the gaming community. They are constantly staying up to date on the latest gadgets and games that are released across different platforms and brands.

The Sims™ Enthusiasts | Ages 13 and up

The Sims™ has been known to have a large cult following for years. Individuals who aren't necessarily large on being PC gamers but enjoy playing The Sims™ whether on PC, mobile (Free play app), Steam or consoles such as PlayStation are also targets. These individuals are familiar with all games underneath The Sims™ portfolio and have even utilized cheat codes to build their dream worlds. Enthusiasts of The Sims™ also enjoy sims memes, may have dressed up as a sim for Halloween and/or show their token of appreciation for the portfolio in other ways. Targeting these individuals to purchase an EAVR™ will entice them to play additional games under EA's portfolio with the headset besides The Sims™.



CREATIVE BRIEF

Virtual Reality / Headset Enthusiasts | Ages 13 and up

Virtual Reality headsets come in many different forms meaning some have capabilities to only connect to a mobile device, while others are equipped to be used as is with games loaded directly into the headset. Additional VR headsets include EAVR™'s competitors such as the Apple Vision Pro, Meta Quest and Pro, Sony PlayStation VR, Valve Index VR and HTC Vive Pro. These individuals enjoy using their headsets daily, whether for work or play, there's not a day that goes by where they're not in a virtual reality. Virtual Reality headset enthusiasts also enjoy using their headsets to play embedded games, answer emails on the go or watch a movie while working on other activities. By targeting enthusiasts who are large on and/or in the VR headset community, EA will expand its target audience with the potential for a future VR headset-only line with embedded games rather than connecting capabilities.

What is the goal? (i.e., increase awareness, sell product, improve image)

Through this campaign, the ultimate goal is to entice the target audience to purchase the EAVR™ headset or EAVR™ with The Sims™ Petz 5 limited-edition bundle. When looking at the long-term goal, eventually we would want all consumers in each target audience to become familiar with PC gaming or become a PC gamer to continue using the EAVR™ as it is only compatible with EA. Another long-term goal is for EA to differentiate itself from its competitors by becoming the leader in VR gaming headsets.

Why do we need this ad?

The Virtual Reality Headset industry is not yet entirely saturated with many brands. It is still a growing sector of the gaming industry and within its industry. While Electronic Arts was not the first to release a VR headset, its goal is to be the leader in the VR gaming headset space with its new EAVR™.

Through these advertisements, EA GAMES will have the opportunity to reach new audiences apart from its targeted demographic. Reaching these new audiences will allow for greater brand awareness of



CREATIVE BRIEF

Electronic Arts while also educating consumers about the new sector that Electronic Arts is entering through the launch of EAVR™. Additionally, Electronic Arts will draw in loyal consumers of its PC games and those who are The Sims™ enthusiasts through a new offering that's never been executed by EA GAMES before. Ultimately, these advertisements on different platforms, including digital, print and OOH, will position EA as a newcomer to the VR headset market with state-of-the-art technology allowing it to achieve its long-term goals.

Where will this ad appear (i.e., OOH, online, print media, etc.)?

Electronic Arts will showcase its advertisements on an out-of-home (OOH) billboard located in a heavy, high-traffic (foot and vehicle) area such as Sunset Blvd. The Sunset Strip is home to dozens of billboards due to the amount of people that drive along it per day. In addition, Electronic Arts will run bus shelter ads along main bus routes such as line 1 in Culver City on Washington Blvd.

As for digital assets, Electronic Arts will post both organic and paid social media posts and geotagged advertisements. To gain further exposure across accounts and channels, EA and The Sims™ will create a collab post on their respective social media profiles. Players will have access to additional information on EA's website, marketing newsletters and more.