



CONNECTING BRANDS WITH GAMERS THROUGH GAMES

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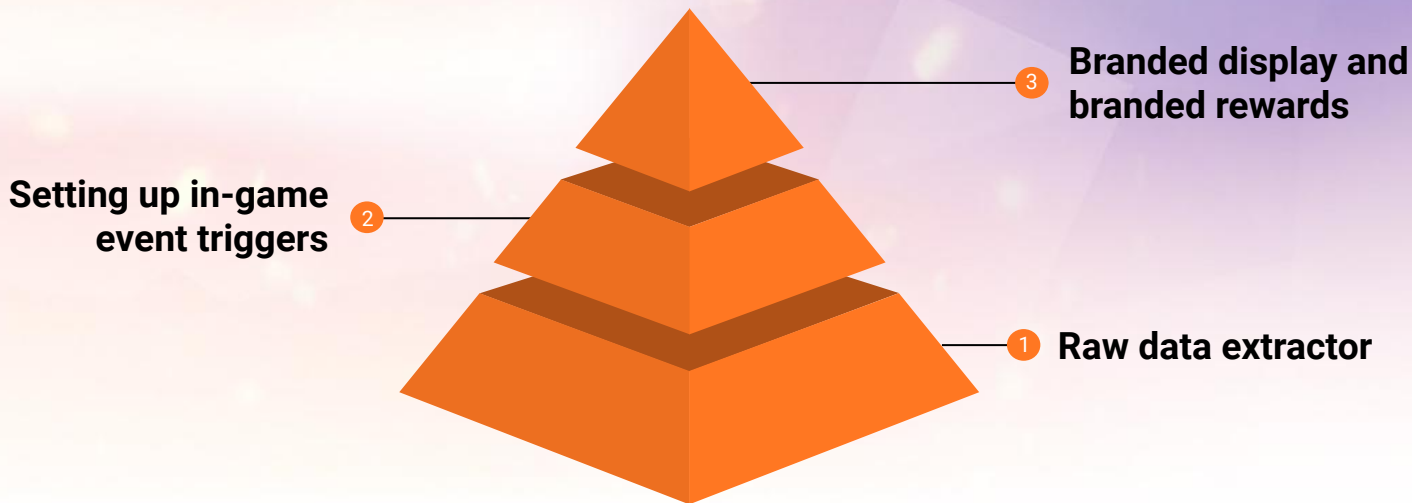
As gaming expands rapidly many opportunities are being missed. Millions of players are in constant search for new experiences. Brands not offering new experiences are missing out and leaving money on the table. Omnicoach is here to offer something new for users and a new path to brands for **reaching gamers in an authentic and gamified way.**

**Esport content attracts millions of people,
and brands are looking for new ways to reach gamers.**

**So, we decided to build a white label match analysis and quest service for esport industry
players to make brands connected with gamers in a new and authentic way**

what we do is **CONTEXTUAL ADVERTISING**

1. Providing real value to gamers - create a **branded game-analysis service**
2. Link branded content and products to special missions or quests - set-up **event based rewarding system**
3. Ensure long term usage of the tool by creating continuous **educational content and/or special missions** - $\frac{3}{4}$ of gamers watch esports content in order to improve in their game



Your Benefits.

Raise targeted brand awareness

Reach & Engage Gamers Authentically

Ability to significantly lower CPA

Direct user monetization

Build sophisticated CRM

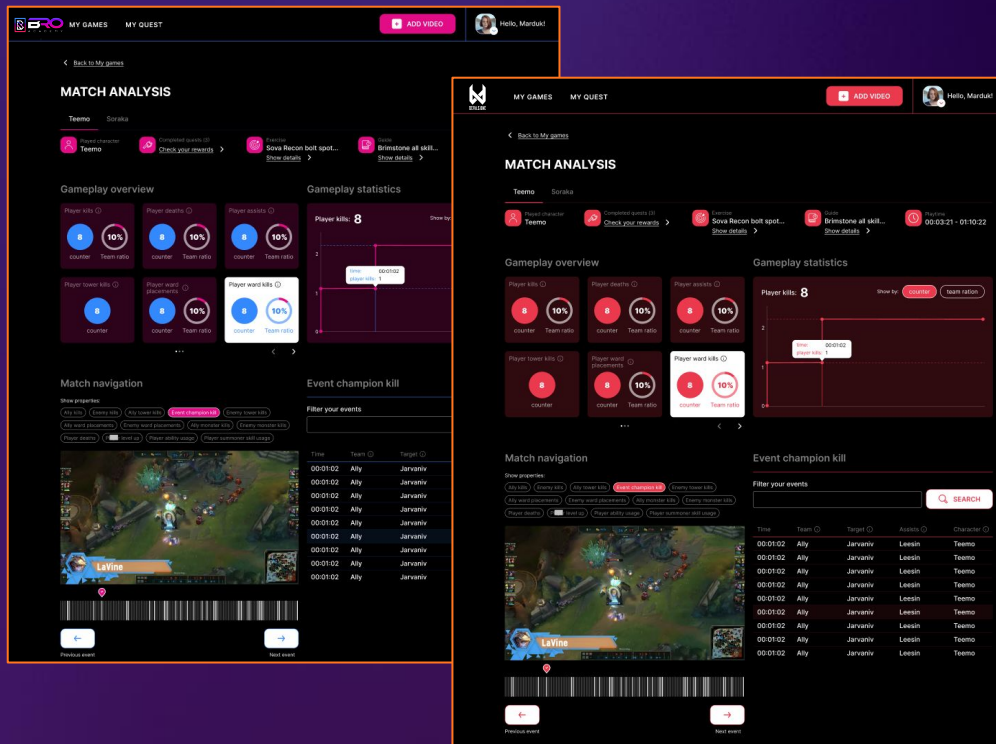


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Brand Visibility

Authentic brand advertisement & Benefits

Your Brand, Your outlook, Your Domain



White Label service

Since Omnicoch is a white label match analysis and quest service you can fully customize the outlook of the application

Customizable design parameters

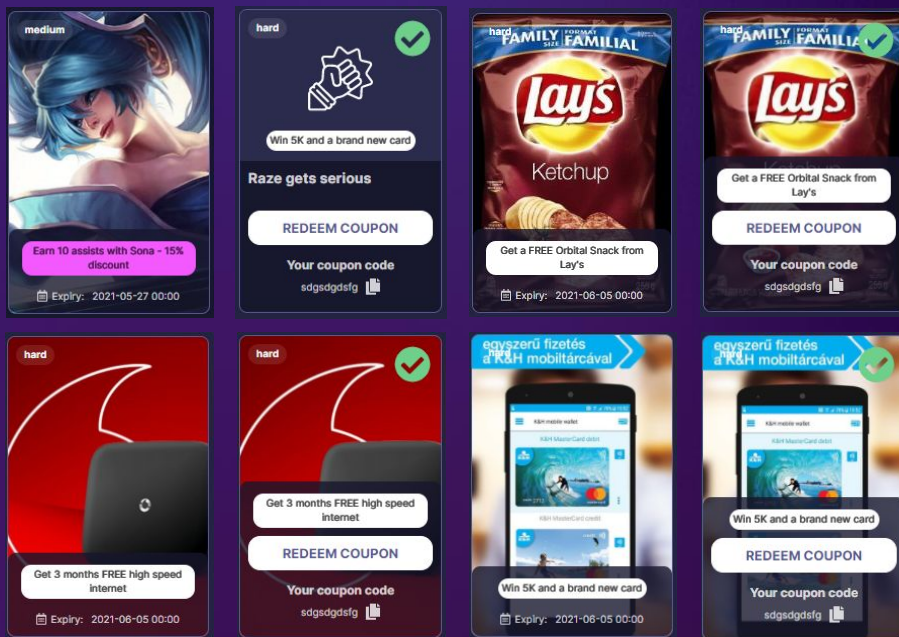
1. Your Logo
2. Your Domain
3. Your Colors (text color, background color, highlight color, separator, etc.)

Benefits

By providing important values your brand authentically connect with the gaming community.

This raises your brand awareness and brand acceptance against competitors among the younger generations.

Contextual Advertisement - Branded Quests



Customizable Quests

Create special in-game missions and link your offers to quest completions

Customize Quest Cards


1. Custom image (or use default icons)
2. Link your webshop or website where coupons can be validated

Benefits

1. Direct & Qualified traffic to your website
2. Product cross-sell on your website
3. Acquire qualified visitors on low cost

Contextual Advertisement - Educational Content

Exercise



4 Tips To IMPROVE Your CS and Farm Li... Watch later Share

Category: Mechanical skills Exercise name: Master your last hitting mechanics

Brief: This exercise is for you to master you mechanics, maximizing your farming potential on all heroes!


Length: 15 minutes

Frequency: Every time before you start to play your real games for 2 weeks

Rule: Try to get every single minion per wave. Using abilities is forbidden!

Watch on YouTube

Guide



SEASON 11 In-Depth Sona Guide | How L... Watch later Share

Category: Character knowledge Guide name: In-depth guide for Sona

Brief: Watch this video to have a better understanding on how to play Sona

Watch on YouTube LEAGUE 101

Customizable Educational Content

Create special educational content and highlight your brand in training and guide videos

Create Guides & Training Exercises

1. Link educational content to certain events in the game
2. Highlight your brand in the videos and increase your views on youtube (or in other channels)

Benefits

Engage gamers authentically

Results

80%

80% of fans prefers winning coupons vs. giveaways & ads

35%

35% of fans share quest completion on socials

10x

Increase impressions with 10x on social media

2.5

2.5 Sessions per user per week



Significantly lower your CPA

CHECK CASE STUDY



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Implementation

Implementation Process

1 DAY

Service Set-up

Register You as Omnicoach white label partner and make service settings (service outlook, language, user authentication).

1-3 DAYS

Add Content & Consulting

Omnicoach key account manager consults about the best practices regarding content creation (guides, exercises, rewards, quests) and helps in validating the already existing content.

1-3 DAYS

Testing

Service testing before launch.



Launch

Launch your branded service to the public.

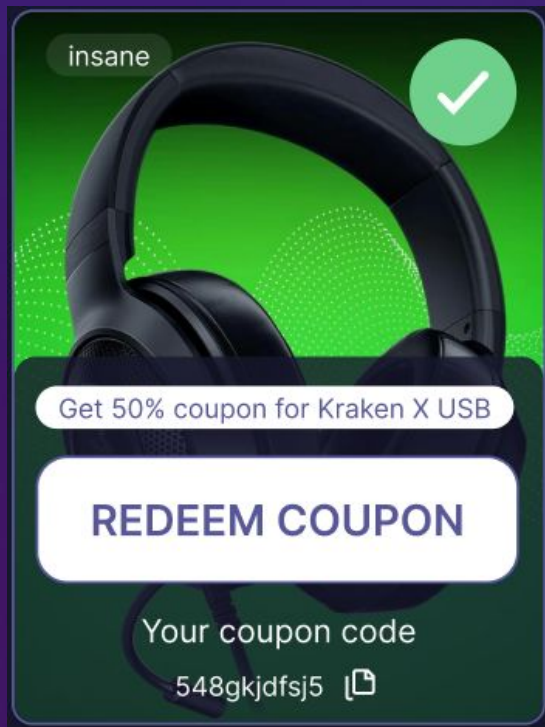


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Gamified Campaign

Introduction to the Quest System

Quest Demo



Quest

Special mission which the user can complete in one or more matches

Why users should complete quests?

1. Users receive rewards for quest completion
2. Quests could be fun to complete as well
3. Difficulty of quests also signal improvement

Coach point of view

Learning and improvement milestones could be determined through quests

Business point of view

Quest system is a tool that

- i) could be sold to sponsors for increasing brand awareness and
- ii) deliver direct qualified traffic to the sponsors webstores

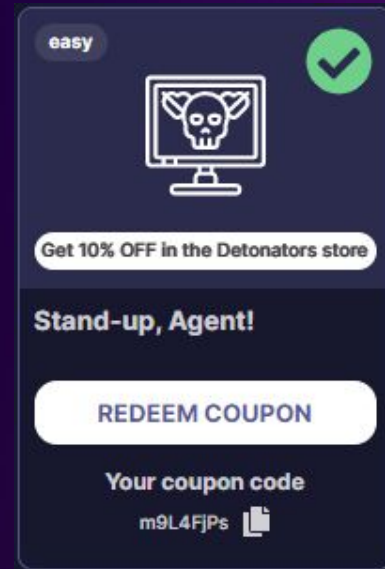
Potential Quest Use Cases

Why do we think users will like quests?

1. They can earn special rewards, which could be
 - a. 1on1 coaching,
 - b. discount coupons,
 - c. free products or services
2. Quests are special, game-event linked giveaways (THE BIG VALORANT CHALLENGE)
 - a. “Dremel is made for hard work”: 3 wallbang kills
 - b. “Gamer energy boost”: Get $\frac{1}{3}$ of the team’s kills
 - c. [“Redbull gives you wings”: 3 aerial kills with Jett (only when ability extraction is done)]
3. They can see where they can improve
 - a. Track and award exceptional, hard to achieve stats (eg: high ratio of headshot kills (> 60%))
 - b. Coach can use quests as “homework” for students
 - c. Create quest lists for “skill check”, support student goals

How Long does it take to set-up a single quest?

Creating quests is basically easy in comparison with exercises and guides
Creating 100 quests could take a day



Potential Quest Use Cases contd.

Quest matrix for skill checkup (academy use case)

- Create groups of layered quests that can be used to estimate a player's skill (eg: completed 7 of 16 quests -> intermediate)

	Kills to team ratio	Deaths to team ratio	Headshot kill ratio	Trade kills	
Beginner	< 5%	15% <	< 10%	0	EASY
Intermediate	5-10%	10-15%	10-20%	1-3	MEDIUM
Skilled	10-15%	5-10%	20-40%	4-8	HARD
Professional	15% <	< 5%	40% <	10+	INSANE

Feature-Benefit-Advantage Matrix

Feature (what enables you to...)	(... do this...) Benefit	(...which results this) User Advantage	(and this) Advantage for Brands
Quest system	Run giveaways	People love the idea of getting something for only doing their hobbies	Giving away free (sample) products or coupons can increase acceptance of a new product
			Discount coupons help introduce the store to potential customers and generate leads on other products (Raise awareness)
			Cross-sell opportunities: even if the coupon is not validated other products could be offered
			Acquire visitors low cost and use their data for remarketing
	Set-up Performance metrics	People can see their skill level and also see clear targets what they should achieve	Good (cost-effective) PR opportunity (low cost user acquisition)
Match Navigation	VOD review	Users can easily review their own gameplays	Good (cost-effective) PR opportunity (low cost user acquisition)
Customizable outlook	Branded Service	Can better connect to a Brand	Raise awareness in the gaming community and increase brand engagement

Simulated case study (Brand)

A Fashion brand, called: Issey Miyake wants to reach the gaming community and connect with gamers in an authentic way. In order to do this Issey Miyake launches a campaign with Detonators.

New Product line at Issey Miyake

- Newly designed apparel is prepared that represents gaming lifestyle

Marketing strategy for introducing the new product line

- Phase 1 - Publicize that Issey Miyake launches the BIG VALORANT CHALLENGE and people who play Valorant can register for a waiting list
- Phase 2 - Launch the service where users can win free products and discount coupons. The service also represents the Issey Miyake outlook.
- Phase 3 - Continuously communicate winners and people who won bigger prizes
- Phase 4 - Besides coupons also offer 1on1 coaching (as a lottery) with one of the Detonators streamers in order to make visible that Issey Miyake actually cares about the improvement of gamers
- Phase 5 - Close the Campaign and also introduce a follow-up campaign

Follow-up campaign

- During the BIG VALORANT CHALLENGE it was learnt in what areas people need help (positioning, aiming, etc) and Issey Miyake asks Detonators to prepare exercises and guides for this topic
- New exercises and guides are released as a new feature and content

Simulated case study (YouTube content creator)

As an improvement related YouTube content creator (DojoGameGuides), I want to use the Omniccoach platform to engage my viewers and **boost my 1on1 coaching sales on my Woocommerce website**.

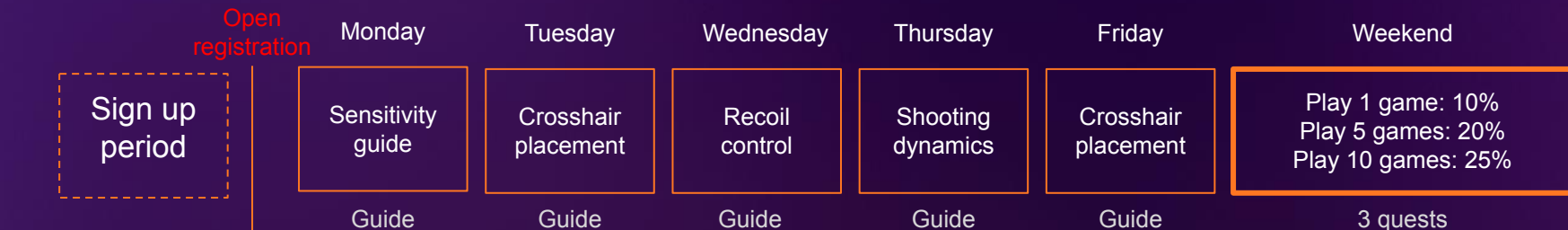
Marketing strategy (boost 1on1 coaching sales)

- For one week, I will start collecting emails to a list for the Omniccoach service (which is branded for DojoGameGuides)
- After one week, I will open the site for registration, notifying all signed up users as well as publish a video about it
- The campaign runs one week, gives away exclusive content. At the end of the week (weekend), discounted 1on1 coupons are given as quest rewards - *Expected conversion rate: 3-5% (new paying 1on1 coaching sessions)*

Content strategy

- I will create 1 daily guide and 1 daily exercise around the topic of "Aim improvement in Valorant" (awarded for 1 uploaded video)
- On Friday I will publish 3 quests of different difficulties, with 1on1 coaching discount coupons (10-25%)

User journey





www.omnicoach.gg

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