

April 25-27, 2005, San Francisco Marriott



I Love Bees

a **buzz** story

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AD:TECH05SM
SAN FRANCISCO

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What was I Love Bees?



An alternate reality game:

- Viral mystery
- Online, interactive story
- Real-world missions
- Collaborative, community-driven

In other words: a real-life, personal, social experience of the Halo world.

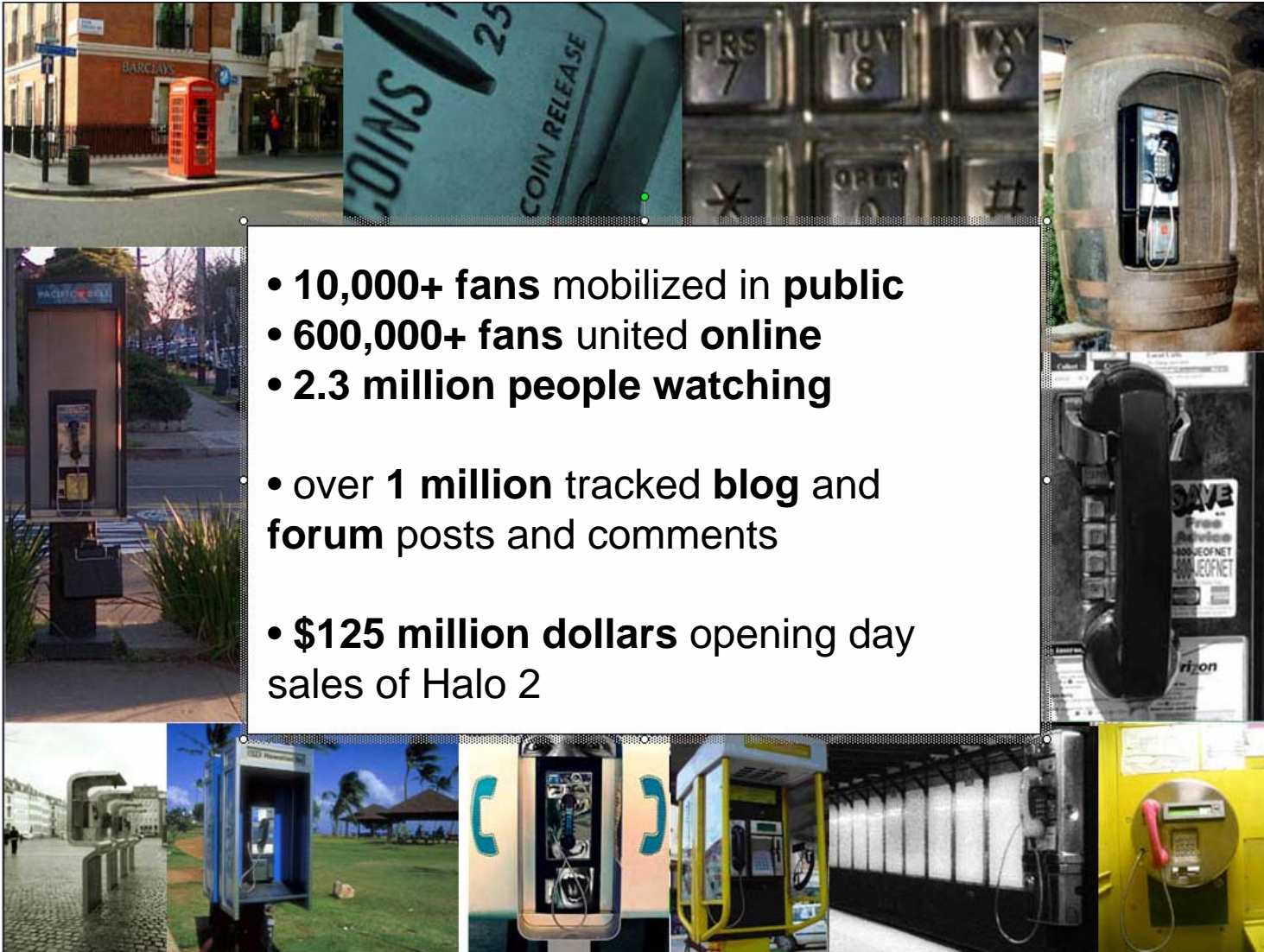
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I Love Bees Results

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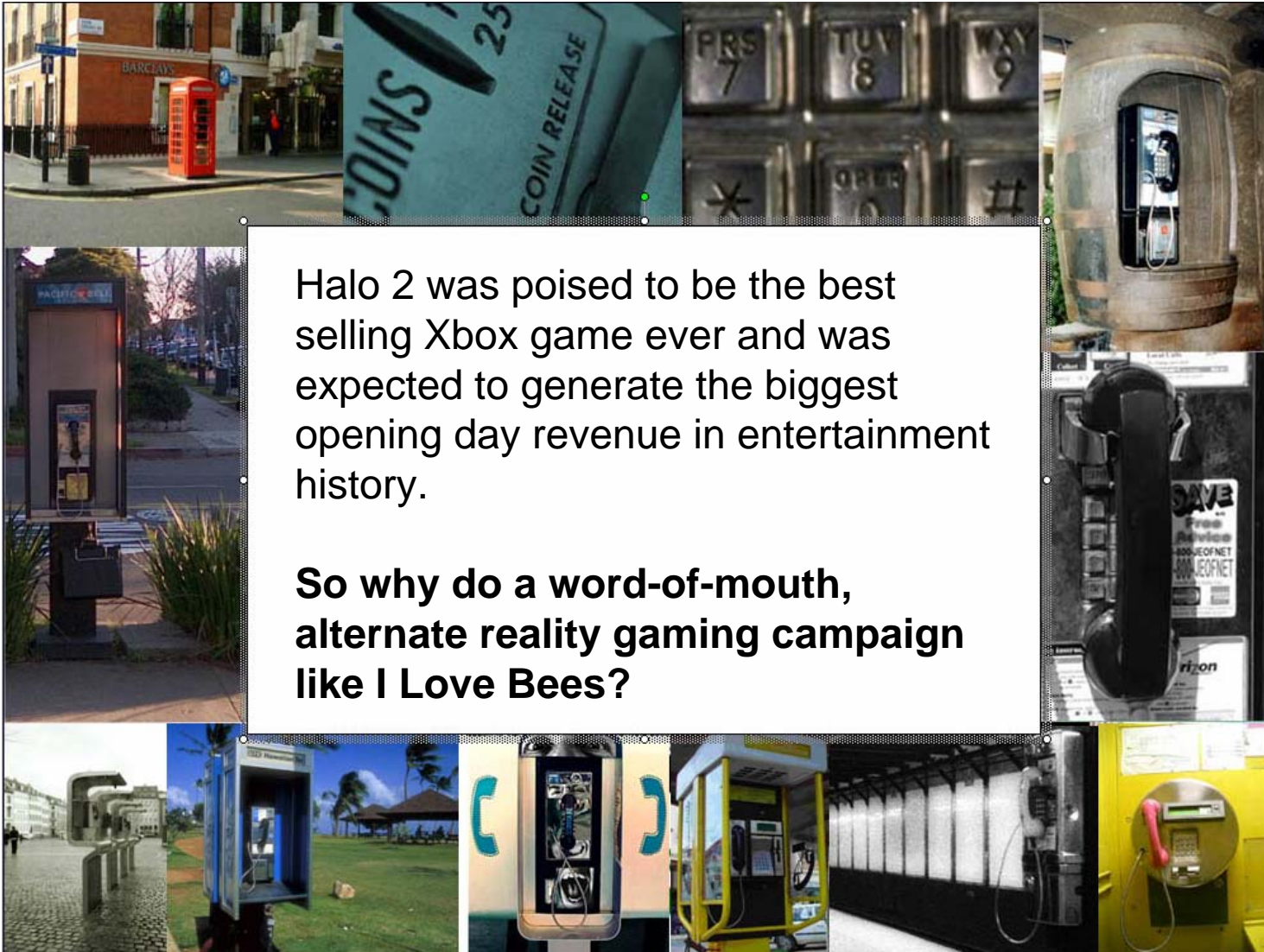


- **10,000+** fans mobilized in **public**
- **600,000+** fans united **online**
- **2.3 million** people watching
- over **1 million** tracked **blog** and **forum** posts and comments
- **\$125 million dollars** opening day sales of Halo 2

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Why I Love Bees



Halo 2 was poised to be the best selling Xbox game ever and was expected to generate the biggest opening day revenue in entertainment history.

So why do a word-of-mouth, alternate reality gaming campaign like I Love Bees?

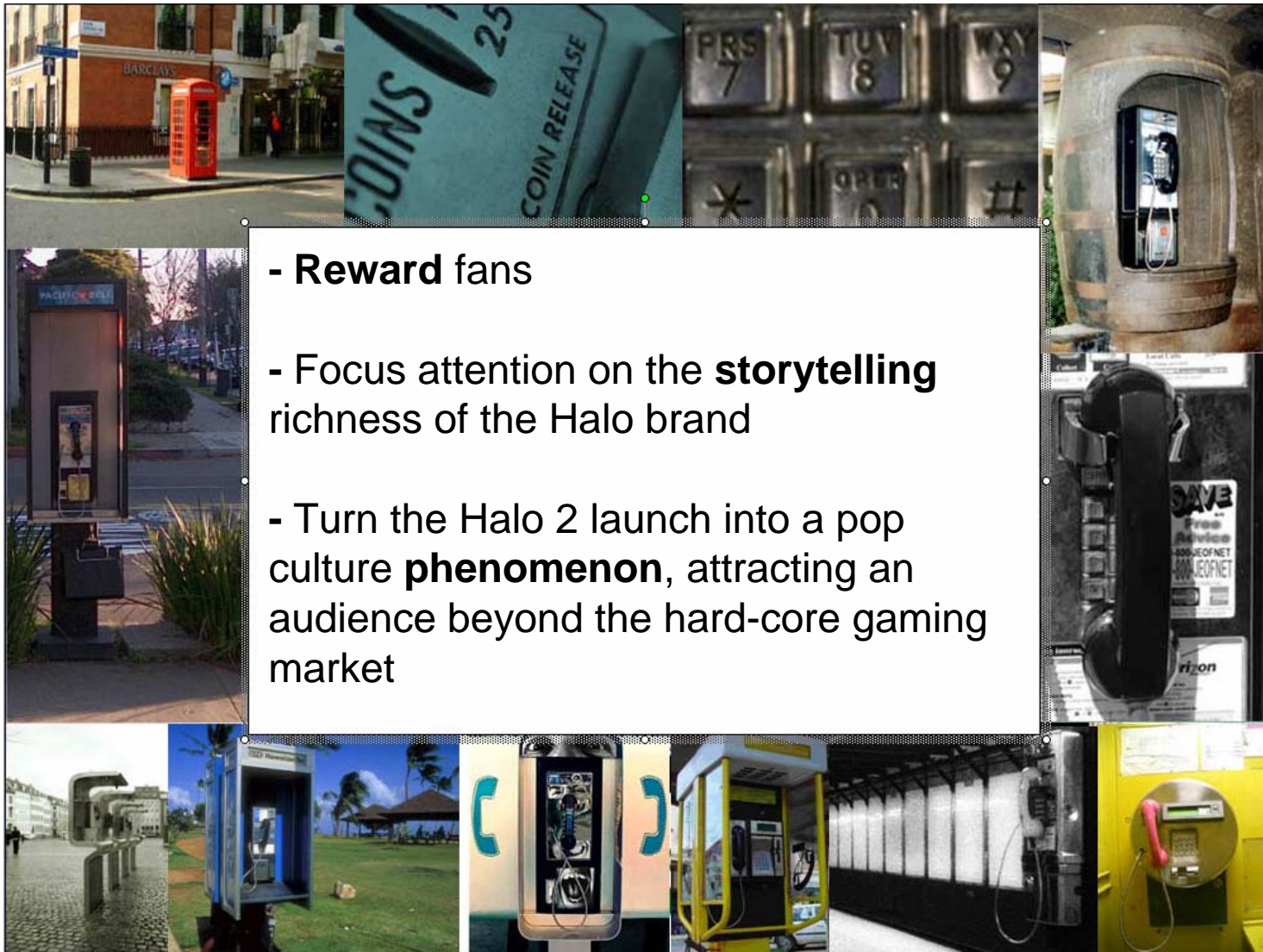
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I Love Bees Campaign Marketing Objectives

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- Reward fans
- Focus attention on the **storytelling** richness of the Halo brand
- Turn the Halo 2 launch into a pop culture **phenomenon**, attracting an audience beyond the hard-core gaming market

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I Love Bees

Follow the Buzz...

The New York Times



~~THE~~ REPORTER

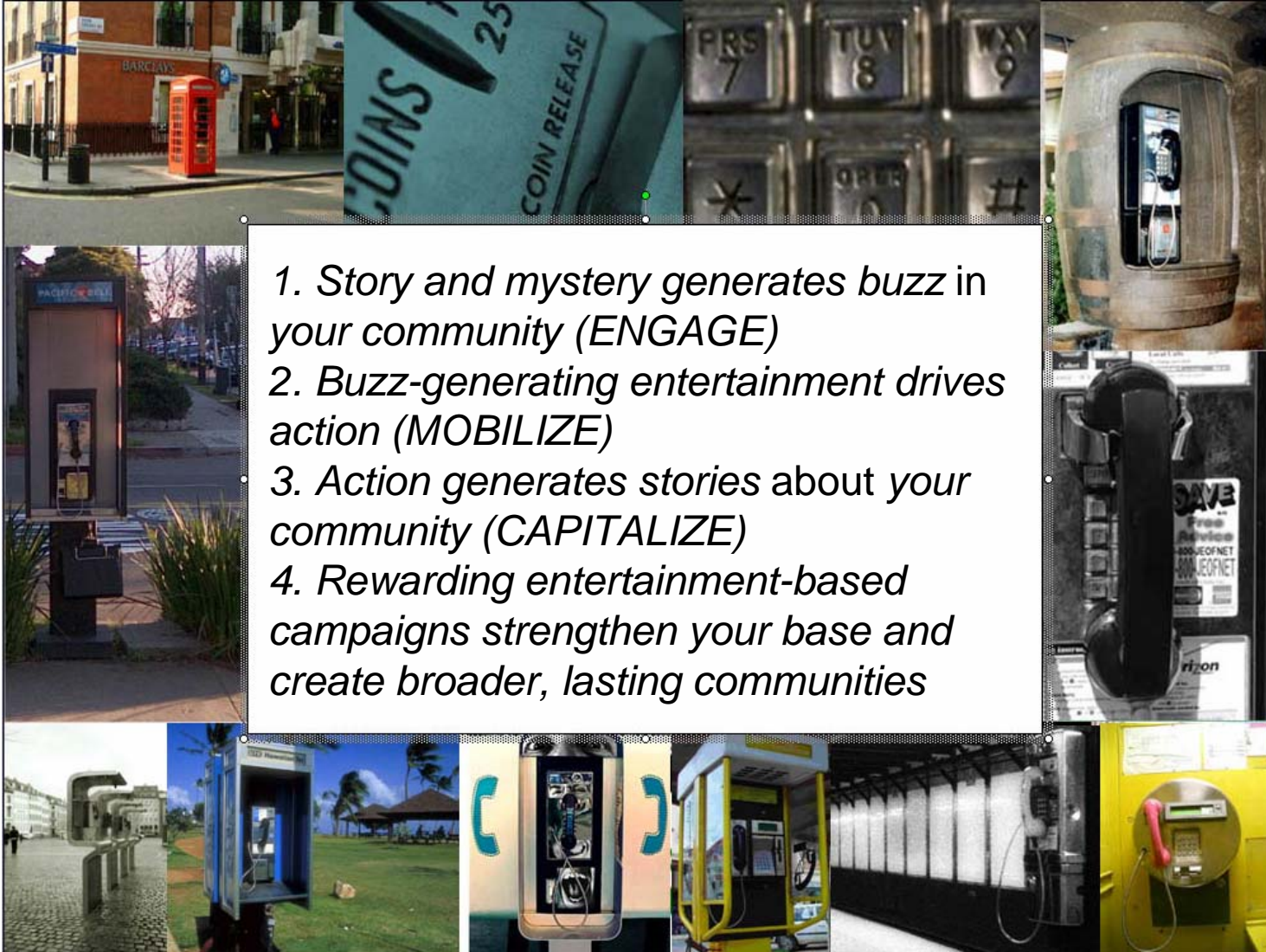


Entertainment

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I Love Bees Lessons Learned

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1. *Story and mystery generates buzz in your community (ENGAGE)*
2. *Buzz-generating entertainment drives action (MOBILIZE)*
3. *Action generates stories about your community (CAPITALIZE)*
4. *Rewarding entertainment-based campaigns strengthen your base and create broader, lasting communities*

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