



Viral Video for People's Poker Network

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Brand: People's Poker
Sector: Entertainment & Art
Country: Italy

Category: Specific Creation : Viral advertising , Video
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Budget: \$4 000
Status: Closed
Language of Solutions: Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

People's Poker is more than a simple poker room, it is a **Poker Network** (www.peoplespoker.it) that can only be accessed by registering at one of the 120 AAMS dealer web sites.

The setting of People's Network is **unique** because users coming from different sites can meet on the games platform.

Thus, the typical discomfort of a lazy user faced with a diversity of things must be substituted with the enthusiasm that is accompanied by a quantum shift and innovation.

Our statistics support this:

- **1,700,000 registered users;**
- **30% market share of online poker in Italy ;**
- **5.5 million monthly prize guaranteed;**
- **Activation of 1 game per second;**
- **120 affiliated sites.**

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

We are asking creative people to make a **TEASER/VIRAL VIDEO** that promotes the PEOPLE'S POKER NETWORK. This video shall highlight the enormous potential found when taking part in the **Network**.

The video must be approximately 20 seconds long.

We are asking you to make a video that does not only depict the community in detail, but the video should be evocative and emotional. The aim is to make users want to learn more and lead them to register on the portal.

You could make a video in which the user is literally dragged into the community where, in addition to playing and meeting other people, he socializes and exchange ideas.

The aspect to highlight is that of the **abundance of people**, which is unique on the Italian market.

Because all the different doors (internet sites) used to enter **the gaming network lead to the same place**. The strength of the network is the possibility to unite people with different tastes.

The call to action at the end of the video must be the registration at the web site <http://peoplespoker.it>

3 Step Target Audience

[who should you influence ?]

The video should appeal a broad target, without limitations of vital statistics, made up of people who are both technologically literate and those who are 'clumsy' with new technologies and the social networking.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The objective of the promotional video is that of **transforming uniqueness into a value.**

The commercial could be used to highlight the specificity of People's Network , to make the user see new things and thus **make diversity become a distinctive and innovative element.**

Last but not least, note that the user must be invited to register on <http://peoplespoker.it> through a link at the end of the video.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

People's Poker is unique: it provides easy access to a world of games.

But it is characterized by its **ease of use.**

All you have to do is enter People's poker to understand its potential.

6 Step Character

[what are the features that define the personality of the Brand ?]

Technology, adventurous, relaxing, dreamy

7 Step Media Plan / Placement

[where will your work appear?]

The video will be uploaded on main portals:

Youtube, www.peoplespoker.it and on the official blog: <http://pokerblog.peoplesnetwork.it> + eventually on television channels.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

Remember that the specificity of our Network is the abundance of people, which is unique on the Italian market. Because all the "different doors" (internet sites) used to enter the **gaming network lead to the same place.** This is the strength of the Network. The possibility to unite people with different tastes.

We really like the crowd in this video...comparable to the strength of the Network:

<http://www.youtube.com/watch?v=Fb6xNPx8T6A>