

State Farm Gamerhood Neo City

Marketing Plan



Team 5: Sharon Moreno, Ryan Nguyen, Charlotte Marsoun,
Cole Petridis, Iha Chikkala, Slater Pang, Trina Nguyen



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What are the major takeaways?



What makes Gamerhood unique?

Gamerhood stands out as a pioneering platform that seamlessly blends gaming, artistry, and influence, creating an immersive experience like no other. Its fusion of diverse talents and futuristic themes offers creators an unparalleled opportunity to showcase their creativity and captivate audiences worldwide while promoting State Farm's services in a revolutionary way.

With some strategic changes, Gamerhood can soar even higher, attracting more creators and viewers alike to its innovative universe.



State Farm is reinventing insurance with a friendly, engaging brand voice inspired by the vibrant energy of today's world, aiming to make insurance relatable and enjoyable, merging the practical with the playful to resonate with a tech-savvy generation.

ABCDE

abcde

ABCDE

ABCDE

abcde



#F5107A



#690FD6



06 #14cff4



#192867



#D62753

Brand Voice + Mood Board

Team 1



EMMA CHAMBERLAIN
Twitch: 3.2K
YouTube: 12M
Instagram: 15.2M
TikTok: 426K
X: **not active**
High Risk



TROYE SIVAN
Twitch: **not active**
YouTube: 8.16M
Instagram: 15.3M
TikTok: 3.4M
X: 8.5M
Medium Risk



VALKYRAE
Twitch: 1.1M
YouTube: 3.99M
Instagram: 3.6M
TikTok: 2.3M
X: 3M
Low Risk

Team 2



CAITLIN CLARK
Twitch: **not active**
YouTube: **not active**
Instagram: 2.1M
TikTok: 301.4K
X: 340.4K
Low Risk



BRETMAN ROCK
Twitch: 162.4K
YouTube: 8.82M
Instagram: 18.8M
TikTok: 16.4M
X: 5.3M
High Risk



NINJA
Twitch: 19M
YouTube: 23.9M
Instagram: 12.4M
TikTok: 10.9M
X: 6.6M
High Risk

Team 3



MARKIPLIER
Twitch: 2.5M
YouTube: 35.7M
Instagram: 12M
TikTok: 6.9M
X: 13.9M
High Risk



MADISON BEER
Twitch: 492k
YouTube: 3.17M
Instagram: 38.2M
TikTok: 19.8M
X: 3.2M
Medium Risk



MICHELLE RODRIGUEZ
Twitch: **not active**
YouTube: 37.2K
Instagram: 9.1M
TikTok: 534.6K
X: 952.9K
Low Risk

01

Overview

Objectives, Target Audience(s), Success Metrics



Goals & Objectives



Provide more information about State Farm's services



Enhance brand visibility



Elevate State Farm's appeal to Gen Z

Measurements of Success

Follower growth across all socials

Over the next six months

25%

Traffic to website from socials

Over the next three months

20%

Website traffic retention

Over the next three months

30%

Order conversion

Over the next six months

5-10%

Target Audience



The Young Professional

- 19-27 years old
 - Gen Z
- Los Angeles, CA
- Preference for value, convenience, and accessibility
- Seeking a sense of community, and dynamic and stimulating experiences that complement busy lifestyles



The Bored Student

- 12-18 years old
 - Gen Z
- Minneapolis, MN
- Preference for quality, engagement and uniqueness
- Seeking immersive entertainment and experiences that resonate with interests and passions.

Focus on building awareness and converting into a State Farm policy holder!

Focus on providing entertainment and social value!



03

Website Design

Key Points and New Page Design



Website Analysis: Functionality

UI/UX	Function	Recommendation
“How to Play” CTA	Game Instructions	Highlight on the landing page to increase audience engagement
Page Organization	Navigation	Have to click through all the pages to navigate from one to another
State Farm Link	Funnel Gamerhood enthusiasts into State Farm	Add a more encompassing CTA to convert Gamerhood listeners into State Farm customers

Website Analysis: Content

POSITIVES

Showcases CTA buttons to incentivize website visitors to "Watch the Show"

Displays information about winning prizes and entertainment with show's guests

Segmentation of information to provide flow between content

NEGATIVES

Does not clearly explain the premise or nature of the show

Background causes visual clutter

No email or phone number offered for subscription content

Website Analysis: Content

POSITIVES

Showcases CTA

Displays information

Segmentation of

1

Testimonials And Quotes

2

Teaser of Gamerhood S1 + S2 fan interactions

3

CTA to convert into State Farm customers

of the show

clutter

subscription content

NEGATIVES



GAMERHOOD CHALLENGE 3

FEATURING



EMMA
CHAMBERLAIN



BRETMAN
ROCK



MARKIPLIER



VALKYRAE



NINJA



MICHELLE
RODRIGUEZ



TROYE
SIVAN



CAITLIN
CLARK



MADISON
BEER

TUNE IN
THURSDAYS IN JUNE



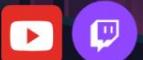
7-9 PM
EST

4-6 PM
PST

JOIN THE ACTION
FROM HOME

Win gift cards and other
prizes by playing along with
GamerHood's live events!

COME
WATCH !



PLAY NOW



State Farm GAMERHOOD CHALLENGE 3

PLAY NOW

THE WORLD'S FIRST GAMING NEIGHBORHOOD IS BACK!

Neo City redefines gaming by integrating gamers, athletes, cultural icons, and musicians into immersive, reality-TV styled tournaments, creating a groundbreaking viewing experience that offers a dynamic world of entertainment for [everyone](#).



JOIN THE ACTION FROM HOME

Watch the action live on the State Farm Network or stream it online with the State Farm app.

Or, join the fun from home with the State Farm Gameroom.



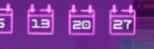
GAMERHOOD CHALLENGE 3

PLAY NOW

FEATURING



TUNE IN THURSDAYS IN JUNE



7:30 PM EST 4:30 PM PST

COME WATCH!



JOIN THE ACTION FROM HOME

We gift fans who enter to win a trip to the State Farm Gameroom with Gamerood's live event.

Page 1

Page 2

Jake's Cytropolis Quest



03

Email Marketing

Word of mouth causing brand awareness in a very inexpensive way.

Audience segmentation and personalized emails, making the content more relevant and engaging to different groups (e.g., gamers vs. musicians).

2 to 3 emails per week is our suggested amount to keep brand awareness high without bordering on spam.

- Opt-out Option
- Provide Value



Weekly Emails

- **Pre-Launch Phase:** 1 email per week building anticipation
 - Teasers
 - Behind-the-scenes content.
- **Launch Week:** 2-3 emails per week
- 1. Promotional Email
 - Early access to episodes, revealing surprise guests for the week, insurance discounts/deals, or announcing special prizes for play-at-home experience
- 2. Community Spotlight Email:
 - Positive reviews, fan art, challenges, or community achievements
 - Social Media “highlights”, posts and links to such
- 3. Brand Engagement Email:
 - Updates on upcoming special episodes, recognition of gaming holidays, or behind-the-scenes stories
- **Post-Launch:** Bi-weekly emails recapping episodes, featuring exclusive interviews, and promoting upcoming events





Unveiling Gamerhood Season 3: Neocity Revolution!

After the incredible success of our first season, which garnered over 2 billion impressions and broke all our goals, we knew we had to level up the game (pun intended). Your enthusiasm and support have fueled our passion to create an even more thrilling and futuristic experience that's bound to blow your mind!

So now get ready for the ultimate upgrade – **Gamerhood Season 3** is about to redefine gaming, and we can't wait for you to be part of the revolution!



🚀 Neocity Unleashed

Our second season is a visual spectacle, blending dystopia, cyberpunk, and neocity into an unforgettable gaming experience. It's not just a tournament; it's a journey into the future.

🎮 New Faces, New Alliances

Prepare yourselves for a diverse array of new artists, musicians, gaming legends, and influencers who will be gracing Neocity. Trust us; it's a reveal worth waiting for!

🎯 For All Audiences!

Gamerhood Season 2 is not just for gamers; it's for everyone. Whether you're a seasoned gamer, a tech enthusiast, or just someone looking for an escape into a thrilling neocity, this season has something for you.

Pre-Launch Email

🌟 Subscribe Now and Be Part of the Revolution!

Don't miss out on the excitement – hit that subscribe button and be the first to explore Neo City and witness the epic battles, unexpected alliances, and jaw-dropping reveals. If you're not already subscribed, now is the time to join the revolution!

[YouTube Channel](#)

[Twitch Channel](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)





Your Turn. Win One!



You can win these and other prizes by playing at-home while our GamerHood Season 3 episodes are going live.

Don't miss the chance!

[Watch Live GamerHood 3 Episodes Now](#)



Follow us on social media to stay tuned for more prizes, special guests and exclusive content.



Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe](#)

Promotional Email

02

Social Media Plan

Platforms and Posts: What?, How? and
Why?



Instagram

Instagram Stories from new season participants

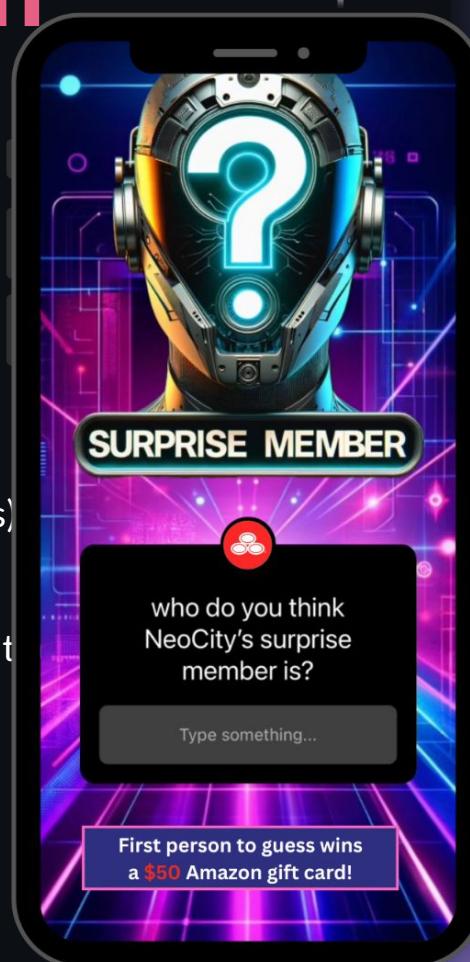
- Story takeovers, Q&As, behind-the-scenes content

User-Generated Content Contests:

Gamerhood-themed artwork, cosplays, or game ideas

- Fan Fridays: feature fan content (reviews, artwork, or videos)

Interactive Polls and Quizzes: Trivia about past seasons, guessing the plot of upcoming episodes, or voting on surprise guests/activities



TikTok



Buildup

Have all creators post videos about their involvement in Gamerhood

- Announce teams on a progressive, day-to-day basis



Duet/Stitch

Have creators post TikToks in response to one another

- Opportunity for a viral push
- Competitive edge, humorous and friendly trash talk



Audio

Have creators post videos in Gamerhood merch to select songs of musicians on theirs or opposing teams

- Promote one another, associate company and brand event with music

Twitch and YouTube



Platform

Have the creators stream on a weekly basis a month prior to Gamerhood

Creators who already stream can do so on their preferred platform

Musicians tend to already have a platform on YouTube; they can utilize their existent subscriber base through YouTube live

Channel Points

Provide users with the option to redeem certain prizes with channel points.

Can be gained from through watchtime of channel.

Incentivizes viewers to watch and stay; Betting polls that allows viewers to bet channel points on which team they think will win

Polls

Have trivia polls throughout the livestreams

Increase watcher interaction and retention

Final Recommendations

Web Design

Maintain organization while accurately representing State Farm Neo City's brand identity

Add a mission statement that connects Gamerhood to State Farm's services

Content

Ensure Gamerhood participants are relevant to the target audiences and various demographics

Explicitly connect to State Farm and its services

Email Marketing

Audience segmentation and personalized emails.

Maintain branding through emails. Provides different types of value (email subscription service with insider information, extra entries to giveaways).

Social Media Marketing

Resonate with characteristics of each social media platform

Story line / messaging behind each participant to foster more excitement and relationships between viewers and participants

Thank You!

Any questions?

