

 PlayStation.



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PLAY
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Playstation 5 Launch

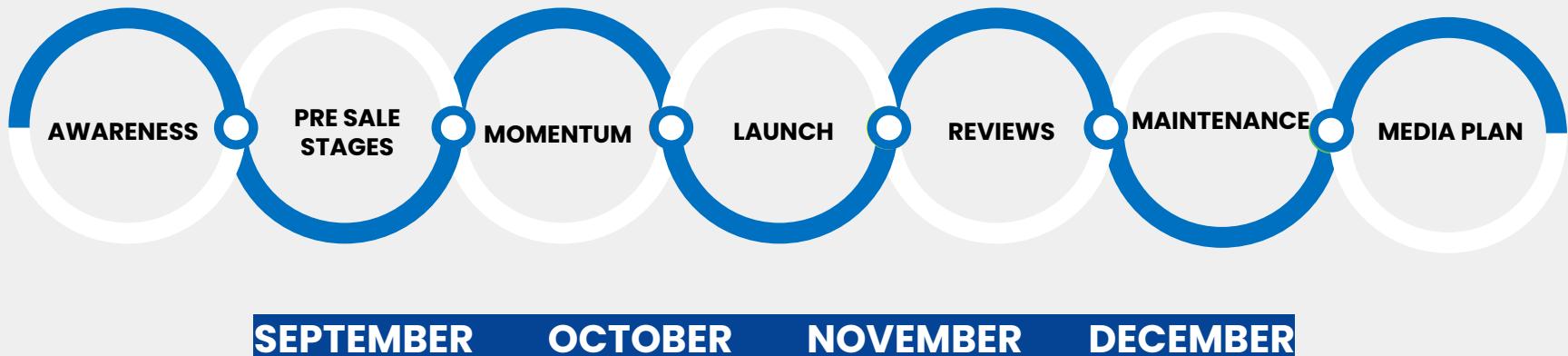
Chile, 2020.

PR & INFLUENCERS REPORT

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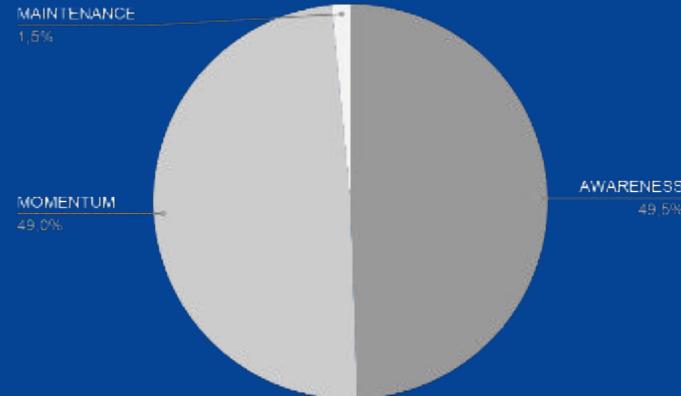
Overview

PlayStation 5 campaign started on September of 2020 and continues to the date on its maintenance stage. The local PR key contacts and influencers started to cover its launch months before the date arrived, due its global relevance. The new generation of PS5 consoles overcame the local coverage expectations and was positioned on the social imaginary as the most important milestone of the decade.



GENERAL RESULTS

HIGHLIGHTS



1,191
PUBLICATIONS
1,015 PR
176 INFLUENCERS

316.4MM
ESTIMATED REACH

410.1MM
ESTIMATED IMPRESSIONS

2.9MM
VAP USD

ACTIONS

25 PS5 Consoles

12 media alerts

1 interview with Jim Ryan CEO of Sony Interactive Entertainment

28 influencers



AWARENESS

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AWARENESS

PR PERFORMANCE

548

PUBLICATIONS

191MM

ESTIMATED REACH

385MM

ESTIMATED
IMPRESSIONS

1.8MM

VAP USD

INFLUENCERS PERFORMANCE

6

INFLUENCERS

41

PUBLICATIONS

2.3MM

ESTIMATED REACH

2.9MM

ESTIMATED
IMPRESSIONS

192K

INTERACTIONS

4.55%

AVERAGE ER

35K

CLICKS IN SWIPE UP

FIRST PRE SALE ANNOUNCEMENT: PRESS

The first pre sale of the new generation of PlayStation 5 consoles was due on September 18th in Chile and stock was sold out in less than a week on the local associated commerce.

HIGHLIGHTS

Confirman precio oficial de la PlayStation 5 en Chile: preventa comienza este viernes



Reach: 1,700,000
VAP USD: 5,823

[LINK](#)

RS2 Se confirma el precio y preventa de PlayStation 5 en Chile



Reach: 950,000
VAP USD: 3,494

[LINK](#)

PlayStation 5: Confirman precio para Chile y fecha de inicio de la preventa



Reach: 650,000
VAP USD: 5,823

[LINK](#)

Se confirman los precios de PlayStation 5 para Chile: se prevé para este viernes



Reach: 549,630
VAP USD: 5,823

[LINK](#)



Reach: 1,857,643
VAP USD: 2,329

[LINK](#)



Reach: 373,401
VAP USD: 2,329

[LINK](#)



Reach: 875,407
VAP USD: 2,329

[LINK](#)



Reach: 1,293,114
VAP USD: 2,329

[LINK](#)

FIRST PRE SALE ANNOUNCEMENT: INFLUENCERS

We selected a group of influencers to make their followers known about the first PS5 pre sale through Instagram stories.

HIGHLIGHTS



SECOND PRE SALE ANNOUNCEMENT: PRESS

The second pre sale of the new generation of PlayStation 5 consoles was due on October 16th in Chile and fans had a new opportunity to acquire PS5 in advance on the associated commerce, a month away from the official local launch date.

HIGHLIGHTS

PlayStation anunció segunda preventa para la PS5 en Chile

La preventa de la consola se realizará el viernes 16 de octubre en Chile.



Reach: 214,842
VAP USD: 5,433

[LINK](#)

El PlayStation 5 tendrá una nueva preventa en Chile durante este viernes

Deseando que los fans puedan conseguir su unidad de cara al lanzamiento oficial.

[Leer más](#)

Reach: 28,590
VAP USD: 5,699

[LINK](#)



Preventa de Playstation 5 comienza hoy: este es el precio y los accesorios que la acompañan

Al igual que la preventa anterior, esta se realizará el viernes 16 de octubre, la cual incluye un juego digital y un accesorio de la marca.



Reach: 549,630
VAP USD: 5,699

[LINK](#)

Actualización: fechas y precios de nueva preventa de Playstation 5



Reach: 1,700,000
VAP USD: 5,699

[LINK](#)

SECOND PRE SALE ANNOUNCEMENT: INFLUENCERS

In this second instance, the PlayStation fans were able to learn more about the new releases of the PS5 launch through the content generated by the selected influencers.

HIGHLIGHTS



[LINK](#)

JIM RYAN INTERVIEW: PRESS

The CEO of Sony Interactive Entertainment, Jim Ryan, talked to a unique local media outlet in Chile. On November 2nd, Jim Ryan gave exclusive details to El Mercurio about the PlayStation 5 consoles and the challenges that the company has faced due to the pandemic.

HIGHLIGHTS

INTELIGENCIA DIGITAL
ENTREVISTA CON JIM RYAN

Jim Ryan, CEO de PlayStation, apuesta a las experiencias inmersivas para que la PS5 supere las 110 milis. de unidades vendidas

Reach: 654,906
VAP USD: 78,608
[LINK](#)

INTELIGENCIA DIGITAL B7
ENTREVISTA CON JIM RYAN

CEO revela la apuesta de PlayStation para lograr que las ventas de la PS5 superen los 110 millones de unidades

Reach: 654,906
VAP USD: 19,633
[LINK](#)

EL MERCURIO

Por primera vez desde la crisis social, empresarios vuelven a exhibir optimismo sobre el rumbo de la economía

Reach: 654,906
VAP USD: 10,361
[LINK](#)

Máximo ejecutivo de PlayStation revela las complejidades de lanzar su nueva consola durante la pandemia | B7

HANDS ON: PRESS

FayerWayer had the exclusive opportunity of being the first local media outlet to try the DualSense control of the PlayStation 5 console, by sending a journalist to the Hilton Hotel in Buenos Aires. The first review related to the new generation of consoles was published on November 10th, a few days before it's release date.

HIGHLIGHTS



Reach: 119,877

VAP USD: 5,921

[LINK](#)



Reach: 489,715

VAP USD: 1,776

[LINK](#)



MOMENTUM

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MOMENTUM

PR PERFORMANCE

248

PUBLICATIONS

101MM

ESTIMATED REACH

131MM

ESTIMATED
IMPRESSIONS

876K

VAP USD

INFLUENCERS PERFORMANCE

26

INFLUENCERS

135

PUBLICATIONS

12.9MM

ESTIMATED REACH

15.4MM

ESTIMATED IMPRESSIONS

724K

INTERACTIONS

3.52%

AVERAGE ER

11.1K

CLICKS IN SWIPE UP

MEDIA PLAN PERFORMANCE

201

PUBLICATIONS

4.3MM

ESTIMATED REACH

5.6MM

ESTIMATED
IMPRESSIONS

55K

VAP USD

CONSOLE REVIEWS: PRESS AND INFLUENCERS

A few days before its launch date, a total of 25 PR contacts and influencers received a PlayStation 5 console for review. The features highlighted by the press were the graphics, speed, peripherals and new titles.

HIGHLIGHTS



Reach: 1,700,000

VAP USD: 5,921

[LINK](#)



Reach: 214,842

VAP USD: 5,638

[LINK](#)



Reach: 23,820

VAP USD: 2,996

[LINK](#)



Reach: 530,000

VAP USD: 5,914

[LINK](#)

CHILE LAUNCH DAY: PRESS

PlayStation Chile announced the launch of the PlayStation 5 consoles on November 19th. The historical landmark was celebrated with a light show on the Costanera Center, while the local press and influencers also received PS5 consoles and exclusive titles for review.

HIGHLIGHTS



Reach: 1,125,000
VAP USD: 4,934

[LINK](#)



Reach: 1,700,000
VAP USD: 5,921

[LINK](#)



Reach: 944,878
VAP USD: 17,638

[LINK](#)



Reach: 1,169,966
VAP USD: 20,700

[LINK](#)



Reach: 865,143
VAP USD: 18,750

[LINK](#)



Reach: 785,267
VAP USD: 31,359

[LINK](#)



Reach: 549,630
VAP USD: 5,921

[LINK](#)



Reach: 600,000
VAP USD: 5,329

[LINK](#)



Reach: 214,842
VAP USD: 5,645

[LINK](#)



Reach: 654,906
VAP USD: 33,794

[LINK](#)



Reach: 940,514
VAP USD: 18,611

[LINK](#)

CHILE LAUNCH DAY: INFLUENCERS

One of the most anticipated moments was the unboxing of the new PS5 console. On this occasion, a group of influencers communicated the arrival of this new console on their different social media accounts such as Instagram and YouTube.

HIGHLIGHTS



[LINK](#)



[LINK](#)

LATIN AMERICAN CELEBRATION EVENT: PRESS

The official celebration for the arrival of the PlayStation 5 consoles to Latin America was due on December 2nd. Personalities from Argentina and Chile participated on a digital event that was live streamed on YouTube, where two PS5 consoles were gifted to the fans.

HIGHLIGHTS



Reach: 849,610

VAP USD: 5,921

[LINK](#)



Reach: 600,000

VAP USD: 5,322

[LINK](#)



Reach: 23,820

VAP USD: 2,996

[LINK](#)



Reach: 65,272

VAP USD: 3,947

[LINK](#)



Reach: 131,749

VAP USD: 986

[LINK](#)



Reach: 27,785

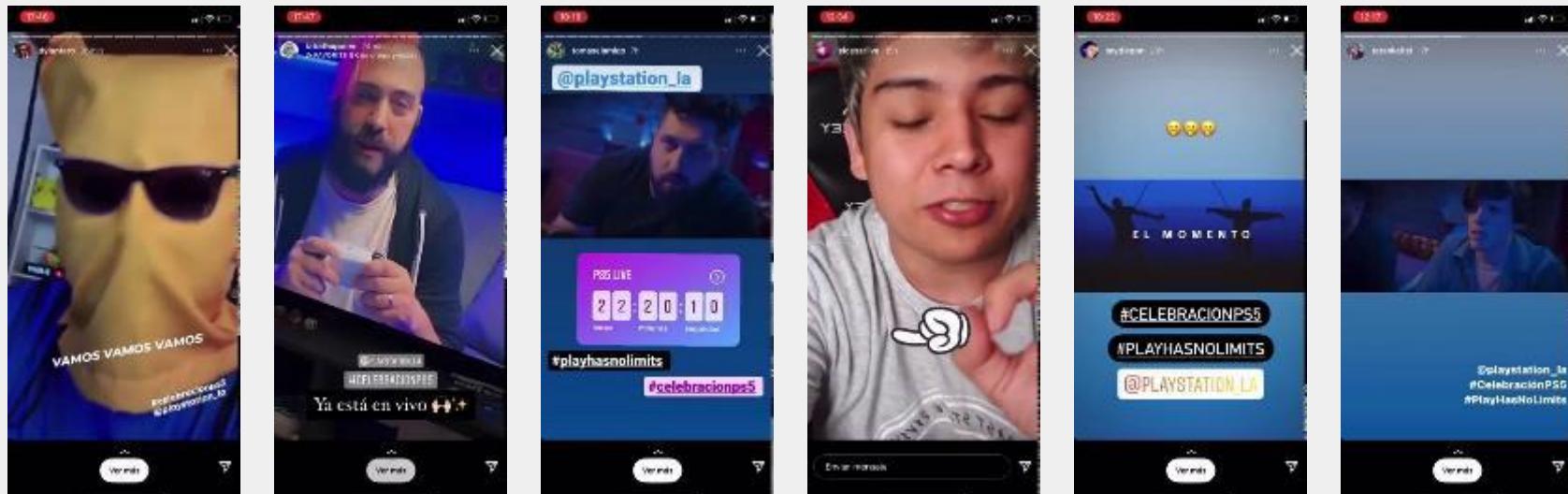
VAP USD: 987

[LINK](#)

LATIN AMERICAN CELEBRATION EVENT: INFLUENCERS

In a digital event through YouTube, PlayStation fans know more about the operation and news of the new PlayStation console through an action that brought together gaming leaders in Chile and Argentina.

HIGHLIGHTS



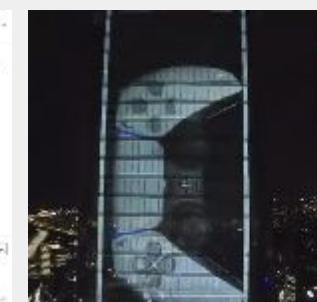
MEDIA PLAN: SOCIALGRAM

Socialgram created a serie of original capsules to introduce PlayStation 5 consoles new features. Also, the media outlet support the launch by publishing all the actions among the campaign. On the other hand, "Pass The Dual Sense" was first released through Socialgram.

HIGHLIGHTS



[LINK](#)



[LINK](#)



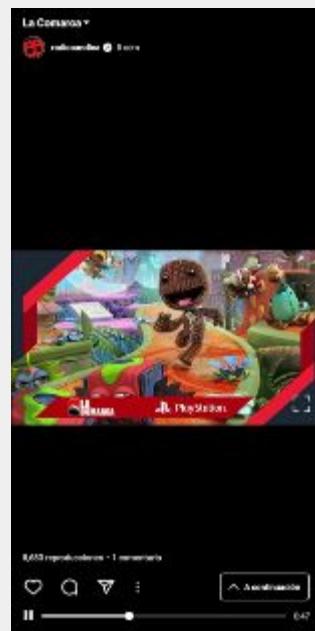
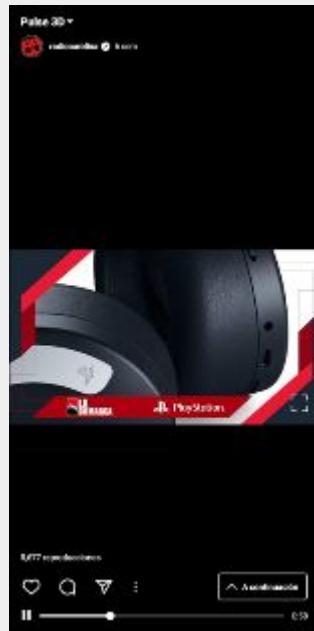
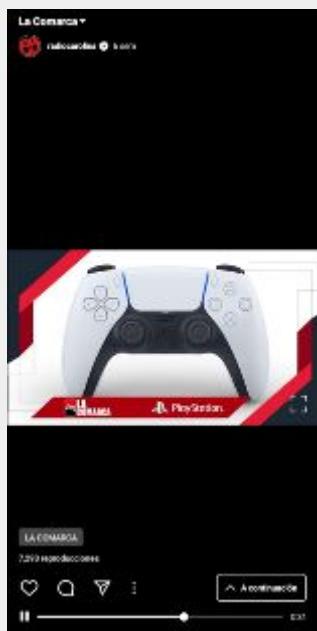
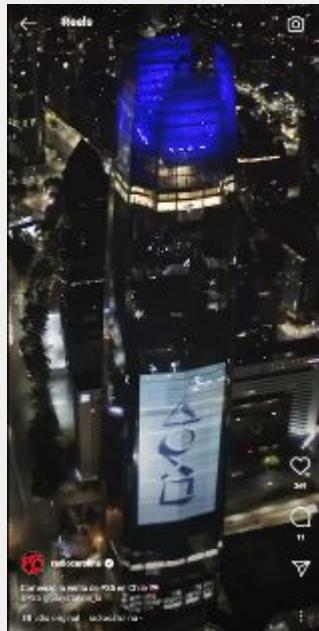
PlayStation 5

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MEDIA PLAN: RADIO CAROLINA

La Comarca radio show transmitted 11 capsules inspired on PlayStation 5 launch, video games, peripherals, among other topics. Tabatha Pacer, the radio host, invited the audience to be explorers based on her own experience with the new generation of consoles.

HIGHLIGHTS





MAINTENANCE

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MAINTENANCE

PR + MEDIA PLAN PERFORMANCE

18

MEDIA PUBLICATIONS

4.1MM

ESTIMATED REACH

89.3K

VAP USD

FAKE COVER: PRESS

A fake cover with the message “Thank you Chile” was published by Publimetro newspaper on December 18th. The message of gratitude was directed to the chilean fans communities that waited for the PlayStation 5 generation of consoles for so long.

HIGHLIGHTS



Reach: 944,878

VAP USD: 28,783

[LINK](#)



Reach: 944,878

VAP USD: 28,783

[LINK](#)



PERIPHERALS REVIEWS: PRESS AND INFLUENCERS

Key PR contacts and influencers received a DualSense control, the Pulse 3D headphones, the HD camera and the multimedia remote control to review the PlayStation 5 console peripherals. The highlights were mainly focused on the haptic feedback and dynamic trigger effects of the Dual Sense control.

HIGHLIGHTS

Un acompañante para complementar la experiencia: review de los auriculares Pulse 3D de PS5



Reach: 1,700,000

VAP USD: 6,618

[LINK](#)



PlayStation 5: Paso a paso para hacer una transmisión streaming en Twitch

Una de las novedades que más se hablan entre los gamers cuando compran una consola para la plataforma de streaming.



Reach: 119,877

VAP USD: 6,618

[LINK](#)

Review de los auriculares Pulse 3D para PS5: ideales para no molestar [FW Labs]

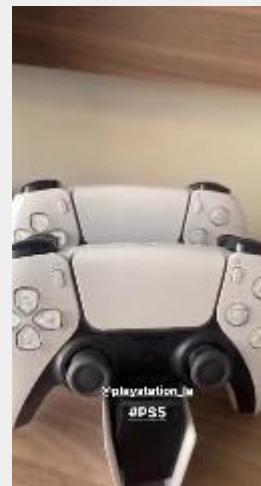
[LINK](#)



Reach: 10,080

VAP USD: 2,957

[LINK](#)



MEDIA PLAN: RADIO CAROLINA

Carolina Radio supported the PlayStation 5 campaign by creating web content, related to the console new features, and supporting the influencers actions and street interventions on social media.

HIGHLIGHTS



TAKEAWAYS & LEARNINGS

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TAKEAWAYS & LEARNINGS

The PlayStation 5 campaign signify the most important cultural milestone of the decade. The biggest challenge to face was to contain the press, influencers and fans at the same time due the enthusiasm while the launch date approached. We received an uncountable number of questions, requirements and proposals that had to be filtered to drive the creation of content towards our communication goals.

We received many complaints on both pre sale stages, due the fans, press and influencers expected more stock available and many of them couldn't get a console.

On the other hand, the number of consoles for review were not enough for our local key press contacts and influencers. Also, the participation of recognized personalities on the campaign was hard to accomplish due the fact that consoles were the main payment as an exchange for content.

The coverage was first centered on the expectation for the announcement of the local price and launch date. After that, press started to highlight the console features and the celebration behind it's arrival to the country. Finally, the public general perception of the PS5 console was undoubtedly positive.

The total reach of the campaign was according to the investment and overcame our expectations due the extra articles and content that we accomplished, by maintaining a strong bound with local press and local influencers personalities.

ANNEX

INFLUENCERS CONTENT: TOP 5

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GERMÁN GARMENDIA
[@germangarmendia](https://twitter.com/germangarmendia)





DYLANTERO
[@dylantero](https://twitter.com/dylantero)

PlayStation.



dylantero • Seguir
Original Audio

dylantero PUEDES UNA
KALENO Y QUE MATAILLA
Ayudando a #PS5
Adelantandole a #PlayStation5

2.1m

+
• Corra de MANDO HORRIBLE
From: Reorder

• busi adi SII B. KIRAS WIN. (ODORDE
COUPON UN CAVIA INCREDIB
From: Reorder

• www.mario.ignition.Tk

7,030 Me gusta
21 Retuiteos

Haga clic para indicar que le gusto
esta publicación.

[LINK](#)



[LINK](#)

moc.



TATI FERNÁNDEZ
[@tatifernandez](#)



[LINK](#)



[LINK](#)



[LINK](#)

mgo.



MARÍA FERNANDA BERTERO
[@mafebertero](#)

PlayStation.



[LINK](#)



[LINK](#)



mafebertero • Seguir
Original Audio

mafebertero • Fondo largo ideal para aprovechar a full el #PS5 de @playstation_la ❤️❤️ mejor panorama o mejor panorama? 🤔

4 sem

baltovichbc 1v1 al formarle a gano manca WJJAKSK5JAKKSJKSKAK

2 sem Responder

strong_boy_16 Linds...

2 sem Responder

kidd_wicht Crea que va sabemos

42,192 Me gusta

6 DE DICIEMBRE DE 2020

Inicia sesión para indicar qué te gusta o comentar.

mgc.

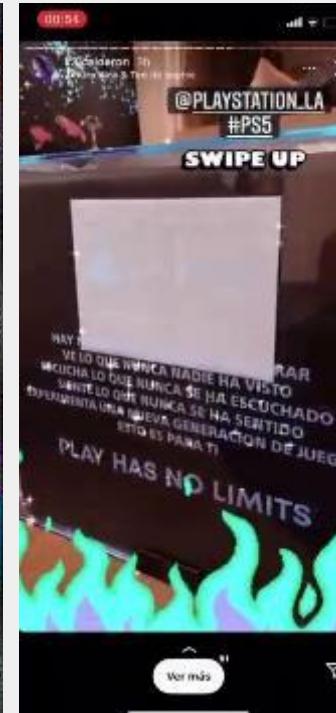
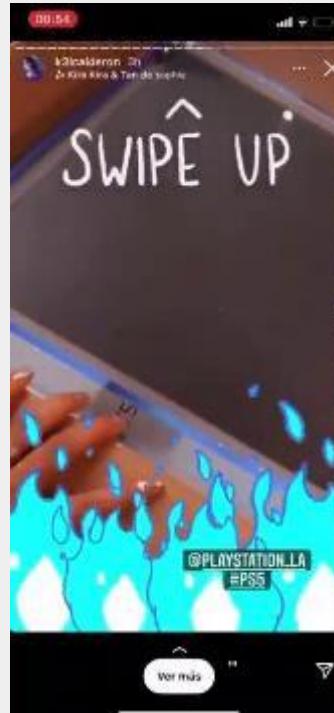


RAQUEL CALDERÓN
[@k3lcalderon](#)

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THANK YOU!