I Love Bees

a buzz story

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www.4orty2wo.com
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.
I Love Bees Results

- 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
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?
I Love Bees Campaign Marketing Objectives

- 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
I Love Bees Campaign Strategies

- **Give fans** something to enjoy and buzz about:
  - mystery and immersive story
- **Challenge fans** to do things that the rest of the world will buzz about:
  - pervasive missions
- **Provide a real payoff** that will keep the community buzzing:
  - personal investment in story;
  - advance play of Halo 2
I Love Bees

Follow the Buzz...

The New York Times

CNN

The Reporter

USA Today

Entertainment

Wired

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I Love Bees Lessons Learned

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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