

Proximus Fiber Speed Run




LEADERBOARD

Open 1	0000	Open 6	0000
Open 2	0000	Open 7	0000
Open 3	0000	Open 8	0000
Open 4	0000	Open 9	0000
Open 5	0000	Open 10	0000

CREATED IN
FORTNITE®

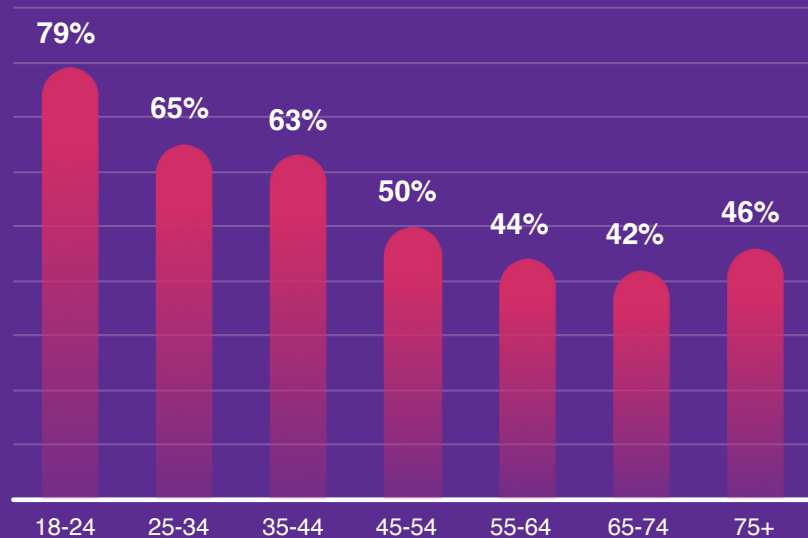
**Proximus Fiber is
the fastest internet in Belgium.**



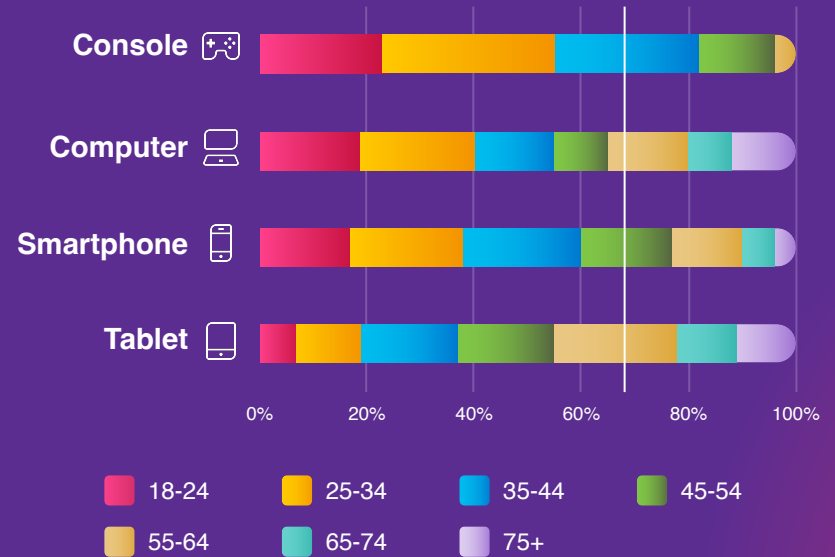
Ultra-fast internet
Ultra-stable connection
Ultra-low latency

In 2022, 55% of 18+ Belgians played a digital game on a monthly basis

Monthly gaming according to age (2022)



Profile monthly gamers according to age & device (2022)





Our challenge was to

**raise awareness
about Proximus fiber**

among gamers

We decided to

enter the virtual world

they play in everyday...

... and built them a

Proximus-branded Fiber Speed Run in Fortnite



A Speed Run in Fortnite ties perfectly with our message



We need to be
where our
audience is.

And we want to wow them
with a unique experience.



Fortnite is a
popular and
accessible game.

This allows us to reach a
big audience.



Speed Runs are all
about **speed**, and
so is
Proximus fiber.

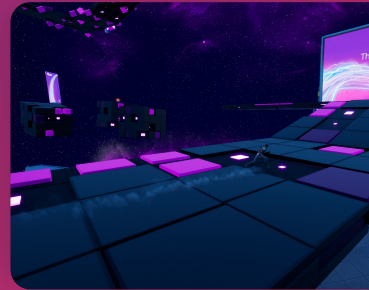
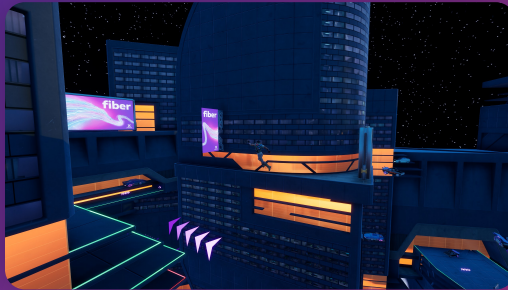
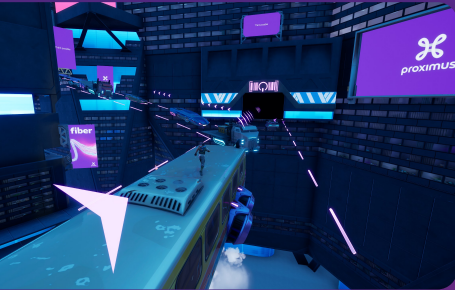
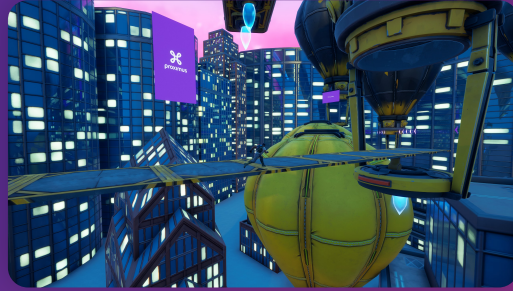
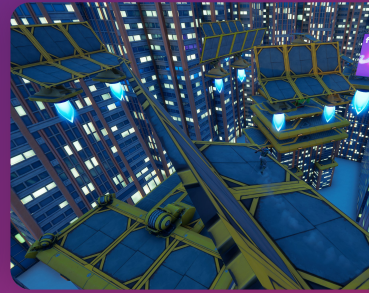
It ties in with the message
we want to give.

The Proximus logo, a stylized white infinity symbol, is positioned above the word "proximus" in a white, lowercase, sans-serif font. The background is a purple gradient.

10 different
levels

Fully fiber
branded &
Proximus
visuals

Starting in
"urban, city
world" that
evolves to
universe theme



To make gamers really engage we've created a competitive format

Toernooi 1

23 januari - 5 februari



- 1 PlayStation 5
- 2 Samsung Galaxy S22
- 3 Samsung Galaxy S22
- 4 Samsung Galaxy S22
- 5 Samsung Galaxy S22

Loting

PlayStation 5

Toernooi 2

20 februari - 5 maart



- 1 Samsung The Freestyle Projector
- 2 Samsung Galaxy S22
- 3 Samsung Galaxy S22
- 4 Samsung Galaxy S22
- 5 Samsung Galaxy S22

Loting

PlayStation 5

Toernooi 3

20 maart - 2 april

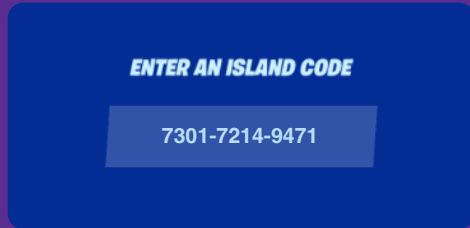


- 1 Samsung TV QLED 55"
- 2 Samsung Galaxy S22
- 3 Samsung Galaxy S22
- 4 Samsung Galaxy S22
- 5 Samsung Galaxy S22

Loting

PlayStation 5

e The rules of the game were easy



Go to Fortnite and **enter the island code** of the Fiber Speed Run



Run through the Fiber Speed Run as fast as possible and **take a screenshot of your result**



Go to the Fiber Speed Run landing page and **submit your result**

1

2

3

Communication

Let

**gaming content
creators**

create the buzz!

We teamed-up with
**10 amazing gaming
content creators**

on Twitch and TikTok



Creating not less than
**48 branded live
streams on Twitch
and 30 TikToks**

The background consists of two overlapping curved shapes. The top-right portion is a bright pink, while the rest of the background is a deep purple. The text is positioned on the left side, overlapping both colors.

Campaign
results

The influencer campaign on TikTok & Twitch grabbed the attention of the gaming community

5 million
TikTok impressions

Average CTR :
0,87%

1,2 million
Twitch views

167,275
hours watched

Overall
unique
players:

39.125

Overall
playtime:

29.442
hrs

Overall
avg playtime:

45,12
min

We outperformed the participants estimate **times x7!** On top of this, they spent a huge amount of time playing the Speed Run in which they were **exposed to Proximus advertising**

We did a pre- and post-campaign test asking 2 questions to our target audience

Which of these telco brands* **offer 10 Gbps fiber technology?**



proximus

Pre-campaign

Post-campaign

NL 47,6%

51,1%

FR 41,4%

50,0%

6% uplift in awareness

Which of these telco brands* would you **consider** for internet at home?



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Pre-campaign

Post-campaign

NL 33,3%

36,5%

FR 42,6%

50,0%

5% uplift in consideration

*Answer options



Other

Why we believe this deserves an AMMA for Innovation & Development



Proximus Fiber
is all speed



Gamers are a key
target audience



Proximus Fiber
Speed Run
in Fortnite

Pioneering approach in leveraging gaming culture and the metaverse

Engaging with consumers in their own world

Showcasing the capabilities of the Proximus fiber network

Effective impact on brand perception and market position

Think possible
mission

