

Port of Antwerp-Bruges **RIFTMASTER**

From Controller to Crane:
Turning Gamers into Port Talent

Best Use of Native & Content
AMMA 2026



Presented by Aurélie Jacquet



GEN Z doesn't know what the port has to offer

"Because I don't really like that kind of work. I prefer working in offices."

"Heavy labour."

"Because it is mainly a male-dominated job."

"I don't have enough strength and I get tired quickly."

"Marketing — I don't immediately see opportunities."

"Too tough a trade."

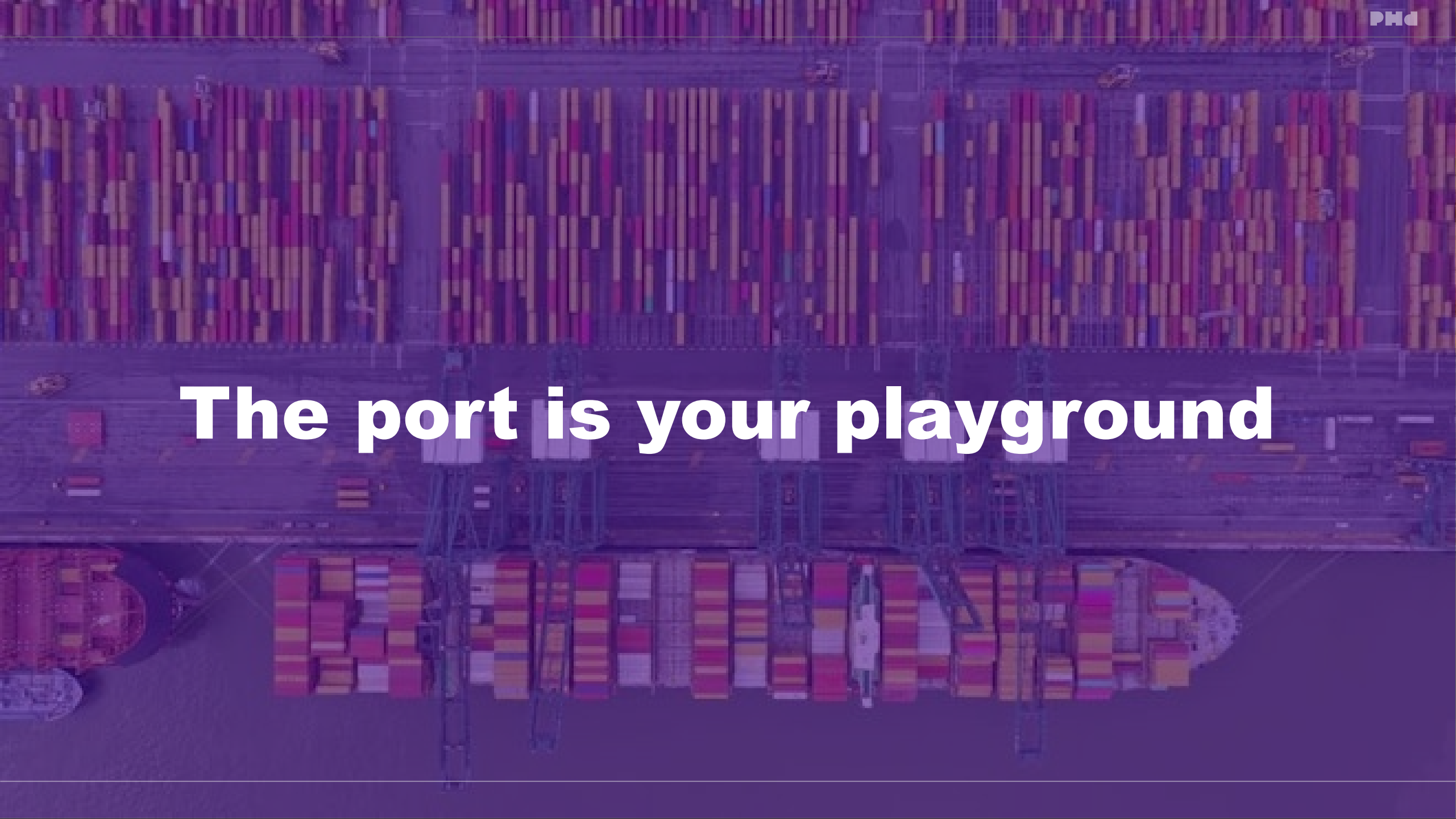
"I can't handle such heavy work."

"Too much manual work."

"Because I'm not really a hard worker; I'd rather sit behind a computer."



**How do you make a port
an attractive workplace to GEN Z?**

An aerial photograph of a busy port. A large container ship is docked at a pier, its deck covered with stacks of colorful shipping containers. The ship is oriented horizontally across the lower half of the frame. Above the ship, the pier is filled with more stacks of containers, organized in neat rows. The entire image has a purple tint. The text "The port is your playground" is overlaid in the center in a bold, white, sans-serif font.

The port is your playground



**Gaming isn't
wasted time, it's
skill development**

FORTNITE

Goo Cleanup:

High Score:
1984/10000
Best Time:

Port of Antwerp-Bruges presents:

RIFTMASTER

1 Back To Lobby

Riftmaster: a custom game inside

FORTNITE



5 minigames & 1 boss
battle

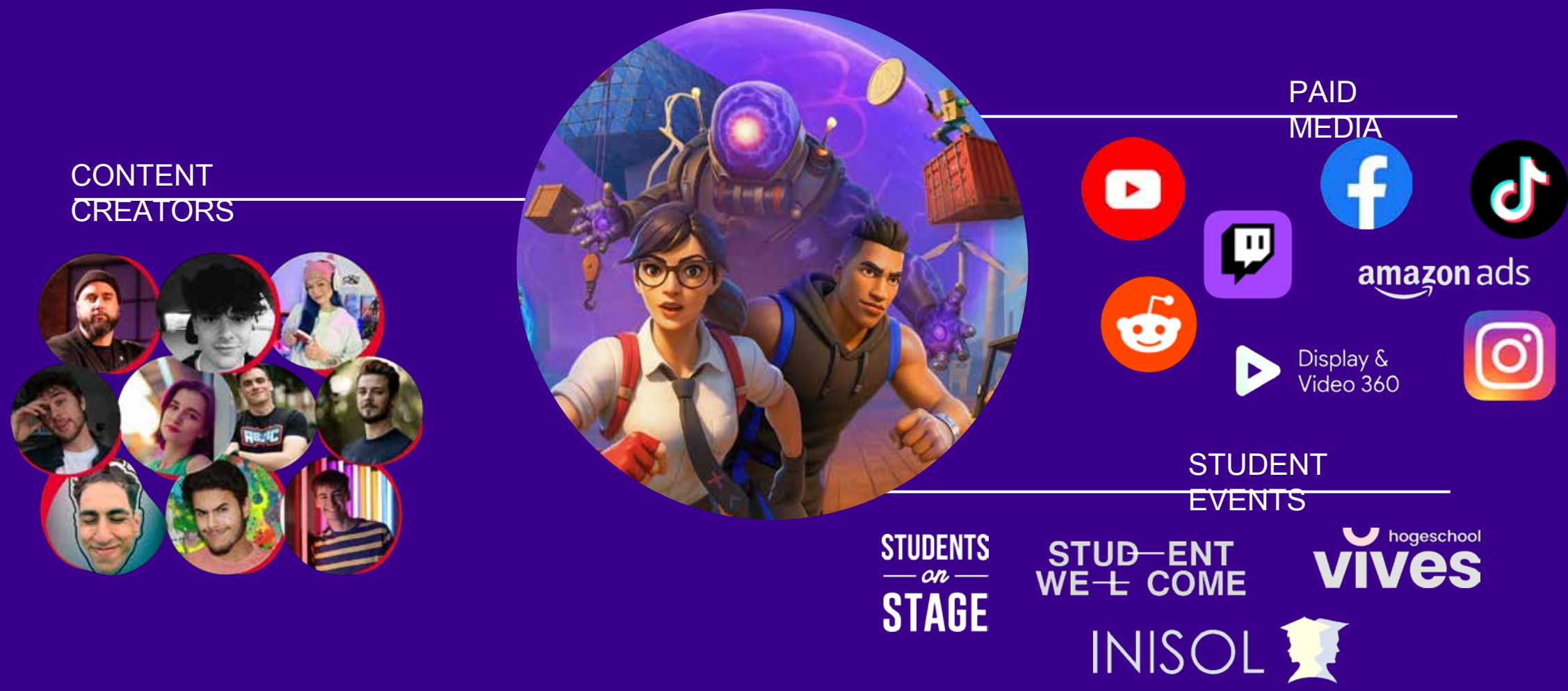


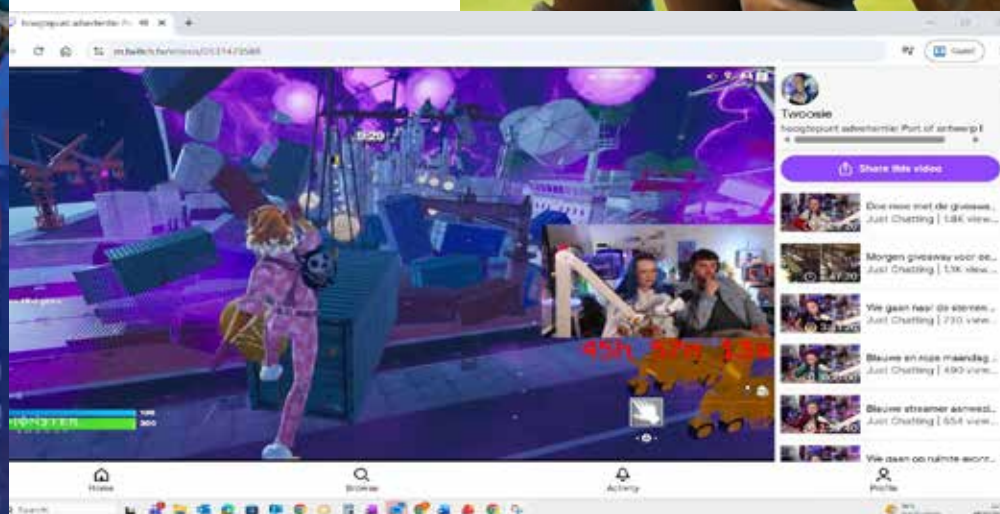
Missions inspired by real
jobs



Experience > messaging

ONE CONNECTED ECOSYSTEM





Port of Antwerp-Bruges
Gesponsord

Behaal jij de highscore? Ruim de Riftmaster uit de weg in Fortnite en win een PS5!

Speel RIFTMASTER gratis in Fortnite en win een PS5

<https://www.havenjobs.com/versla-de-riftmaster/>

Versla de Riftmaster & win!

Vind ik leuk Reageren

Instagram

portofantwerpbruges
Gesponsord

Klaar voor de ultieme uitdaging? De haven roept!

Meer informatie

portofantwerpbruges

Speel Riftmaster nu in Fortnite.

Meer informatie

u/PortofAntwerpBruges • Promoted

Ga jij voor de topscore? Speel nu Riftmaster in Fortnite & win een PS5!

Speel RIFTMASTER gratis in Fortnite en win een PS5

Port of Antwerp Bruges

u/PortofAntwerpBruges • Promoted

Neem het op tegen de Riftmaster in Fortnite & win een PS5! Behaal jij de topscore?

Klaar voor de challenge?

Speel RIFTMASTER gratis in Fortnite en win een PS5

Ga voor een topscore! Gooi al je skills in de strijd en versla de Riftmaster.

Advertentie Port of Antwerp-Bruges

Speel RIFTMASTER gratis in Fortnite en win een PS5

YouTube

Speel RIFTMASTER gratis in Fortnite en win een PS5

Ga voor een topscore en win!

Ga voor een topscore! Gooi al je skills in de Riftmaster

Port of Antwerp-Bruges
Gesponsord

The port is your playground.
[havenjobs.com/riftmaster](https://www.havenjobs.com/riftmaster)

Meer informatie





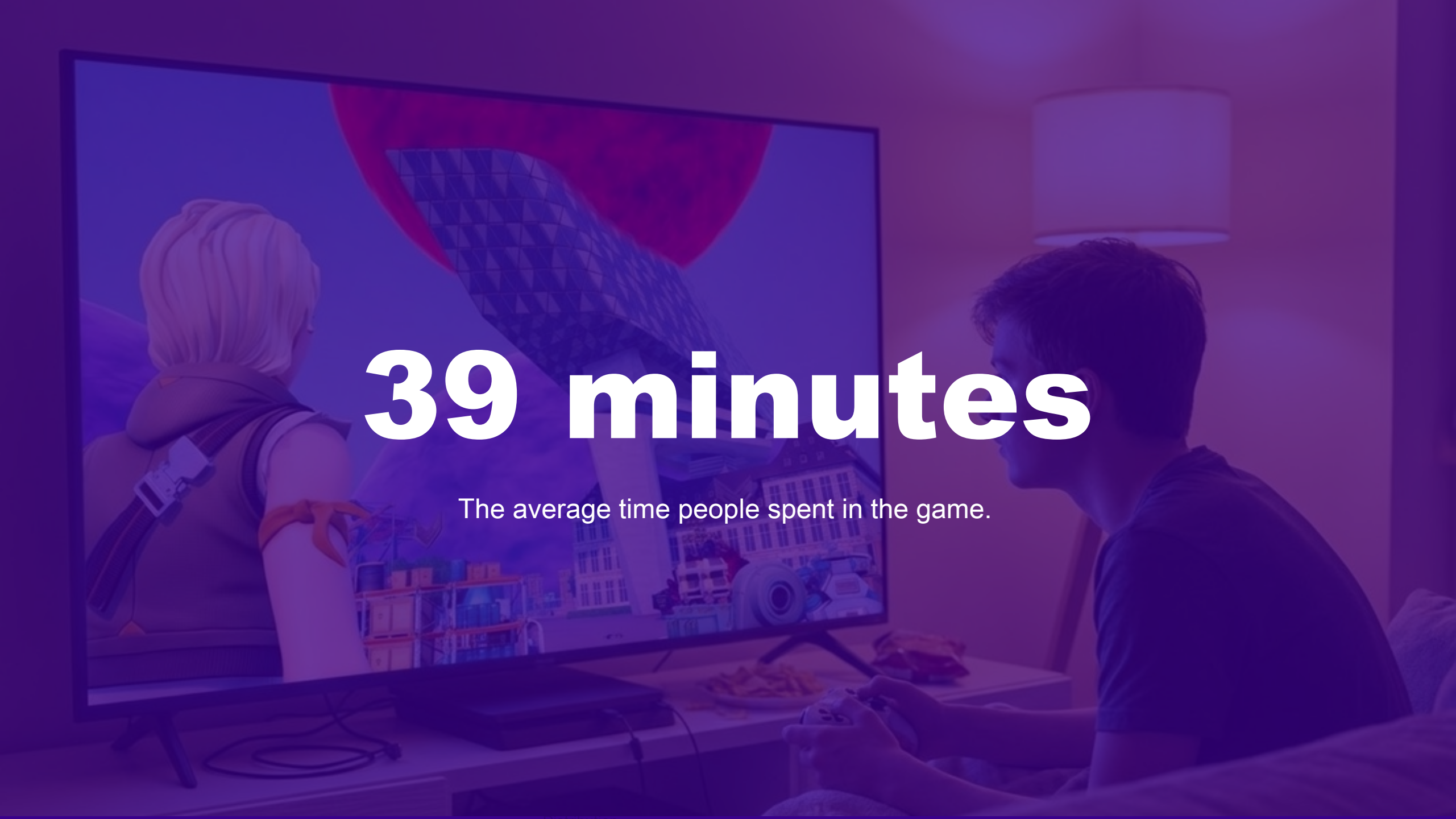
+2.3M Potential future talent reached

+30M Impressions

28.5K Completed games

130K Replays

OUR FINAL SCORE



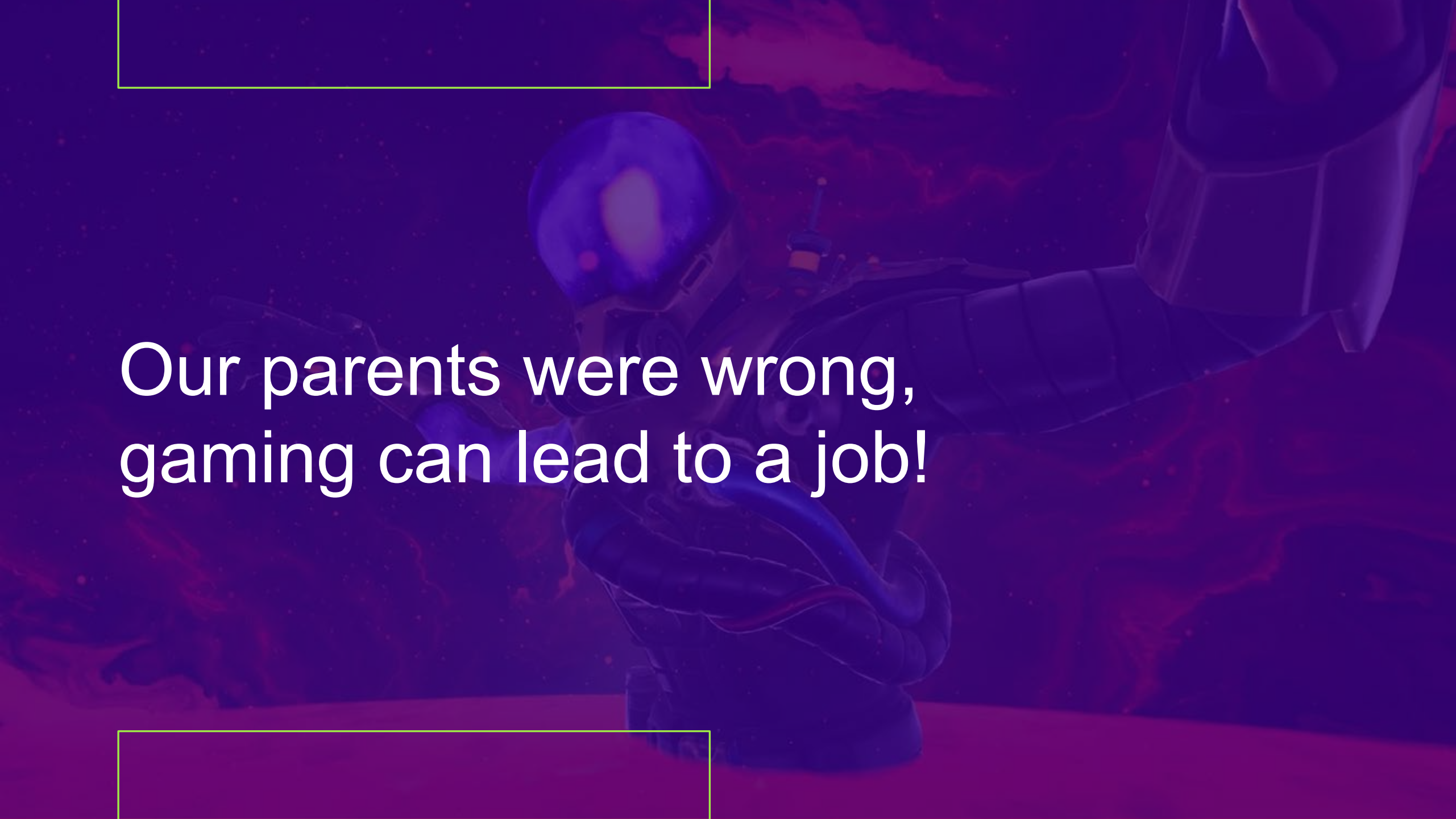
39 minutes

The average time people spent in the game.

- ✓ Native content + tech solving a real challenge
- ✓ Recruitment turned into gaming experience
- ✓ Embedded in Gen Z platforms & behaviour
- ✓ Scale reach + deep engagement
- ✓ Smart concept, big impact (low budget)
- ✓ 39 minutes sustained Gen Z attention

WHY **AMMA?**

A campaign where media, content and culture work as one.



Our parents were wrong,
gaming can lead to a job!