



**GameSpot AU excites and inspires with Tropic Thunder competition**



**CAMPAIGN:** Tropic Thunder Box Office Release  
**CLIENT:** Paramount Pictures

**CAMPAIGN OVERVIEW:**

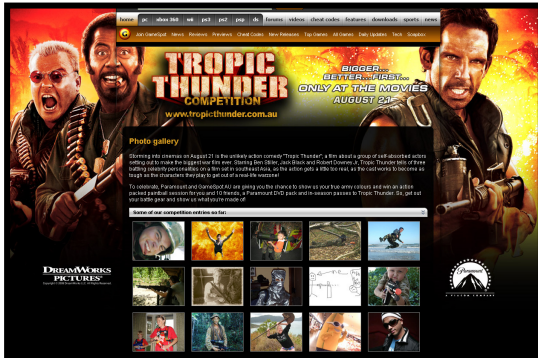
To celebrate the launch of **Tropic Thunder** and get users involved and engaged with the film's comic and action elements, the **CBS Interactive** team worked with **Paramount Pictures** to develop a unique competition space on games site **GameSpot AU** to generate buzz and interest prior to the film's box office launch.

Within the competition, users competed to win a chance to reveal their inner-Rambo in an 'Army Idol' style competition where users sent through their best army-fighter style picture of themselves with an accompanying 25 words or less.

The grand prize for the competition was a paintball-style fighting experience for the winner and 10 friends and a Paramount DVD Pack. Runner-up winners would win a double-pass to the film.

**AUDIENCE RESPONSE:**

All GameSpot AU readers had to do was submit an image of themselves in army gear (Tropic Thunder style!) and answer the question: "What weapon would make you the ultimate fighter and why?"



**B&T BREAKING CAMPAIGNS**

**GameSpot calls for your "inner Rambo"**



For the launch of the new action comedy *Tropic Thunder*, starring Ben Stiller and Jack Black, Paramount Pictures and CBS Interactive (formerly CNET Networks Australia) has created a new campaign that will appear on gaming site GameSpot AU.

Alongside a "fully skinned" homepage that showcases the film's characters and links to the film site, CBS Interactive has developed a competition giving users the opportunity show

their "inner Rambo" and have an image of themselves appear in a gallery on the site.

Users can see and compare entries in the hope of winning a paintball experience and movie tickets for 10 friends.

Credits: media agency Mediahexa; Marja Pavic, CBS Interactive creative; Dominic Thorpe-Popinger, CBS Interactive developer; Tina Kolovos, CBS Interactive account management; Dejana Aevska, Sarah Creedman

**Entrants:** 110

**Page Impressions:** 2,300

**Advertising:** GameSpot AU was fully skinned and branded with film visuals, with a \$20k supporting value of co-branded network advertising across CBS Interactive Consumer & Entertainment sites.

**Editorial:** Featured on GameSpot AU's weekly video news show *Crosshairs*, in addition to the team's fortnightly podcast *OzSpot*.

**Community:** News of the competition launch announced on the GameSpot AU member forums reaching the site's 350,000 registered users. These registered users were also sent a promotional email outlining the competition in its final week.

**PR Support:** Featured campaign in B&T Weekly's 'Breaking Campaigns' section on August 14.

**A few of the finalists...**



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