

# HOW **JBL** ACTIVATED **8%** OF THE VISITORS AT GAMESCOM BERLIN

Case study | JBL & Basebuilder B.V. (part of Linehub)



In 2023, Basebuilder designed and developed multiple activation campaigns that JBL featured at various gaming events across Europe. These campaigns showcased the JBL Quantum line of gaming products and aimed to boost brand visibility, increase engagement within the gaming community whilst at the same time grow newsletter subscriptions and drive sales.

## APPROACH

The activation campaigns were promoted using QR codes on leaflets, stickers, banners, videos, and video screens distributed throughout the venue. By scanning the QR codes event visitors could participate in an online wheel of fortune. By spinning the digital wheel, participants instantly discovered their prize. Those lucky enough to win a physical product could collect their prizes at the JBL booth. All other participants received a discount on their next purchase at jbl.com, boosting JBL's direct sales.

# RESULTS

The activation campaigns yielded remarkable results:

- **Activation:** during Gamescom Berlin in August 2023, JBL managed to activate 7,8% of all visitors to participate in the activation campaign;
- **Engagement:** 80% of all campaign visitors proceeded to complete the registration procedure, significantly exceeding the benchmark of 60-70%.
- **Newsletter sign-ups:** 70% of participants signed up for the JBL newsletter, boosting the brand's subscriber base.

These results demonstrate the campaigns' effectiveness of promoting the JBL Quantum brand and engaging with the target audience.

# CONCLUSION

The JBL Quantum activation campaigns successfully increased engagement with the target audience and improved brand visibility within the gaming community. By using innovative promotional methods and incorporating a fun and interactive element, JBL achieved high participation rates and boosted sales. These campaigns highlight the potential of targeted activation strategies to achieve key marketing objectives and drive brand growth.



**7,8%**

Visitors to campaign

**80%**

Completed registration procedure

**70%**

Registered for the newsletter

# CONTACT

Let's achieve success together! Contact us today and discover how our activation campaigns and performance marketing solutions can drive engagement, boost your marketing efforts and enhance brand visibility, just like we did for JBL.



 **Basebuilder**

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