

# UNIVERSUM 8

## INTRO DECK

INTERACTIVE MARKETING  
& COMMUNITY  
COMMUNICATION



# WE ARE UNIVERSUM 8

We believe that games and experiences are tools, that activate and enrich people. Fun builds and holds communities together, making our everyday life more meaningful.

Universum 8 was founded with this belief and purpose and this guides us in all our projects, from supporting HR activities to gamified sales projects, commercials and complex communication campaigns.



UNIVERSUM8.COM 

**Tischler Márk**  
Chief Executive Officer  
Universum 8

# WHAT DO WE DO?

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WE OFFER INNOVATIVE, CUSTOMISED SOLUTIONS TO EFFECTIVELY SERVE OUR PARTNERS' MARKETING, HR AND SALES OBJECTIVES. WE PROVIDE A FULL SERVICE FROM CONCEPT CREATION TO MESSAGING TO END USERS - OUR TOOLKIT IS ENRICHED WITH GAMIFICATION, ENTERTAINMENT AND EDUCATIONAL ELEMENTS.

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# OUR SERVICES



## Interactive Marketing

We know and use both traditional and digital media channels, but our real strength lies in exploring and exploiting the benefits of the latest social, video and communication platforms.



## HR Marketing & Employer Experience

We can support your company's HR activities with online and offline gamification solutions, virtual events or even by developing a complex activation strategy.



## Studio & Production

We shoot shows, commercials, product launch videos, podcasts - or even live event coverage - in our own studio complex specialised at digital social content or on site.



## Events

We add interactive, engaging content to traditional, online and hybrid events. We plan, organise, manage and gather feedback on a full range of events.



## Product Development & Design

We help you design your next successful product or service by understanding and aligning your business need with the end-user experience. We develop unique concepts tailored to each industry.

# INTERACTIVE MARKETING

WE CAN SUCCESSFULLY DESIGN AND IMPLEMENT ATTRACTIVE AND ENGAGING ACTIVITIES FOR HARD-TO-ENGAGE AUDIENCES THROUGH ONLINE CAMPAIGNS, OFFLINE EVENTS, CONTENT-FOCUSED MESSAGES AND CHANNELS.


# WHERE IS THE TARGET GROUP?

## WHO ARE THEY?

Our speciality is the generation that is most overrepresented in the cord-cutting trend, the 19–39-year-old urban target audience. They are the ones who are hard to reach with traditional media campaigns and the most challenging to activate. In many ways, they are the future of media consumption and the market trends are most likely to be based on and driven by them.

## WHERE AND HOW?

Our strength is our openness, we believe in reaching the target group where they are already present. That's why we are constantly exploring new emerging platforms, broadening our portfolio both horizontally (broad media mix) and vertically (content and solutions, best practices). Campaigns on a combination of new and traditional channels not only give access to the target group, but also help activate its members on multiple levels.



**TIP:** Give priority to **Twitch** and **YouTube** channels, because they are in strong competition with classic channels in terms of content consumption, especially in terms of the time spent. Moreover, there are some parameters in which they are more efficient, for example, Twitch has the highest Video Completion Rate. We regularly use **TikTok**, which is brutal in terms of access, and the emerging podcast genre and its platforms (e.g. **Spotify**).

# THE POWER OF COMMUNITIES

In 2022, a successful product, service or event does not only incorporate social platforms into its communications, but it needs to build on them. By finding the right medium and tone of voice to match their identity, and making the best use of a combination of organic and featured content, they can build the kind of direct engagement and connection that was previously only possible using orders of magnitude more media resources.

However, there is a challenge in community-based communication:

- It requires commitment and long-term planning. Those who think short term typically plan community promotion, not community building.

Beyond promotion, you need to create value and self-consuming content, consistent with the quality of your brand and messages. This keeps the community together, grows it organically and generates followers that can be activated in the long run.



# CONTENT TO FORM, FORM TO CONTENT

For many brands, one of the biggest challenges is to define the platform they want to be present on and understand what kind of content and format will be effective and engaging enough to gain a real community.

To be ubiquitous you have to mobilise huge resources or you fall into the trap of being nowhere really.

It is important to define primary and secondary platforms and to develop the content strategy accordingly. We don't say the same thing and in the same way on LinkedIn, Instagram or even TikTok. Our communications team, trained on a wide range of projects, as well as our in-house production and creative experts, guide our partners through the process of selecting the right channels and designing the content strategy.

Besides the human resources, our own studio is built specifically with the needs of the new generation of digital content trends in mind, making it suitable for production optimised for almost any platform, enabling it to produce a wide range of options quickly, let it be a photo, a video, a podcast or a live content.





# NOT ENOUGH TO REACH, NEED TO CONVINC

The right message in the right place, even if the content is good and stands on its own, can be perceived as advertising because of the persona of the speaker (brand). Extra value proposition, an external, trusted voice, needs to be added to maximize its potential and achieve its purpose at all levels.

## OPINION LEADERSHIP: INFLUENCERS

Almost every target group has its own influencers, who have an extremely high level of influence and whose proper involvement guarantees that the message gets across. The task is to invite the best influencers with real activating power into the project, through whom their follower base can be much more easily converted into a customer base interested in the message, then into a potential customer, and finally into an actual customer base.

## PLAYFULLY ENGAGING: GAMIFICATION

Application of elements and systems found in games in a typically less playful environment. Gamification solutions capture the attention of users, who interact with messages embedded in the content. The most basic and powerful weapon of gamification is motivation: by making potentially monotonous, dry information fun and interesting, it offers a way to increase participation.



**TIP: Fusion Network (FUN)** is U8's marketing, communications and sales platform that offers an effective solution for planning and executing influencer-based multichannel campaigns.



# OUR KEY REFERENCES

A SELECTION OF UNIVERSUM 8'S INTERACTIVE MARKETING PROJECTS -  
THE ONES WE ARE MOST PROUD OF.

# SamsunGGamer COMMUNICATION STRATEGY

We are building the #SamsunGGamer brand message for the sixth year as the official agency of Samsung. The aim is to develop the client's gamer brand and community, and promote the four relevant product lines to video gamers.

For them, interactive communication and community activities are essential, so we build our campaigns around these for a year. We also organised activities at the frontiers of gaming, demonstrating the brand's versatility. In 2021 and 2022, we published more than 250 pieces of content across the entire platform portfolio, with a mix of posts, stories, videos and live streams, as well as taking into account the latest developments in the gaming world (e.g. new game launches)

# SAMSUNG



SAMSGAMER.HU 

# KNORR-BREMSE - EXPERT NETWORK COMMUNITY COMMUNICATION

Knorr-Bremse aims to promote its network of service partners and to increase the sense of community among its partner members by expanding communication with them and, overall, to create an image of a higher level of service.

To do this, they wanted to build a community communication and brand with a specifically professional content for a well-defined target group. After getting to know the target group, Facebook was chosen despite the fact that the content was explicitly professionally based. There we started to design and manage the community in an informative still more informal format, tailored to the platform and the needs of the target group.

By working together, we have managed to ensure continued organic growth and create content that is popular with the target audience, relevant and optimised for the platform's requirements. As a next step, the regional expansion of the project is currently being planned.



## KNORR-BREMSE

# UPONOR DIGITAL MARKET RESEARCH IN ROMANIA

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We assisted Uponor in redesigning their digital strategy for the Romanian market by designing and conducting a multi-disciplinary research and analysis.

The analysis not only looked at Uponor's existing footprint and campaigns, but also examined the strategies of its narrower and wider competitors, assessing the needs of its partners, highlighting gaps in the communication chains and points to be strengthened from a content, media and management perspective.

The results helped our partner to renew not only its local but also its regional marketing strategy.



Uponor



# HBO - HOUSE OF THE DRAGON GAME SHOW

To celebrate the launch of the upcoming new series, House of Dragons, we're taking a little trip back to Westeros ahead of the premiere, and we've invited guests along to celebrate the world of the franchise in a special game to decide once and for all who is the biggest GoT fan. We combined the atmosphere of a real fan's living room with a classic gameshow venue.

In the background, GoT posters and flags on the walls and relics from the series are displayed on the walls and shelves. The aim is to put the viewer in context about who is a fan and what to expect from each player during the show - to get to know the characters from a GoT perspective and maybe even pick their favourite to root for.

By tailoring content specifically to the needs of our fan community and engaging influencers, we were able to organically engage our target audience at a higher level and keep their interest right up until the premiere.



**HBO**

# GERMANIA CUP

The aim is to increase the number of subscribers on Sport TV's Youtube channel. We organised a 4-day FIFA21 competition with 4 teams of 3 players, made up of Sport TV representatives, ex national team footballers, freestyle footballers and FIFA gamers, in order to promote diversity.

The matches were hosted by our own expert commentator and presenter. Spectators were also able to get involved and influence the game, vote for team members, play live practice matches with the participants. We created a dedicated website for this, but all the broadcasts were on Sport TV's YouTube channel.

AMC NETWORKS

# GERMÁNIA KUPA 2020



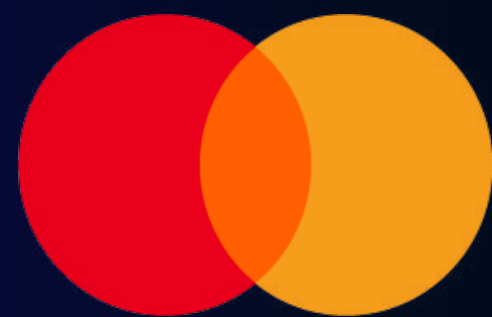
GERMANIA CUP 2020



# LOCAL HERO TOUR

One of the country's largest series of higher education events with online and offline events - now in its third season this autumn. The third season of the Local Hero Tour, 2022, will see gamers from all the country's higher education institutions compete against each other.

The goal of the event series is twofold: to connect student-relevant brands with university/college communities through gaming, and to achieve the sponsor's HR goals.



LOCAL HERO TOUR FINALS





# SAMSUNG COMMERCIALS

We showcased the modern, form-fitting feel of Samsung Odyssey monitors through slam poetry, dance, and other arts.

The concept of the commercial is based on illustrating the greatness of the display, embedding it in a story through artistic means. We were so inspired by the Odyssey monitor that we composed our own music for the film.

# SAMSUNG



ODYSSEY GAMING MONITOR 

# GAMER HUNGARIAN CUP

The MOL Gamer Hungarian Cup is a special community gaming event that offered new experiences for the young generations (X, Y and Z). MOL, as a key supporter of the Hungarian football scene, is targeting new generations to expand the already large camp of football fans. The event was hosted by the well-known Hungarian gamer Nessaj, and the tournaments were broadcasted with the well-known and beloved commentary of Gábor Takács Gundel.

Over a thousand entrants competed in straight elimination all the way to the final four. They were joined by four professional gamers who are well known to the local FIFA community and stand out with their gaming skills. The resulting eight players went on to compete for the trophy in front of the cameras, paired with well-known people. Among the stars are names like Edina Kulcsár and her husband András Szabó „Csuti” András, Curtis, Ganxsta Zolee, Babett Köllő and Zozó Kempf.



MOL GAMER HUNGARIAN CUP 

# FUSION INTERNATIONAL QUIZ SHOW

Traditional online quiz with a professional game master, question topics chosen by the client and any number of prize rounds. An interactive experience that competitively engages the viewer and can move a larger audience from round to round, building a stronger engagement with the brand.

## LOGIC

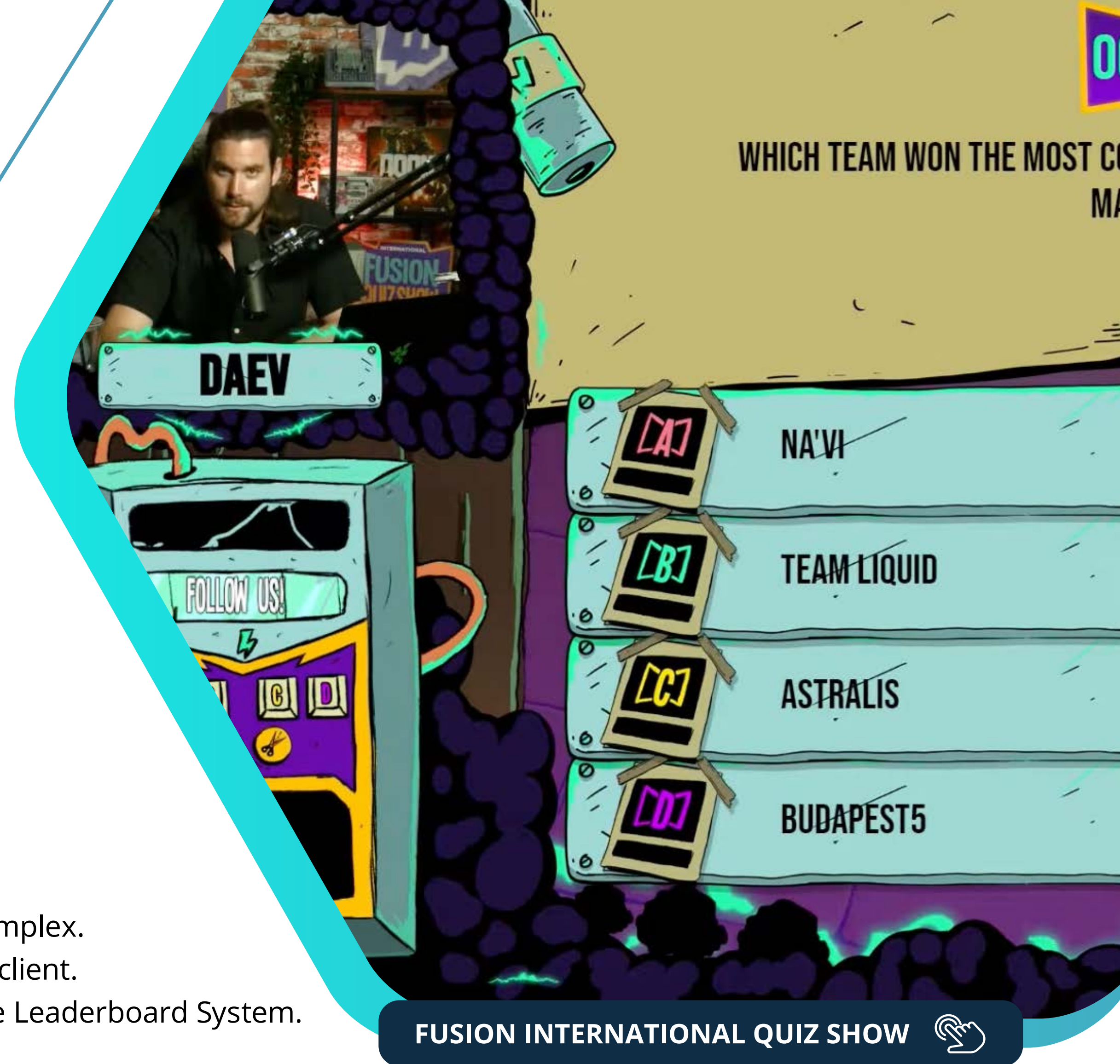
A quiz competition timed to the online event, where the contestant/team with the most correct answers wins.

## GAME

- Format: individual, or individual competitors divided/registered into teams (Directorate, region, etc.) team competition
- Playable on laptop and mobile (second screen)
- Unlimited number of players can participate in the tournament.

## SOURCE

- Online show: the competition will be broadcasted online from the U8 studio complex.
- Viewers can follow the broadcast on the streaming platform designated by the client.
- The current status of the competition will be provided by our proprietary online Leaderboard System.



# PÁLYÁN KÍVÜL PODCAST

What is life like for athletes, actors, musicians on and off the field?

MOL has long been a committed supporter of young talents, but in their new podcast series we find out more about those who have already succeeded in their aims. Lilla Dobos and Balázs Fetter talk to well-known athletes, artists, actors and musicians - and our team takes care of production and distribution!

The podcast is a distinctly emerging genre and a reinvented community organizing content. Our in-house knowledge not only allows us to prepare the project, but also to track the entire lifecycle of the content and organise and manage the community.



PÁLYÁN KÍVÜL PODCAST 





# CONTACT

We believe that great entertainment knows no boundaries.

If you want to create unique, unforgettable experiences for your team or clients, contact us!

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