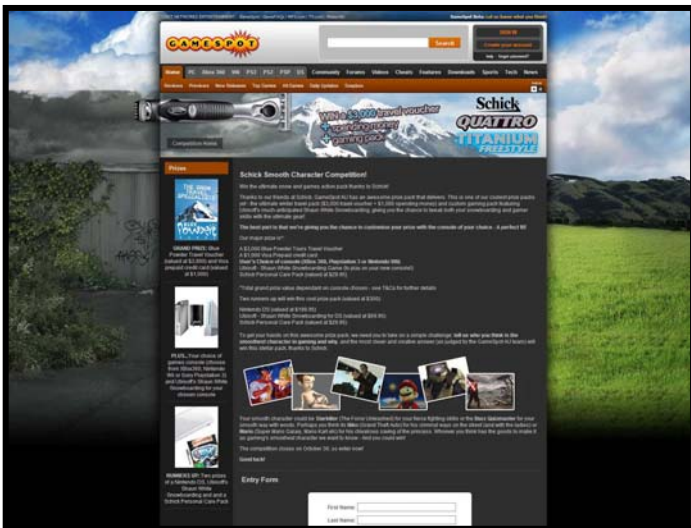




The standard for all things gaming

**CBS Interactive offers Schick and Ubisoft a smooth entry into the hearts and minds of GameSpot AU's young gaming enthusiasts**



**CAMPAIGN:** Schick Smooth Gamer Competition  
**CLIENT:** Schick Quattro Titanium Freestyle and Ubisoft

**CAMPAIGN OVERVIEW:**  
 In line with an extensive online campaign to launch the **Schick Quattro Titanium Freestyle** on GameSpot AU, The **Schick Smooth Gamer Competition** was developed as a value-add promotional marketing opportunity to provide a relevant and exciting link for our users to connect with the Schick brand around the theme of winter sports. Ubisoft was brought on board as a prize partner for the comp alongside this theme; providing the new Shaun White Snowboarding as supporting competition prize for the promotion. Pack images and mention of the game was included in the competition page and promotional copy,



The **Schick Smooth Gamer Competition** offered GameSpot AU readers a combined prize pack of over \$5,000 in value including:

- **MAJOR PRIZE:** A \$3,000 Blue Powder Tours Travel Voucher, A \$1,000 Visa Prepaid credit card, User's Choice of console (XBox 360, Playstation 3 or Nintendo Wii), Shaun White Snowboarding Game and Schick Personal Care Pack.
- **RUNNERS-UP (2):** Nintendo DS Lite, Shaun White Snowboarding for DS and Schick Personal Care Pack.

GameSpot AU readers were asked to respond (in 25 words or less) to the question: **"Who do you think is the smoothest character in gaming and why?"**

Some of the winning responses included:

**MAJOR PRIZE:**  
*"The Doom Marine is so smooth his employer told him to go to hell and he built a summer home there"* Sharon Sinn (Shazbah), VIC

**RUNNERS UP:**  
*"The lead character in Fable 2, I have tried many times but I have never picked a chick up by farting"* Beau Rudder (Whicker89), QLD

*"The smoothest video game character would have been Kirby. Why? Because he's practically round! Just look at the way he gets past King Dedede!"* Lachlan Eddy (st3ady), VIC

**Entrants:** 470  
**Page Impressions:** 2,385  
**Campaign Duration:** 3 weeks

**Advertising:** The Schick competition page was fully skinned with \$20k in supporting co-branded network advertising placed as traffic drivers for the competition across CBS Interactive Consumer & Entertainment sites (pictured above).

**Editorial:** Featured on GameSpot AU's weekly video news show *Crosshairs*, in and 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.