Twitch Rivals

Group Six

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Despite being a huge opportunity, Rivals doesn't feel like an exclusive experience.

Streamers get their fame due to who they truly are, not because of self promotion.

Viewers are deeply loyal to their favorite streamers.

As a collection of like-minded friends, Twitch audiences are willing to go the extra mile for their community.

Often, audiences organize themselves around their streamers autonomously.

Our Challenge

Streamers are “anti-influencers”

We need to get streamers pumped enough about Twitch Rivals that they want share the news with their fanbase.

Viewers feel like friends

Any chance they get, audiences want to feel **more connected** to the streamer.

Strategy Statement

Generate **hype** through **tangible and interactive content** that will create a ripple effect on to the **viewers**, making them feel like they are **competing alongside their idol**.

Choose Your Champ

Campaign Rollout

1 Strike The Match

1 week out from Rivals tournament

2 Social Thunder

7 days leading into Rivals

3 Game Time

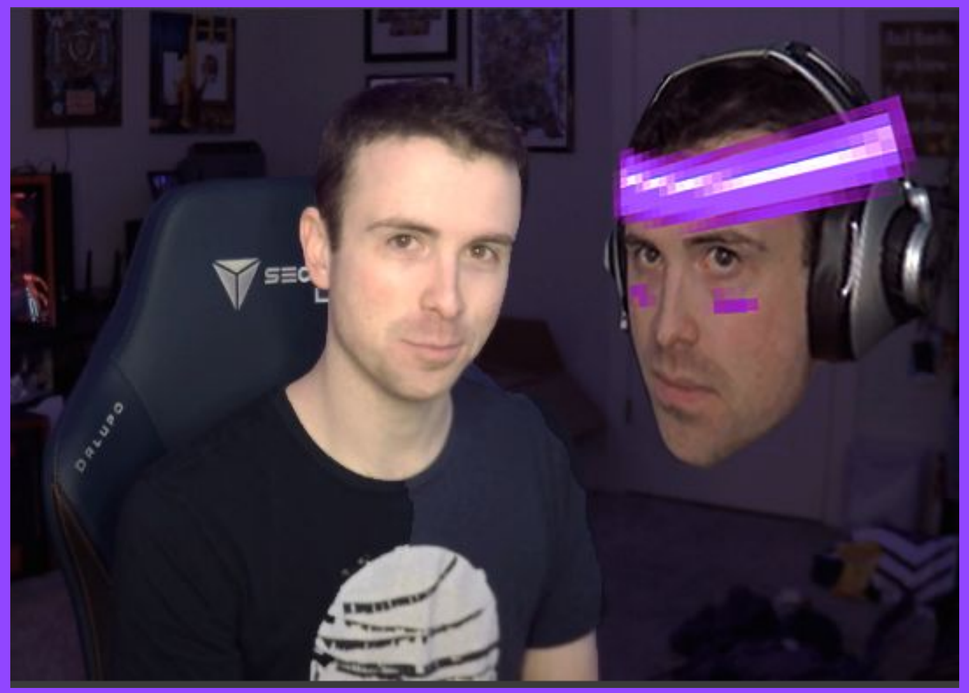
Day of Rivals tournament

Stage 1:

Strike The Match

Kickoff: Got Mail?

Crank up the emote-ions!

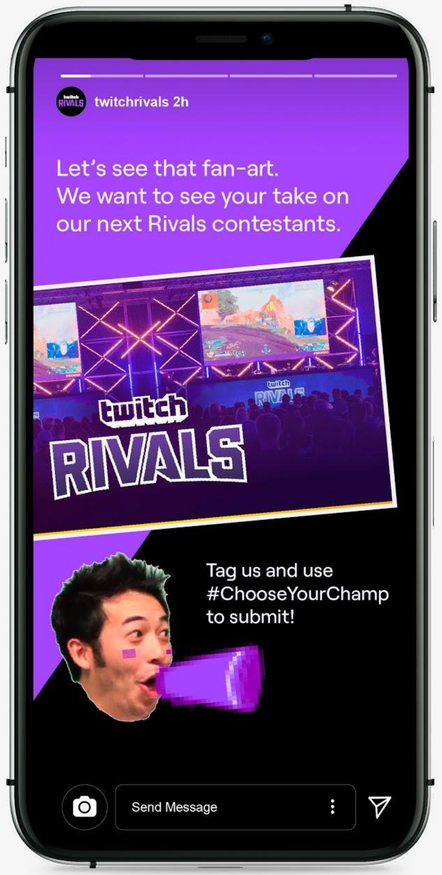


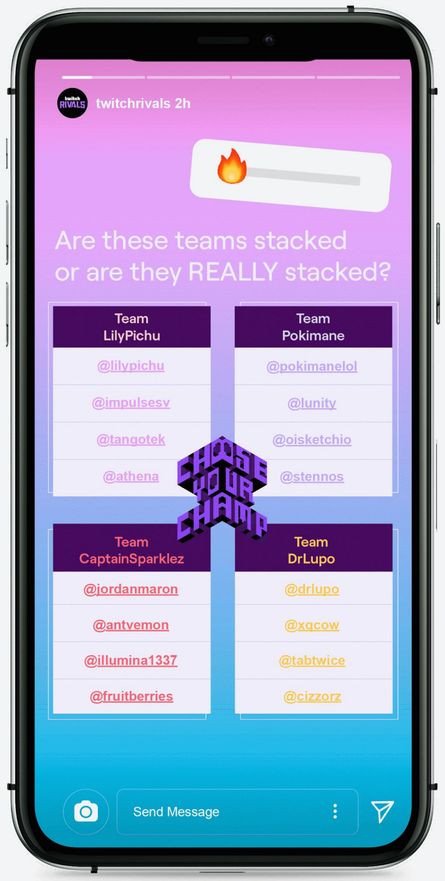
Stage 2:

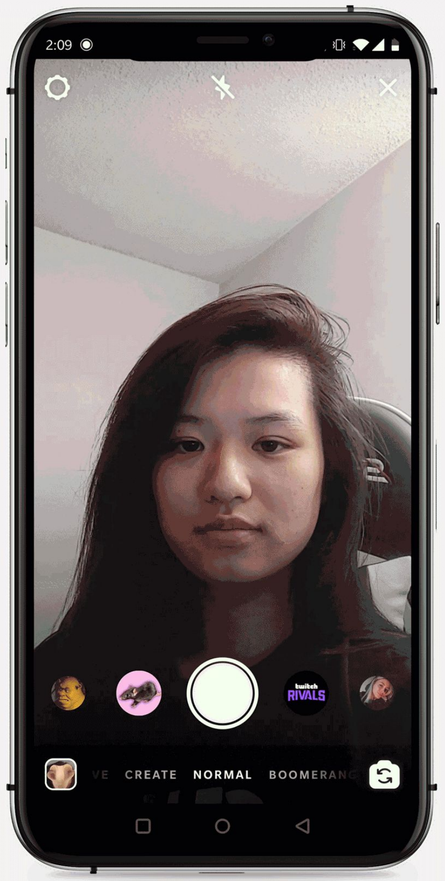
Social Thunder

Instagram

3:46
twitch Now
Twitch Rivals.
Minecraft bingo.
August 13th.
#ChooseYourChamp
at the Halftime Blitz.
Send Message

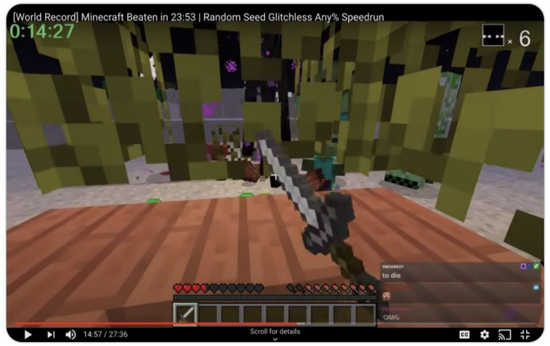

twitchrivals 2h
Let's see that fan-art.
We want to see your take on
our next Rivals contestants.
twitch
RIVALS
Tag us and use
#ChooseYourChamp
to submit!
Send Message


twitchrivals 2h
Are these teams stacked
or are they REALLY stacked?
Team LilyPichu
@lilypichu
@impulsesv
@tangotek
@athena
Team Pokimane
@pokimanelol
@lunity
@oisketchio
@stennos
Team CaptainSparklez
@jordanmaron
@antvemon
@illumina1337
@fruitberries
Team DrLupo
@drlupo
@xqcow
@tabtwice
@cizzorz
Send Message


2:09
CREATE
NORMAL
BOOMERANG

Twitch
@Twitch

Illumina showing us why he's a speedrunning legend in this clip from last month's Rivals match. Can anyone compete? #ChooseyourChamp



3:00 PM · Aug 12, 2020

978 Retweets **1.7K** Likes

Twitch
@Twitch

Rules for Twitch Rivals Minecraft Bingo: Get your champ's emote. Spam emote in chat during halftime. Fill out middle space on card if your streamer gets the most support. Pat yourself on the back, say GG, and feel superior.

7:00 PM · Aug 10, 2020

1K Retweets **3.4K** Likes

Twitch
@Twitch

Who's ready to crown the next Minecraft legend on Twitch Rivals this week? We'll be playing bingo with a twist. Stay tuned for the deets.

6:40 PM · Aug 10, 2020

1K Retweets **3.4K** Likes

Twitch
@Twitch

Emotes speak louder than words, but here we only have words. What are your Rivals predictions? #ChooseYourChamp

10:35 AM · Aug 12, 2020

735 Retweets **325.4K** Likes

Twitch
@Twitch

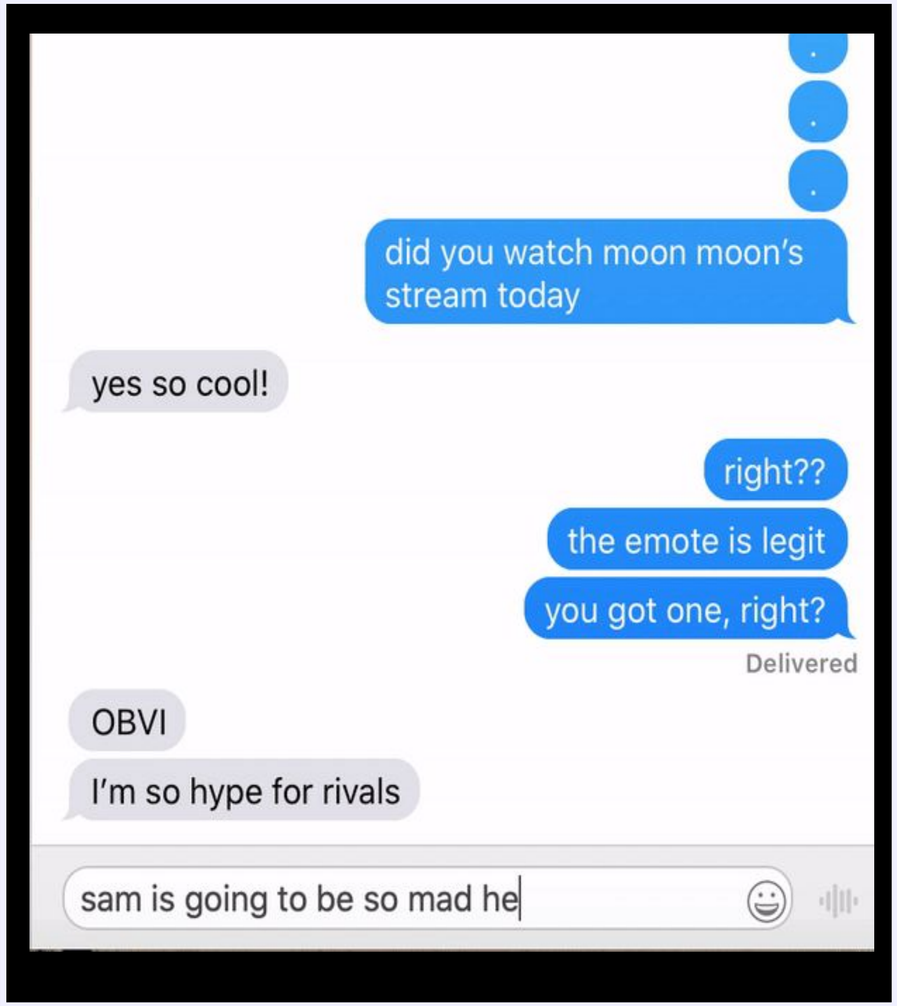
Bring that hype and those exclusive emotes to make some digital noise for your favorite Rival today at 9 pm EST #ChooseYourChamp

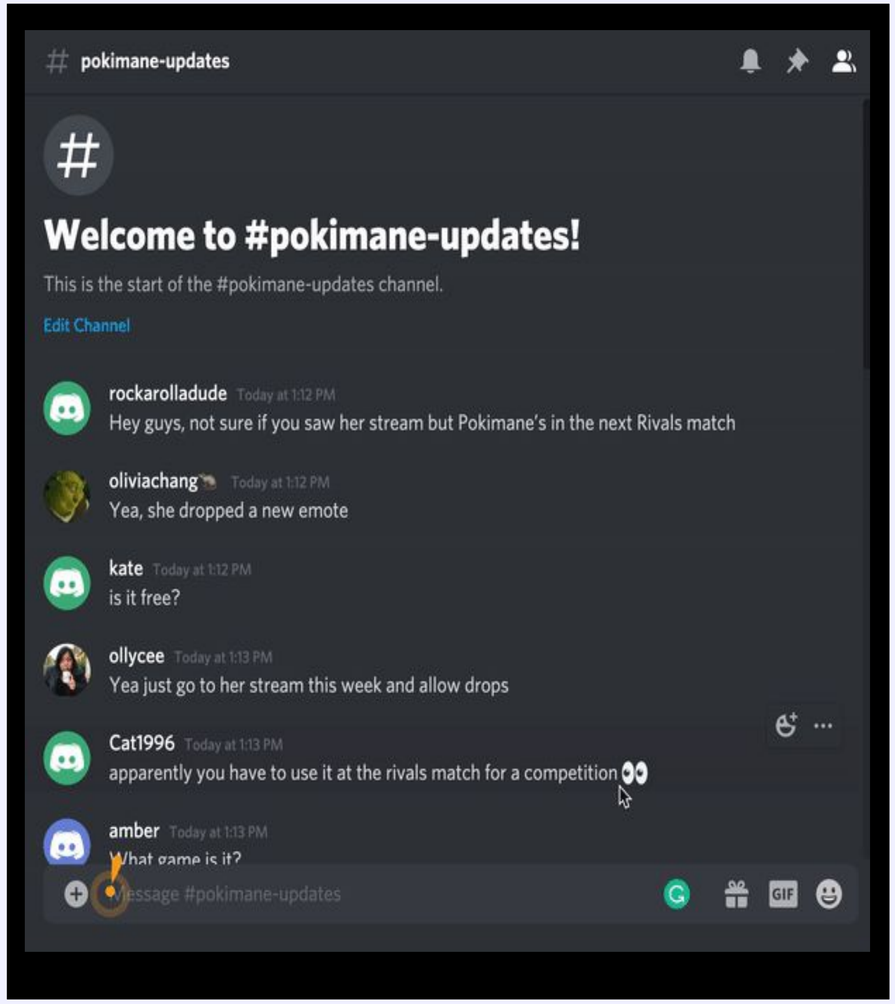
7:15 PM · Aug 13, 2020

2.1K Retweets **7.2K** Likes

Twitter

Organic Buzz





Stage 3:

Game Time

Halftime Blitz

Halftime Blitz
Halftime Blitz

The ultimate battle of the fans

1. Receive streamer's exclusive Rivals emote.
2. At halftime, spam chat with as many emotes as possible.
3. Emotes are counted in real time.
4. Streamer whose emote was used the most is the only Rival able to fill the center space on their bingo card.

There’s a new bot in town.

RivalRob will start discussions during stream, counting emote usage during the Halftime Blitz.

“Pokimane is OP. Discuss.”

“This is getting intense. What’s been the craziest play?”

“Halftime is coming up fast. Make sure you’re ready to do some serious spamming.”

Chat on Videos

After the digital dust settles and the votes are tallied, one bingo card will have the mark of the fan’s favorite.

Post-Game, new filters will be released to help fans do some good-natured gloating.

Choose Your Champ will be an incredible moment for Twitch Rivals as community will be put at the center of the competition.

IMP ACT

Strike the Match

Streamers sharing kickoff boxes and emotes with their audience.

Game Time

Views on the Rivals Minecraft stream

Emote usage in halftime blitz.

Social Thunder

Use of hashtag, #ChooseYourChamp

Multi-platform interaction with social media content

Twitch audiences are way different

New Rivals matches happen every month,

Rivals hosts hundreds of different games.

Future Considerations

There are endless ways to alter #ChooseYourChamp across the Twitch ecosystem.

Who’s your champ?

Who’s your champ?

Who’s your champ?

Who’s your champ?

Who’s your champ?

Who’s your champ?

Appendix

Creative Mockups

CYC_Logo_Primary 7
CYC_Logo_SecondaryElement01 7
CYC_Logo_SecondaryElement02 7
CYC_MailingBox 10
CYC_Flag 10
CYC_Invitation 10
CYC_Emote_PogChamp 11
CYC_Emote_CaptainSparklez 11
CYC_Emote_LilyPichu 11
CYC_Emote_DrLupo 11
CYC_Emote_pepeJAM 11
CYC_Emote_Pokimane 11
CYC_FatHead_DrLupo 11
CYC_IGStory_HalftimeExplanation 13
CYC_IGStory_FanArt 13
CYC_IGStory_Roster 13
CYC_IGStory_EmoteFilter 13
CYC_Twitter_Tweets 14
CYC_Text_Messages 15
CYC_Discord_Messages 15
CYC_Bot_RivalRob 18
CYC_Twitch_HalftimeCountdown 19
CYC_Twitch_HalftimeBlitz 19
CYC_IGStory_ScoreFilter 20

Appendix

Links

Why do people watch others play video games? An empirical study on the motivations of Twitch users

- https://www.sciencedirect.com/science/article/pii/S0747563216307208

Why Would Anyone Watch Twitch?

- https://slate.com/technology/2014/08/why-would-anyone-watch-twitch-the-allure-of-the-video-game-streaming-site-explained.html

CaptainSparklez Image (Attribution)

- https://images.app.goo.gl/uVV4GW9TJBPLDQZY6

DrLupo Image courtesy of Variety

- https://variety.com/2018/gaming/news/drlupo-fortnite-charity-stream-st-jude-1203094758/

Budget considerations

Box (flag/shipping/notes) - $1270

- Personalized boxes - (50 Ct, full color outside and inside, 12X12X5) - $750
- Personalized flags - ($22 each for 16 streamers) - $352
- Custom stationary - ($2.50 per card) - $40
- Shipping - (Approx. $7-8 per box) - $128

Promoted social media posts - $10,000

- Twitter - $5000
- Instagram - $5000

Coding and app development for the filter/rival rob - $4000

- Cost to hire a coder/app developer ($60-$100 per hour for an estimated 40 hours of work) - $4000

TOTAL ESTIMATED COSTS - $15270

Invite Letter

Rev up that crafting table.

You're invited to compete in Twitch's second ever Rivals Minecraft match on August 13th, 2020 for a chance to win some serious cash, and even more serious bragging rights.

This time, your chat is in on the challenge. We're giving viewers a chance to choose their champ by virtually cheering on their favorite streamer in our Choose Your Champ Halftime Blitz. The task is simple: each team's bingo card will have a free space, and the only way to fill it is by having the most exclusive team emotes dropped in the Rivals channel chat during halftime.

Yes, we want your fans to spam. A Lot.

Make sure to share the team MoonMoon emote (image) with your fans, and let them know how they can have a big time effect on choosing who our next champ is.

Practice your tree punching. You're going live.

Announcer Script - WavePunk

“Well chat, it’s the moment you and your streamers have all been waiting for: the first ever Choose Your Champ Halftime Blitz. We’re giving you one minute to spam the chat with your streamer’s exclusive Twitch Rivals emotes. The emotes will be tracked in real-time to see who has the most loyal fans in the virtual stands and, more importantly, who will be the only team able to fill the center free-space of their bingo card. When we said choose your champ, we meant it. This free space could completely turn the tide of this competition, so make sure you’re ready to drop a crazy amount of emotes.”