

# Operation Immortality

Richard Garriott, executive producer of Tabula Rasa and a leading game pioneer, decided to embark on a privately funded trip to the International Space Station above the Russian Soyuz spacecraft in October 2008. MindComet, an Interactive agency working with NCSoft, created a multifaceted strategy designed to leverage this rare space voyage and promote

The companies collaborated on Operation Immortality, an eight-week national campaign prompting participants to help preserve mankind. MindComet designed and launched [operationimmortality.com](http://operationimmortality.com), a minisite that would be the hub for the promotion.

## Client Objectives

- \* Create buzz about the launch of the Operation Immortality initiative and Tabula Rasa game.
- \* Drive traffic to the Operation Immortality minisite as well as the main NCSoft website.
- \* Generate Tabula Rosa game registrations.

## Strategic Components

- \* MindComet launched a grass-roots effort to reach hardcore gamers with information about the story.
- \* The agency engaged IZEA for blogger outreach and assistance in additional social media promotion.
- \* Operation Immortality took over the homepage of IZEA's SocialSpark marketplace and utilized IZEA's blogger focused email services to drive awareness and traffic to the site.
- \* Bloggers with interest in online gamers were targeted in SocialSpark to create sponsored posts, each requiring audit-able in post disclosure in compliance with the WOMMA Code of Ethics.
- \* IZEA reached out to high profile bloggers and other social media influencers with the exclusive opportunity to have their DNA sequenced sent into space.

## Results in first four weeks:

SocialSpark Sponsored Posts delivered an avg CPC of \$.26

100,000+ site visitors to the Operation Immortality minisite.

Blog outreach and PR effort generated 130,000+ mentions on sites.

Direct traffic from 5,800+ referring sites

Participation from leading influencers including, Kevin Rose (Founder of Digg), Robert Scoble (Scobleizer) and Mike Arrington (TechCrunch).

# Case Study Library



**Client:** NCSoft / MindComet

**Agency:** IZEA

**Budget:** Undisclosed

**Date of Campaign:** July 2008

**Case Study URL:** <http://www.box.net/shared/static/provkvdjxy.pdf>