

## **Stryking kicks off with award-winning online football game I AM PLAYR**

### **Marketing agreement with focus on brand and media partnerships for the German-speaking region announced**

*Berlin, 2nd July 2013* – The Berlin start-up Stryking Entertainment has agreed a co-operation with the social entertainment company We R Interactive to market the innovative online football game I AM PLAYR in the German-speaking region. The focus lies on the integration of brand and media partners as an integral part of the gameplay. In I AM PLAYR the users live the life of a professional footballer. Through the combination of 3D game play and interactive story telling that are told with the help of more than 500 professionally produced first person videos a new form of authentic social entertainment is delivered.

“In a very successful and unique way I AM PLAYR combines the real with the virtual world and brings together stars, fans and brands in a social and interactive game environment. This future-orientated approach convinced us from the beginning because it showed how strong brands and personalities can seamlessly be integrated into the entertainment and gameplay and thus improving retention and driving engagement for brand partners. I AM PLAYR was recognised for its work with brands by winning a prestigious Cannes Lion Gold Award for branded content. With interesting sponsoring, branding and content integration opportunities, Stryking will offer future co-operation partners creative and powerful campaigns within the German version” comments Dirk Weyel, founder & CEO of Stryking Entertainment.

Currently, I AM PLAYR has more than 11 million players worldwide and numbers are growing rapidly. Some of the biggest global brands such as Nike, Red Bull and Gillette have already been integrated into the gameplay and have reached several hundred million interactions with their brands. Additional authenticity is reached by integrating active pros such as the captain of the English national team Steven Gerrard or veteran stars such as Gary McAlister that show up in the videos as training partners or in other roles.

Paul Whitehead, Commercial Director at We R Interactive comments: “The interaction of our users with brands and stars happens in a natural and authentic way and therefore has a much higher conversion than classical display advertising. Within one year we were able to achieve more than 300 million video views and 95% of our users say that they would love to have more brands in the game. We are therefore very happy to have found a partner in Stryking for the German-speaking market that shares our vision and that will make I AM PLAYR much more known to German fans and brand partners.”

Stryking will introduce I AM PLAYR to interested media partners, brand companies and agencies at the upcoming GamesCom (21.-25.08 in Cologne) as well as at the dmexco (18.-19.09. in Cologne).

## **About We R Interactive**

We R Interactive is a pioneering social entertainment company. It fuses premium-quality film production and interactive storytelling underpinned by game mechanics to create unique, shareable experiences that bring millions of people around the globe closer to their passions of sport and music.

We R Interactive's first releases - I AM PLAYR, in which players can live the life of a professional footballer, and LYROKE, the music video game - are unique multi-platform games that offer fans a new way to interact with football and music.

Over 11 million users from more than 200 countries already play football game, I AM PLAYR. The game features top football talent such as Steven Gerrard, Theo Walcott, Jordan Henderson, Stewart Downing, Aaron Lennon and Scott Parker and global brand partners include Nike, Gillette, Alfa Romeo, Betfred and Red Bull.

Global deals for LYROKE, the music video game, are in place with Universal Music UK, Sony and EMI Music and talent featured includes Amy Winehouse, Calvin Harris, Carly Rae Jepsen, Ellie Goulding, Lana Del Ray, LMFAO, No Doubt, One Republic, The Saturdays, Timbaland and more.

We R Interactive is backed by several high-profile figures from across sport, music, media, film and finance, including former leading City financier and MD of Liverpool FC Christian Purslow, music and games industry veteran, Geoff Heath OBE, Elio Leoni-Sceti, former CEO EMI Music, Peter Mead, founder of Abbott Mead Vickers BBDO and Eric Fellner, founder of Working Title Films.

The proprietary platforms developed by We R Interactive have been recognised by a series of awards, including a prestigious Cannes Lion Gold Award in 2012.

[www.werinteractive.com](http://www.werinteractive.com)

## **About I AM PLAYR**

Play the Life of a Professional Footballer

I AM PLAYR is an award-winning football game that lets the user play the life of a professional footballer, both on and off the pitch. It fuses 3D gaming, with premium quality first person video, film production and interactive story-telling to create a unique game that brings football fans closer to their passion.

Global Audience

Since launching in October 2011, I AM PLAYR has built a large global audience of more than 11 million users from more than 200 countries. The game continues to attract more than 30,000 new players every day, with users spending an average of 52 minutes per day playing the game.

#### Authentic Brand Integrations

Brands are woven seamlessly around the core narrative of I AM PLAYR to drive product awareness and deep levels of brand engagement. Established brand partnerships include Nike, Red Bull, Betfred, Alfa Romeo and Gillette. Since launch,

more than 600,000 pairs of Nike boots have been purchased, 210 years' worth of Nike-branded stories have been experienced and 380 million training drills powered by Red Bull have been completed in the game.

#### Top Football Talent

Top football talent including Steven Gerrard, Theo Walcott, Jordan Henderson, Stewart Downing, Aaron Lennon and Scott Parker are woven into the gameplay and narrative of I AM PLAYR. Lee Dixon and Andy Townsend also make cameo appearances in the game's Goal Mouth Show, and Gary McAllister appears to provide coaching tips and advice.

#### Football Fans can Play Anytime, Anywhere

Football fans can play I AM PLAYR anytime, anywhere via the web at [iamplayr.com](http://iamplayr.com), or via Facebook at [apps.facebook.com/iamplayr](https://apps.facebook.com/iamplayr) and on mobile (iOS and Android).

#### **About Stryking Entertainment: play with brands!**

Stryking produces and markets interactive digital entertainment worlds based on free-to-play online and mobile games. Stryking combines real and virtual worlds to create interaction opportunities for fans, stars and brands. As a partner to developers of high-end, free-to-play games in genres such as sport, racing, music and simulation, Stryking can offer innovative marketing and monetisation channels to make good games commercially successful. The first project is the racing game community Auto Club Revolution in collaboration with the automotive industry and British developers Eutechnyx. Founder and CEO Dirk Weyel has 15 years' experience in the games industry and most recently co-founded and built Frogster Interactive Pictures AG, where he was a member of the Executive Board and COO responsible for Strategy and Business Development until Frogster was sold to competitors in 2011.

[www.stryking.com](http://www.stryking.com)

