

## **Narrative**

### **DOOH**

Targeting will be for major urban centers, with a high inventory of taxi tops, billboards, bus and transit stations. Pre and post trailers will cycle based on release date timing. QR codes are included in each video. Our Creative services team customizes QR codes for each format according to best practices. The codes should be easily scanned regardless of the context, or distance from the user they appear. The QR Codes will change for pre release and post release goals. Along with verbiage prompting users to scan to pre order then order. Also included in each trailer is verbiage that states the footage is taken from the ps5 gameplay. Further driving excitement about the platform.