






BACKGROUND: 5GRV Gamers on the Road is original culturally resonant programming by Alpha Precision Media on Twitch.

PROGRAM

-  1st Integrated Relevant Reality content on Twitch (Virtual and IRL)
- 1st All Black Female Gaming Tour
-  1st Certified Minority Business Enterprises developed, casted and produced show for Twitch
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CAMPAIGN

GOAL: Drive Tune-in for 5GRV Gamers on the Road AND Build Awareness and engagement for brand sponsors

FLIGHT DATES:
 Pre-Launch: November 7-9, 2022
 Launch: November 10-20, 2022

TARGET AUDIENCES:
 Primary: Adults 18-44 Gamers, Millennials
 Secondary: Adults 25-54 Gamers, Millennials, Grocery Shoppers

PLACEMENT: CTV/OLV and DISPLAY

SHOW

- **Creating La Dolce Velveeta moments and letting their Kraft Mayo freak flag fly!**
- 3 Streamers
1 Comedian
10 Day tour to DREAMHACK
Engaging with 7 HBCUs
- Laughing, Connecting, And Discovering the Impact of Black Renaissance to the Gaming Community And Beyond!

AUDIENCE: GenZ and Millennial Gamers, who have some college education.

Campaign reached males, while being female inclusive. Audience segments over index in technology and entertainment, purchasers of smart home products, as well as frozen and spicy foods.



Winners

- AVA Platinum Digital Award Winner: **Best Video Series**
- AVA Platinum Digital Award Winner: **Best Video Live Streaming**
- Digiday Award: **Best Content Marketing Platform**
- Shorty Awards: **Best Multicultural Community Engagement**
- Shorty Awards: **Best New Platform**

BY THE NUMBERS

ADVERTISING

21M	Delivered Impressions
2X	CTR Benchmarks

SHOW

3600	Minutes Streamed Across all platforms
30	Episodes Streamed 14 Velveeta 3 Kraft Mayo

SHOW VIEWERSHIP

97K	Minutes Watched on Twitch
38%↑	Twitch average viewers per stream
17.4%	Share of Twitch avg daily viewing minutes per unique user