

Nintendo: “Legend of Zelda”

Finding Zelda: ‘Un-branded’ Social Media campaign

We were briefed to educate South Africans about the princess “Zelda” franchise and build excitement around the release of the upcoming Nintendo DS title “The Legend of Zelda: Ocarina of Time”.

We chose media channels that would be best suited to chat to our core target market: Gamers.

To create hype around the launch of a new title and establish a cult-following amongst young South Africans, we brought the game’s main protagonist to life on social media platforms via a series of Facebook and YouTube webisodes, real-life interactions , PR stunts and a concerted drive through key influencers and bloggers.

rAge Gaming Expo Stunt

- Staged a failed marriage proposal to Zelda
- Snuck in 300 heart-shaped balloons and 14 helium gas canisters
- Released balloons inside the Coca Cola Dome
- News of stunt made it onto lazygamer.co.za
- Mentioned in an article on the TimesLive website
- A "Special Focus" link posted on News24.co.za
- And 5FM

5FM Radio Stunt

- 2 tweets from Grant and Anele with over 60 000 followers between them
- Hashtags appeared #LinkandZelda, #LinkReynolds #Whoislink
- Retweeted by Zelda La Grange, Nelson Mandela's assistant, with 9 343 followers

Real-World Integration with Party

- 2 053 invites on Facebook Event
- Free advertising on 8 entertainment websites
- Gamer-specific sites Nintendogamer, el33tonline and Lazygamer picked-up on the story with regular posts
- Link performed with top local bands Shadow Club, Naming James and Kite-rider in front of screaming fans

3-Month Campaign

- Free PR - Radio "hijack" estimated PR value of R50 000
- Online and Print media estimated value R120 000
- Cult following among SA youth - priceless

Finding Zelda Subscribed 12 subscribers 2,637 video views

Featured Feed Videos

Uploaded videos 1-10 of 38 Play All

- Finding Zelda Party Photobooth Mont...**
FindingZelda 28 views
- Finding Zelda: Link's Party**
FindingZelda 38 views
Some highlights from Link's Finding Zelda party held at Cool Running's Fourways.
- Finding Zelda: Back on Epona (part 3)**
FindingZelda 37 views
Link (on horseback) has a special message for his Princess. Stay up to date with Link's Quest on our page: facebook.com/FindingZelda
- Finding Zelda: The Master Sword**
FindingZelda 119 views
Link trades in his plastic sword (with sound effects) for a real one. Stay up to date with Link's Quest on our page: facebook.com/FindingZelda
- Finding Zelda: Ye Olde School Party p...**
FindingZelda 69 views
Link and Jamie from Nanning James practice the Song of Time together. Here is the link to the event: https://www.facebook.com/events/27961252081420/ Girls
- Finding Zelda, Episode 2: The Proposal**
FindingZelda 139 views
Armed with 300 balloons, a megaphone and a heart bigger than the Coca-Cola dome tent, Link Reynolds goes to the annual Age Gaming Expo to propose to his "Zelda". Check...
- Link on 5FM**
FindingZelda 26 views
Link sneaks into the SABC radio center to try and get onto Grant and Anel's show on 5FM. Stay up to date with Link's Quest on our page: facebook.com/FindingZelda
- Finding Zelda: Back on Epona (part 1)**
FindingZelda 64 views
Link knows that princesses want a hero who has his own horse. In this video he shows off his newly found horse...

About Finding Zelda

facebook.com/pages/Finding-Za...

Created by FindingZelda (@Block User) [Send Message]

Latest Activity Dec 23, 2011

Date Joined Sep 30, 2011

Featured Playlists

Uploaded videos by FindingZelda

facebook Search

Link Reynolds

Works at Saving Hyrule Went to The Great Deku Tree Lives in Johannesburg From Kokiri, New Zealand Born on February 21, 1986

Write Post Add Photo / Video

Write something...

Danielle Hook Happy Bday!!!! :)
Like · Comment · February 22 at 3:55am · @

Lisa Verwey Happy happy! :)
Like · Comment · February 21 at 11:13pm · @

Jp Sing Happy Birthday! Keeplooking!!

Tim Apter

Zelda Wickede...

twitter @anele Home Profile Message

2 hours ago

Chloe_Gee69 Chloe Michelle ▾
just looked up Link Reynolds on facebook! Have you seen that guys profile?! Check out the picture he posted of 'Princess Zelda' @Anele 2 hours ago

jadewarrens Jade Warren.
RT @Anele: Why can't our listeners be normal like Gareth's and Fresh's listeners hey ??? #LinkandZelda ! 2 hours ago

amystow Amy Stow
@GrantNash @Anele this Link bloke is totally talking about that video game Robin Williams advertises on tv, "the legend of zelda" 7 Oct

SAPrincessMandy Mandy du Plessis
@GrantNash @Anele coo coo coo coo coo... What a nutter 7 Oct

ZeldalaGrangeSA Zelda la Grange
@Anele tell him all the Zelda's are busy for the rest of their natural lives. He should try Vodacom. They found Thembi in the Vodacom ad. 7 Oct

randall_YNWA Randall Overmeyer
@Anele you kidding rite? 7 Oct

Jswindon Jason Swindon
Oh goodness @GrantNash&@Anele.. Not HIM! This dude! Aiaiai, what a laugh. You should upload a pic. 7 Oct



Link's search for Princess Zelda continues in South Africa - will you help?

Posted by Oliver on November 28, 2011 at 02:30 PM

Tweet 4 Like 9 +1 1

"It's dangerous to go alone..."

With these words, Link set off on his first ever adventures in the sprawling lands of Hyrule, but as the years wore on, the legendary advice given to Link as a boy has come to mean more than simply 'carry a sword' and 'be prepared' while on a quest.

Much more.

azygamer Reviews

Metal Gear Solid HD Collection	7.5
Limba Fitness Rush	7.5
Overdead	5.0
2011 (vna)	7.0
Jak and Daxter Trilogy HD	7.5
Love Street Cricket	1.0
Sura's Wrath	7.5
San Wake's American Nightmare	6.0
San Wake (PC)	6.5
PC Undisputed 3	6.5

This is Link Reynolds

Geoffrey Tim November 3rd, 2011 3:30 pm

Nintendo Wii: “Make It or Shake It”

Interactive YouTube Game

We were briefed to increase traffic to Nintendo’s Facebook Page using footage that was shot during an activation where families interacted with the gaming console.

The interactive, cost-effective campaign allowed the families who attended the activation to rally support via an interactive YouTube game called ‘Make It or Shake It’.

Viewers of our YouTube channel could decide which family would make it through the different levels to win the grand prize of starring in their own TV ad.

HEY

TIME IS RUNNING OUT FOR YOU TO
TO WIN A NINTENDO WII
FOR THE HOLIDAYS

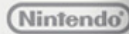
GET YOUR FAVOURITE FAMILY ON TV BY PLAYING OUR
INTERACTIVE YOUTUBE GAME AND YOU COULD WIN BY
FOLLOWING THE EASY STEPS.



HERE IS HOW YOU VOTED SO FAR:



THE MORE YOU PLAY, THE BETTER YOUR CHANCES TO WIN.
CLICK ON THE LINK BELOW TO START PLAYING.



Competition runs until 14 November 2011. Postage of winning family will flight at least once during December 2011. Winning family will be notified. T&Cs on Nintendo Distributor South Africa's Facebook page. T&Cs apply.

YouTube

Make It or Shake It! Family 8 - Shake it!



YouTube

Make It or Shake It! Family 19 - Made it!

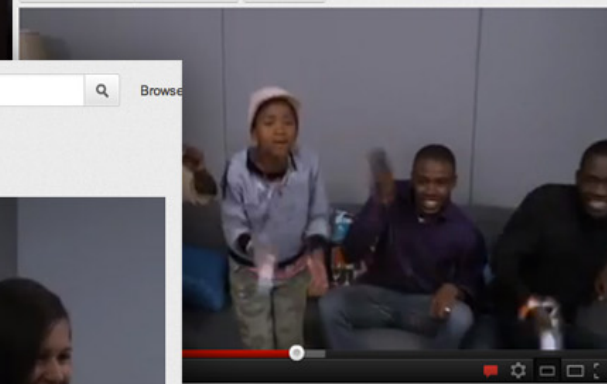


Make It or Shake It! Family 10 - Round 1



YouTube

Make It or Shake It! Family 6 - Round 2



Make It or Shake It! Family 20 - Shake It!

by didn't make it. But you can still WIN... ***CLICK ON THIS LINK FOR YOUR CHANCE TO WIN***
ps://www.facebook.com/nintendodistributorsa?

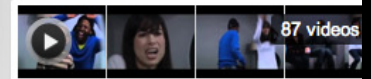
About WiiMakeltOrShakelt's channel

Created by [WiiMakeltOrShakelt](#)
(Block User | Send Message)

Latest Activity Oct 22, 2011

Date Joined Oct 20, 2011

Featured Playlists



Uploaded videos
by [WiiMakeltOrShakelt's channel](#)

view all