

Knights of the Roundtable

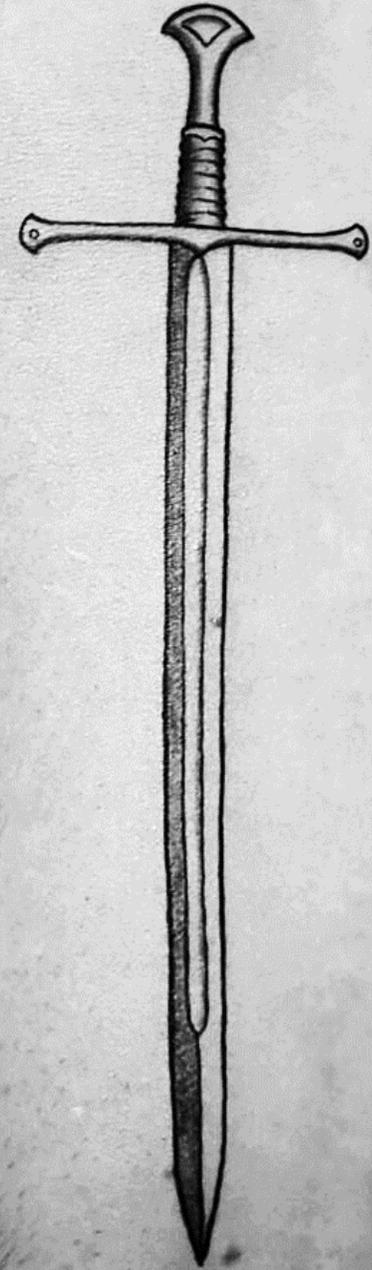
Branded Entertainment Concepts

UPROXX



The Objectives.

- Develop a “noisy,” highly-shareable, 360 content program that appeals to millennials while elevating both the Uproxx and Ubisoft brands.
- Create a content experience built on the foundation of the Uproxx “Culture of Now” ethos.
- Execute an initiative that organically communicates Ubisoft’s “adventure awaits” marketing messaging, and that delivers a qualitative and quantitative ROI on their investment.





LOST (un)FOUND

The Concept.

As with King Arthur's fabled **Excalibur**, some of the world's most important treasure and relics have disappeared from the tapestry of time. **LOST (un)FOUND** is a 360 program that investigates history's most notorious missing or stolen treasures, and explains how and why their loss still impacts us **TODAY**.

The centerpiece of the campaign will be a hosted **investigative video series**, produced using archival footage, recreations, and interviews with experts and people connected to the lost items.

The series will be supported via co-branded pre-roll and display media across Uproxx.com O&O properties, along with other content components to extend the conversation.



Episodes.

EXCALIBUR

We know the legend of Excalibur, but did it really exist? Was it really stolen by King Lot? What impact did the real Arthur have on post-Roman England? And how is his impact still felt today?

PEKING MAN

The fossil remains of “Peking Man” (the name for an early example of Homo erectus) were lost in 1941. How has the loss of these fossils impacted the evolution vs. creation debate still raging today?

OTHER EPISODE IDEAS

A third episode could focus on the mystery of the **Nazi Gold Train**, the location of the actual **Cross of Christ** or a similar topics that still has relevance in the here and now.



Program Extensions.

LOST (un)SOUND

A Ubisoft-branded **Podcast**, which delves deeper into the stories featured in the video series.

RELIC-ATED

An **Instagram Stories** series that focuses on relics and treasures that have been found or recovered!

BABY FINDERS

Written Posts showcasing unheralded millennial-aged scientists, anthropologists and archeologists who are currently searching for the world's lost relics and treasures.





**IF YOUR JOB WAS
LIKE CAMELOT**

The Concept.

At some point in all our lives we've all thought, "This damn job is killing me!" If you think you have it bad, imagine of what it would be like if your place of work was like Camelot with all its usurping, back-stabbing and Grade-A errant knavery!?

In this fun, irreverent soft-scripted comedy series we'll show what it might be like if your office featured the actual characters, conflicts and chicanery from "**Knights of the Roundtable**"!

Each of the **three** episodes will take place at different company in a different industry, and each episode will feature its own specific set of characters from the video game.

The program will include co-branded media support across Uproxx properties, as well as additional content extensions.



Episodes.

IF YOUR **TECH START-UP** WAS LIKE CAMELOT

Your tech start-up is hurtling toward an IPO, but the books don't (-well-) look so good, so the board brings on **MERLIN** as the new CFO. Can he make profits *literally* materialize out of thin air?!

IF YOUR **LAW FIRM** WAS LIKE CAMELOT

You're excited your firm finally filled the Head of HR vacancy with some guy named **KING LOT**. Your excitement fades when you hear of his new initiatives, which include corporal punishment for bad email grammar.

IF YOUR **FASHION BRAND** WAS LIKE CAMELOT

Your free-spending CEO **KING ARTHUR** is a really great guy. Only problem is he has a tendency of conveniently disappearing on a "Grail Quest" every time a quarterly report is due.



Program Extensions.

MODERN DAY KNIGHTS

An **Instagram Story** comparing the heroes of **Knights of the Roundtable** to heroic people who inspire us today.

VINDICATED

A **Written Post** series focusing on notable personalities (business types, athletes, musicians, etc.) who continued to thrive even after their power or position was usurped from them.

WORK IT, BABY

A **Podcast** series that take a look at the work-related topics that important to millennials like the most socially-conscious places to work, to starting your own business.





Thank You!