



How **Capcom** utilized Stream Hatchet  
Campaigns to create a viral engagement  
moment for **Monster Hunter Wilds**



## Capcom wanted to create a **viral tune-in moment** for the launch of **Monster Hunter Wilds**.

Capcom partnered with Stream Hatchet to plan and execute an unforgettable streamathon to drive mass awareness with gamers.

### THE OBJECTIVE:

- Deliver an **electrifying cultural moment** to raise awareness for the release of Monster Hunter Wilds.
- Partner with an **icon gaming creator** to produce an immersive live stream experience.
- Generate a swell of viral engagement by **inspiring fans to clip & repost** the streamathon to **drive mass organic awareness** for the release of Monster Hunter Wilds across social media.



# Our Strategy

## Plan & Execute

The team planned & executed a 12-hour marathon live stream with iconic YouTube creator iShowSpeed utilizing long-standing industry relationships. They enhanced the integration by partnering with cosplay creators to craft recognizable in-game weapons & armor to be worn during the stream. Additionally, they supported the planning and execution of an unforgettable Monster Hunter Wilds-themed set and broadcast the stream on YouTube.

The team managed contracts for all agencies, planned deadlines and organized schedules, and communicated cross-teams to ensure the successful execution of the campaign. Stream Hatchet engaged and contracted creators to post their own UGC content to further enhance the reach of the content.

## Reward

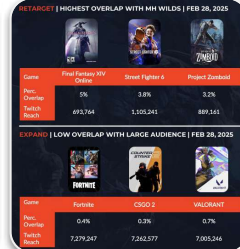
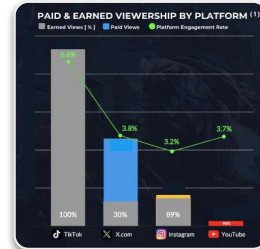
To generate engagement, the team rewarded viewers of the live broadcast with Monster Hunter Wilds DLC codes. To execute this part of the campaign, the team utilized Sideqik's influencer campaign management technology to build a custom Monster Hunter Wilds landing page for the giveaway, send custom chatbot messages to iShowSpeed's YouTube chat feed to direct viewers to the page, and securely send codes to participants.



## Measure & Optimize

After the streamathon, the team utilized the Stream Hatchet and Sideqik SaaS platforms to analyze the results of the campaign and delivered a detailed, data-driven report to the Capcom team on performance of the live stream, social posts, and Earned Media.

Utilizing a team of data analysts, Stream Hatchet provided Capcom with indispensable insights into the performance of their Monster Hunter Wilds campaign, including chat sentiment, viewer overlap, benchmark metrics, and more. They highlighted strengths and weaknesses in the strategy and helped plan modifications for future campaigns.



# Develop a Cultural Moment for Monster Hunter Wilds

The team planned & executed a **12-hour marathon live stream** with iconic **YouTube creator iShowSpeed** utilizing long-standing industry relationships. They enhanced the integration by partnering with cosplay creators to craft recognizable in-game weapons & armor to be worn during the stream. Additionally, we supported the planning and execution of an unforgettable **Monster Hunter Wilds-themed set** and broadcast the stream on YouTube.

The team **managed contracts** for all agencies, planned deadlines and organized schedules, and communicated cross-teams to ensure the successful execution of the campaign. They also **negotiated with partners** to post their own UGC content to further enhance the reach of the content.

- **Creator contracting**
- **Creative strategy**
- **Talent Curation & Qualification**

## CONCEPT SET DESIGN



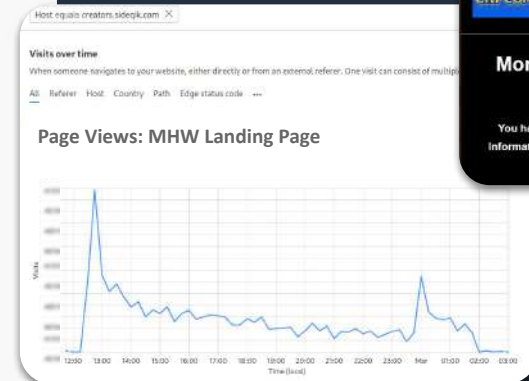


# Reward Viewers with Sideqik DLC Distribution

To generate engagement, the team rewarded viewers of the live broadcast with Monster Hunter Wilds DLC codes. The team utilized **Sideqik's influencer campaign management** technology to build a custom Monster Hunter Wilds landing page to register for the giveaway, send **chatbot messages** to iShowSpeed's YouTube chat feed to direct viewers to the page, and **securely send codes** to participants.

The Sideqik platform provided **end-to-end management** of the **code distribution** process and allowed Capcom's team to measure the number of entries to the landing page, total **code redemption rate**, and follow up with fans directly after the campaign to continue **building their community**.

- Promotional Asset Creation
- Code Management & Distribution
- Audience Retargeting



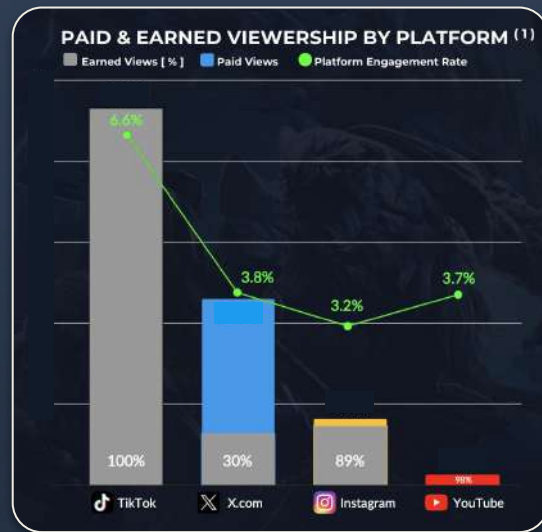
# Measure Performance & Analyze Results

After the streamathon, the team utilized the **Stream Hatchet** and **Sideqik SaaS** platforms to analyze the results of the campaign, both **paid and earned live streaming & social media posts**, and delivered a detailed, data-driven report to the Capcom team.

The team analyzed the **sentiment analysis** on iShowSpeed's YouTube chat, comparing to his other streams and to the campaign as a whole, **viewer overlap for Monster Hunter Wilds** to highlight potential audiences, and **industry benchmarking** for viewership performance and demographics.

Utilizing a team of data analysts, the Campaigns Team provided Capcom with indispensable **insights into the performance** of their Monster Hunter Wilds campaign, highlighting strengths and weaknesses in the strategy, and helped **plan modifications for future** campaigns.

- **Campaign Performance Reporting**
- **Identifying Conquering Opps through viewer overlap analysis**
- **Audience Overlap**
- **Campaign Insights & Optimizations**



## EXPAND | LOW OVERLAP WITH LARGE AUDIENCE | FEB 28, 2025

			
Game	Fortnite	CSGO 2	VALORANT
Perc. Overlap	0.4%	0.3%	0.7%
Twitch Reach	7,279,247	7,262,577	7,005,246

## The Results:

iShowSpeed's streamathon earned him the **#5 top spot** among all Monster Hunter Wilds streamers on launch day. The detailed set and props were a hit with viewers, and the campaign saw **72+ earned media posts** that resulted in over **5M views** with a **7.1% engagement rate**.



**5.03M** Earned Media Views

**7.1%** Earned Media Engagement Rate

**#5** Most-Watched MHW Streamer

"Stream Hatchet was an integral partner in supporting the release of Monster Hunter Wilds. They helped us create an engaging cultural moment and drive mass awareness."

**Tak Inoue**

*Head of Marketing, Capcom*





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