

SCALE A MASSIVE ACQUISITION CAMPAIGN WITH **R6 SIEGE X**

Ubisoft partnered with Stream Hatchet to execute a mass creator deployment to capture the attention of gamers.

We activated 80 gaming creators to produce a combination of live streams, YouTube VODs and short form posts to rally the community to tune into the next 10 years of R6 Siege.

The results? Mass awareness with Newcomer Audiences:

- +684k Hours Watched
- +29M Video Views
- Drove +7% of Launch Week Hours Watched
- +845k Added Value Video Views

