



DE HAAGSE
HOGESCHOOL

EVENTS ORGANISATION – Assignment 1

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BATTLEFIELD 3 EVENT

The game's story is set around weapons of mass destruction that menace the city of New York and its gameplay is divided in two well separated modes: campaign mode and multiplayer mode.

The campaign mode offers a solemn story where the beginning will catch all the attention since the player will start controlling a soldier who tries to save New York City from a nuclear explosion in a subway car. From there on, we will start a travel through time based on flashbacks where Blackburn, the protagonist of the game, will remember the past in order to tell us how did that bomb get in NYC's subway.

- DICE's game has already been considered by many as a great portent when it comes to graphic technology as well as the best achievement in terms of online multiplayer action. Battlefield 3 has got more than sixty nominations and it already has more than 50 awards, among them "best action game" and "best online multiplayer game" by Game Critics Awards, formed by thirty five leading publications all over the world. The categories in which the game has been many times awarded are: "best PC game", "best shooter", "best graphics" and "best audio", among others.

Part I: Problem statement

1. Analysis and description of the situation

1.1 Give an introduction and explain why this event is needed?

Electronic Arts, the great multinational videogame company is going to release Battlefield 3, the new edition of Battlefield series, a first-person shooter game developed by the swedish company EA DICE (Digital Illusions Creative Entertainment).

Battlefield 3 has adopted a film-like narrative that causes a good effect, making impossible getting to know what is going on until we are well immersed in the game, since Blackburn will begin telling his story in an interrogation room, where

two agents from the CIA try to get information from him and blame him for something that the player will have to wait and play until he discovers it.

What really distinguishes B3 is its multiplayer mode. The huge scenarios that DICE has prepared can hold up to 64 simultaneous players that will fight in different game modes: conquest, assault and deathmatch. In each of them, the player will be able to enjoy exciting matches where teamwork will be fundamental to survive and to claim victory.

EA will launch the game in Europe on October 27th for PC, Xbox 360 and PS3. Two days before it will have already been released in the US.

The company Electronic Arts will spend about 50 millions of dollars in the marketing campaign of their star game.¹ A figure that will comprehend advertising on media and exceptional events, among other activities. This way, EA tries to shape an spectacular release of a title that will compete with Call of Duty: Modern Warfare 3, most sold game of christmas campaign.

Since we find ourselves into the release of Battlefield 3, the communication need that comes up is the promotion and presentation of the new game. Due to relevant characteristics like being a global level projection and sales videogame, of which 10 million players are estimated, and which is a leisure and entertainment product of frequent use, we believe that the proper answer to this need is an event of big proportions in an international city that gives an unique experience to the consumer, linking him in a special way to the product, also being attractive to the media. As part of the general marketing plan, a great event can be a good promotion tool in order to achieve communication objectives that will be more difficult to get with other actions because of the direct relation with the consumer that is generated, affecting directly to his personal experience how only this kind of events do and because the attractive for the media that an event like this possess.

The event will take place on November 25th and 26th 2011 in "Campaign Paintball" facilities, in London. This event is thought to hold up to 1500 personas that for two days will be able yo live a closer-than-ever experience with Battlefield

¹ Whitworth, D. (2011, November 1). Battlefield 3 'sets sales record' for Electronic Arts. *BBC*. Retrieved from <http://www.bbc.co.uk/newsbeat/15536754>

3. The most distinctive feature of our event is that we will remove the barrier of virtual reality so we can offer to the player the chance of living a real experience in the battlefield. As the main activity of the event, we will recreate a scenario from Battlefield 3 so XXXX people will have the chance to live a recball battle between teams of fifty people for two hours, as if it was a true Battlefield game.

Also we will organize in the event online deathmatch multiplayer games using PS3s so up to sixty four people can enjoy the game at the same time in its premiere.

In both activities we will reward the winners.

We will add to this stands selling merchandising, stands from certain sponsors, an exposition telling the history behind Battlefield series and B3 creation process and a stage where the presentation of the game will take place.

1.2 Which facts support this need?

-Release: Since this is the launch of the new edition of Battlefield games, most of the efforts in marketing correspond to this stage in game's life.

-Relationship with the player: Since B3 is the new edition of a long-history game series, we believe that an added value is needed, and providing the actual gamers with a real-life Battlefield experience will add years to their loyalty to the series.²

-Importance of the game:

-Millions of copies sold: Battlefield is one of the star games of this company, having sold up to 11 million copies with Battlefield 2: Bad Company. For this new game, EA has prepared 10 million games for the first edition. In order to achieve that sales objectives, we believe that an event like this can be a perfect impulse, due to the potential attendants and the media repercussion.

-Revolutionary graphics: for the creation of this game they have used DICE's new cutting-edge game engine, Frostbite 2 and last generation technology that gives an improved visual quality, dynamic audio and ANT based character animation. The premiere try of the game in our event will certainly be a proof of all of this.

-Multiplayer mode: This is undoubtedly the starring feature of every Battlefield game and B3 does not stay behind: nine maps, up to 24 simultaneous players,

² **Battlefield** (series). *Wikipedia*. Retrieved from <http://www.oncolink.upenn.edu/news/index.cfm?function=detail&ID=84>

bigger variety of vehicles and greatly destructible environment. As with the graphics, there is no better way to know how good B3's multiplayer gaming is than playing it, something that people in the event will be able to do and to comment with each other and with the rest of the world.

-Fans: Selling figures like stated before are a clear proof that B3 has a vast amount of fans all over the world. In addition, London and the UK in general are number one in number of videogame players in Europe, acaparando a big percentage of B3 players. Such a big number of gamers allows us to expect a vast number of assistants to our event.

-Competence: Battlefield series is leader in the market of war-based First Person Shooters next to Call of Duty games. The latter are more like an arcade game, with easier gameplay and a strong story-based campaign mode. Where CoD is weaker, multiplayer gaming, Battlefield is the undoubt king, since this was the original concept for the first game of the series Battlefield 1942 (the first multiplayer shooter to include vehicles) and has not stopped improving since then. Wolfenstein and Medal of Honor are other war FPS with long history in the market, but left behind long ago by the first two. In multiplayer gaming, Counter Strike would be another competitor, but the development of this game does not narrowly reach Battlefield or CoD series. Through a big event like the one we will be planning, Battlefield can make a big difference from each of them.

1.3 What will the event focus on (briefly)?

This event will focus on giving the most complete game experience to those who want to play the new Battlefield 3, offering them the chance of premiere playing the Playstation 3 game and bring B3 to life through recball gaming.

2. A profile of the organization that initiates the event – this is the company/organization who hires you to organize the event for them (1 page).

2.1 General description: name, activity, scope (national, international), products, services, etc.

Electronic Arts (EA) is a American company whose main activity is videogames development and distribution for computers and game consoles founded by Trip Hawkins in 1983.

It is an international company with headquarters in United States, England, Japan and Canada and it has different subsidiary brands like EA Sports, for sports games such as FIFA or NBA, and EA Games, for the rest of the games, like The Sims or out Battlefield 3.

EA is the most important distributor in this sector and It is one of the little West companies with own manufacturing in Japan.

Although EA is the mother company, the true brand strength of its games lies on their own brands. Videogamers know EA, but their feelings go with the brand of the game the like. In this case, we will act from the brand Battlefield 3.

2.2 Desired identity in relation to the event, brand personality etc.

We want to reflect the brand identity through the event, recreating a Battlefield environment in the venue of our event; we will implement the event according to our values like teamwork and strategy, and reflect the game's personality in it by bringing Battlefield 3 game to life, through the decoration of the venue, the staff present in it and specially through the recball game.

We also want to transmit to target audience one of our most important values from the mother brand, EA, personality: enjoy all together. We will pretend to gather many people in the event and to form teams, in order to win and, especially, enjoy all together, promoting, in the same time, friendly relations and great ambient.

2.3 What is their experience in relation to the topic of the event? Is this event being held for the first time? How does it fit their culture and objectives? Neither EA nor Battlefield 3 have never organized any event like this before, so this is the first time when they would carry out it.

The reason why they want to implement a event is to bring the game brand values to their target audience, being a good manner to expose their corporate culture instead of advertising or other kind of promotion strategies.

In terms of objectives, we think this is a faster and more efficient way to achieve the short and medium term company goals.

2.4 Optional: The event as part of a social responsibility programme (what does it stand for?).

Electronic Arts claims to achieve one of its most important aims: work team; i.e. with this event, the company wants to get, through videogames, collaborative exercises between participants, promoting the cohesion, one of the most important values in the real life, both in corporations and in society, in general.

3. Define the target audience (1 page).

3.1 Demographic traits (income, occupation, geographical location, cultural background, etc).

Our target audience will be men and women 18 to 28 years old, middle and upper-middle class, who live in London or close to the city, students who loves videogames, and who devote part of their time and money to this hobby. They have an standard educational level in the West society and they usually live in the residential areas around the city, in this case, London.

3.2 Psychographic traits (taste, life style, etc).

People who use to meet with their friends to play videogames in their free or leisure time. Students, in the latest school years or in the university, who to enjoy spending time with their friends or even playing alone at home but socializing through multiplayer gaming at the same time, besides devote time to study.

3.3 The interest / need of the audience / guests in your event.

We have realized that most of the videogames audience have not ever experienced the feeling of entering in the game itself, putting you in their favourite characters skin, overcoming each stage in the game.

The main interest/need for our audience is that adrenaline feeling that they are going to feel in this event, being for most of them the first experience in this sense where they will have the possibility to know the game itself or its history. It will build brand image about the game and brand awareness about the whole company (EA), but specially for the concrete brand Battlefield 3.

Part II: Strategy

4. State the general aim of the event and three objectives.

4.1 State a general aim or "mission" of your event.

Promoting the new EA Games release: Battlefield 3.

4.2 If applicable, explain the relation product – event.

The event will be totally based on the game, from its experience to its aesthetics and the values that it transmits.

We want to offer the most similar to the game experience as far as reality allows us to, we seek truly bringing the essence of Battlefield 3 to the player.

The values from B3 that we are going to emphasize are those related to the multiplayer mode, where the game has its strong point and differs from the competence. These values are: a game more social than ever, where we can play and enjoy it with friends; strategy, teamplay where each player has a role to play to achieve a goal; cooperation; supporting the team to win the game.³

4.3 State three specific objectives.

-Increase expected sales:

EA has estimated that 10 million copies will be sold in all the world. With this event we hope to increase sales in a 15%.

-Increase consumer loyalty:

Since this is a new edition of Battlefield, brand with a long history of games in the market (up to fifteen different games, new and expansion packs of those), we want to increase consumer loyalty giving consumers an unique personal experience in order to create a personal link between the game and them, so they do not need to appeal to the competence.

-Improve top-of-mind of the game:

Through diffusion and notoriety in the media we seek to increase awareness of our product in order to gain ground to Call of Duty in the consumer's mind. As John

³ True Teamplay. *BattleField*. Retrieved from <http://www.battlefield.com/uk/battlefield3/1/true-teamplay>

riccitiello, CEO in EA has stated: “Battlefield 3 is designed to finish with Call of Duty”.⁴

4.4 Give an overview of competing events. Explain why your event is different and offers your target group other opportunities.

Call of Duty XP: On September 2nd and 3rd a Call of Duty: Modern Warfare 2 took place. The attendants could play paintball (paying 150€ before), “simulating the game”. There are multiple differences with our event:

In CoD XP the participants played quick matches in teams of four people in a speedball field, where the goal and the only way to win was to finish with the players of the enemy team. On the other hand, our event will recreate one of Battlefield scenarios, make the game as most realistic as possible. For this, participants will not play quick matches but they will be playing for two hours, in big teams of 50 players each, as if it was an ever bigger version of the multiplayer mode in B3. Moreover, the main goal of the matches will not be killing the enemy but pursuing previously briefed goals or missions, so teamplay, strategy and developing the required skills all will be needed. The entrance of our event will be totally free and people will only have to sign up to be able to participate in what will be an unique experience.⁵

Part III: Planning. Define the activities that you will include in order to achieve your objectives.

5.1 For every objective, specify the activities that you will include in your event in order to meet each objective.

List of activities:

-Recball game: According to the concept of a real life Battlefield 3 experience, we wanted to recreate the game through recball playing. Recball is a modality of paintball in which stories and scenarios are recreated and the main objective is not killing each other but achieving certain missions. Also, it is played in big natural

⁴ (2011, October 4). Battlefield 3 vs Call of Duty: una guerra con 200 millones de dólares en publicidad y marketing. Publicidad. *PuroMarketing*. Retrieved from <http://www.puromarketing.com/24/9543/battlefield-call-duty-guerra-millones-dolares.html>

⁵ The Event, Experiences. *Call of Duty XP*. Retrieved from <http://www.callofduty.com/xp/experiences>

scenarios in order to recreate the story (normally historic war episodes). Because of these characteristics, it differs from the other modality, speedball (which was used for Call of Duty XP event), where players just have to kill the other team in a small terrain with symmetric obstacles and cover zones.

In Battlefield 3 recball game there will be two teams of 50 players each, both divided in squadrons of 10 players playing games of 2 hours maximum. Each pair of squadrons will have a mission to achieve, and once they achieve that mission, they can help the other squadrons in theirs.

In the way to achieve a mission, “killing” players from enemy squadrons will be needed, although that is not the main goal. When a player is “killed” (hit with a paintball), that player must raise his hand and go to the safe zone, where he will wait for 5 minutes until being able to get back to the game.

When a team completes every mission, the game ends.

Players from a squadron that completes a mission would receive as prize a complete set of B3 merchandising. The team with more victorious squadrons would win a pack of PS3+Battlefield 3 game. Every participant will get a piece of merchandising, like a B3 cap or T-shirt.

In case of draw (time is over with same number of missions completed by each team), the team with more players still in the game will be the winner.

-Videogame playing: We will set (thanks to our sponsor, Sony PS3) sixty-four Playstation 3 consoles, so the attendants to the event can try the complete B3 game for the first time, in multiplayer games of 30 minutes each. Every game will be a contest where the player with more points will get a piece of B3 merchandising.

-Battlefield Museum: One zone of the event will be dedicated to the creation process of Battlefield 3, including explicative panels and concept art from the workers involved in making B3 come true. With this, we will dedicate some space to the story of Battlefield series, including information and a timeline of every game sold under the mother name Battlefield. All of this is what we have called the Battlefield Museum.

-Conferences on the game: At certain hours during the two days that the event lasts, people involved in developing and creating Battlefield 3 will give speeches about the process.

-Merchandising selling: Apart from the merchandising given as prizes in the recball and console games, there will be a stand in the event dedicated to selling different pieces of B3 merchandising.

-GAME discounts: As a main sponsor of our event, the brand presence of GAME shops will materialize by delivering discounts on the purchase of Battlefield 3 to the attendants, only able to be used (obviously) in GAME shops.

Objectives-Activities relation:

-Increase expected sells:

Discounts given by GAME will serve this objective, as we understand promotions like this a very easy and usefull way to increase short-term sells.

We also expect merchandising to help this objective, as we believe that a greater exposure of the game brand can influence people.

-Increase consumer loyalty:

We believe that the event itself will be the best tool to achieve this objective, but being more concrete, recball gaming which is the activity that best reflects our initial concept will be a totally Battlefield 3 experience that will certainly join attendants to the event with the B3 brand.

The prizes won in recball and console games and the purchase of merchandising by attendants will also serve this objective, as they will find themselves wearing the brand itself.

-Improve top-of-mind of Battlefield 3 on people:

According to this objective, again we aim to the event itself being an experience great enough to raise popularity and reputation of the game but again, being more concrete, the star of the event, the recball game will be what best help achieving this objectives for attendants.

Merchandising will also help (specially after the event) to keep Battlefield brand active in consumers' mind for a long time.

We also believe that the Battlefield Museum and the conferences about the creation of the game will be a way of fulfilling this objective, as we think that getting to know the complexity that makes this game so incredible will add an extra value to it.

6. The venue

6.1 Explain what type of venue you need for your event and why.

We have decided that the event will be held in London. London, according to recent studies, is the European city where videogames are more widely played, it is a very important capital and because of that our event could have great impact.

A big event like the one we are planning for Battlefield 3, obviously requires a big venue where it can take place, being able to hold at least 1500 people at once.

Since our event's main feature is based on the recball game, we need our venue to be prepared for this kind of activities (in terms of safety and infrastructure, for example) and as war-like decorated as possible, in order to minimize the company's investment in this aspect. Since the recball game we are planning is expected to hold 100 people per game, we should find a place with enough area of terrain to play in, and owned by a paintball business able to provide us with the basic material and professional assesment.

Accesibility is also an important factor to be taken into account. As we have decided that our event will take place in London (where the EA european headquarters are), people should be able to access as easy as possible to the venue.

6.2 Make a list of the main criteria you used in order to select your venue.

- Great area of terrain
- With atrezzo if possible
- Completely prepared for paintball games (safety, obstacles)
- As close to London city as possible

6.3 Justify briefly every criterion.

According to this criteria, we chose “**Campaign Paintball**” facilities, in Cobham, South-East from London’s city core.

-This place has several acres of terrain (divided into different thematic scenarios) that make possible holding one hundred players at the same time.⁶

-Although not all the different scenarios correspond to B3 environment, many of them do, giving us a very reasonable base to start from when recreating the videogame.

-“Campaign Paintball” is a very well prepared paintball business, and they offer all the material included in the price, as well as safety care and prepared staff to help both in personal and corporate paintballing days.⁷

-Although the “Campaign Paintball” facilities are 50 minutes away from London city, this problem would be solved by offering a small fleet of buses (two for the first hours and four from the middle of the event day till the end of it) for attendants who cannot or do not want to use their own vehicles.

This is the only weak point of this venue, but our choice is completely justified by the rest of the selection criteria and the problem solved with bus rental. We want to give our attendants the best Battlefield 3 real experience and “Campaign Paintball” facilities have everything to achieve that.

IV Creative Concept & Communication

7. Define the message and create a slogan (payoff) of your event

7.1 What is the compelling question your event is trying to answer?

“How can we make gamers get the most of Battlefield 3?”

⁶ *Game zones*, in Campaign-paintball.com, from <http://www.campaign-paintball.com/campaign/facilities.php>

⁷ *Corporate*, in Campaign-paintball.com, from http://www.campaign-paintball.com/campaign/corporate_paintball.php

7.2 What is the message of your event?

-Get the maximum game experience from Battlefield 3.

-Playing Battlefield 3 (and videogames in general) can be a good way of developing certain values and skills. We want our gamers to learn from the values that are explicitly present in B3:

-Teamwork

-Strategic thinking

Both of them come out in the game from the multiplayer side of the game, which is its most important feature and that we want to be reflected with our recball playing during the event.

7.3 What is the slogan? Why do you choose this slogan?

Insights:

-Experience B3 for real

-Teamwork

-Strategy

-Social integration

-Missions

-Action

Possibilities taken into account:

-Into the game

-On the ground

-Feel the field

-Join the field (chosen one)

-Live the field

-Join the field. Keep joined in it.

-To ground

We choose this slogan because it reflects the main idea of Battlefield 3 game that we want to emphasize in our event: living a B3 experience for real. Also the word "join" has some connotations related to belonging, in this case to a team and in general to a group of people that will enjoy our event together.

V Promotion & Sponsorship

- *Promotion:*

Our event has been thought for a very specific target: Young people between 18 and 28 years old (most important part of the target of Battlefield 3). That's why we

have developed different phases of promotion for this event. We want to capture our target's attention effectively with the following communication skills:

1. First, we are going to create a web site where the reason, the date and the meaning of the event will be explained. In this web site, the visitors will have all the information about the event and if they are interested in attending it, they will have to register with their e-mail addresses , their names and their IDs (so the company will win a new data base for next promotion activities) to have access to the invitations for the event. It's also a very easy form to know the probable impact of our event and how many people will attend it.

2. How will our target know about the event and about our website? We will send some actors dressed like soldiers, with the name of the game (Battlefield 3) printed on their coats, to the main streets of London for some hours a day in the streets during the two weeks before the event. These actors will be instructed in "street-marketing techniques" to attract people's attention in the street. They will give specially designed flyers to the people with our website printed on them, so they will feel shocked and curious about what's going on in our website. They also will offer the people in the street to write their names in a list that will be handed by them.

In addition, we will situate four fixed points in the centre of London, where people will be able to register in the event and have all the information about it.

Our objective is to create impact on the media too. We want the media to follow us. In addition, we will draw three full-paid weekend for two people in one of the best hotels in London to attend the event.

4. A week before the event, we will convene a press conference for the media. There will be where we will explain our campaign with soldiers in the streets of London and everything about the event.

5. We will create new advertising spaces in Facebook and Twitter two weeks before the event too, and banners which will bring the people to our virtual site. We will inform the people who will visit our website that the first thousand people in being on the list of attendance they will be allowed to play paintball. The rest of guests will be just allowed to go inside the event if they bring the printed invitation, but not to play free paintball.

6. We will also send a press release for the day of the event. We will send it to the media that were at the press conference the last week, so they will be able to transmit the event while it's being produced.

7. We think that this process of communication tools is the most appropriate to reach our target because it's integrated by young people who need to be motivated and surprised to pay attention to one promotion between a thousand that they see in the media during all their daily lifes.

The idea of the website as a communication tool was promoted because our target is very used to the Internet. That's why we complement our communication process with banners and virtual spaces in Facebook and Twitter. However, we want to have an important impact on traditional media too, that's why we are sending fake warriors to the streets and convening the press conference.

- Sponsorship:

We will need some sponsors who will help us to develop the entire event. They will have to be important brands that can be related to the product that we are promoting and that can afford the development of the event.

We have thought about Sony Playstation 3, Pepsico, GAME, Campaign Paintball and Michelin (PEPSI, Doritos, Lays...) as the main sponsors. These are the companys that will be able to spend the money in our event, but they will also have a huge revenge.

Our event is going to be really big, so we are expecting over a ten two thousand guests during the two days that the event will last. If we only sell food products from Pepsico (Pepsi, Kas, Lays, Cheetos...) during the event for example, the company will have the money back and a lot of people will be trying the products and seeing the brands of Pepsico everywhere. In addition, our guests will identify playing the game Battlefield 3 with snacks from Pepsico and with their drinks too. They will all remember the brands that were in this wonderful event later.

The same will happen with Sony Playstation 3: we will offer this company of game consoles and machines the opportunity of participating in our event with exclusiveness: no other company from their market will be in the event, so Play Station will have all the success.

We will arrange a contract with Michelin too, the pneumatics brand, because we will use pneumatics and other materials from the brand to build all the stage.

GAME is a very important retailer of videogames, so they should be interested in participate in our event to be more visible between our guests (most of them will be interested in buying the new game, and maybe others too).

Our last (but not least) sponsor would be "Campaign paintball" company owner of the venue for the event that can provide us with materials and equipment for the Paintball sessions during it and they can provide us the facilities where we can develop our recball game and the rest of the activities.

Part VI: Analysis & conclusion

10. Strategy motivation

10.1 Comparison to similar (existing) events or otherwise competitive / threatening events.

The only similar event to the one we are planning for Battlefield 3 belonged to its direct competitor: Call of Duty, for its version Modern Warfare 2. The event was called Call of Duty XP and consisted in a speedball game where players where

equipped with radios and had to kill the opponent team players. Players formed teams of four people and had to pay 150€ for attending the event.

However, as we have explained before, our event is totally different from the CoD one: bigger, more complex, not only about killing each other and recreating the environment of Battlefield 3.

10.2 Advantages and limitations

SWOT analysis:

-Strengths: Real experience of a videogame. Premiere of the game. Totally for free. Weekend.

-Weaknesses: Distance from London city.

-Opportunities: Importance of the videogame (release). Number of fans. Paintball games are normally expensive. Lack of recball venues in UK (and chances to play it).

-Threatens: Competence of Call of Duty. Paintball is often more associated with speedball.

To sum up:

What we have planned is a very innovative thing, in term of events but also in concrete terms of paintball games, since “recball” modality is not so known in Europe and the UK, covering one entire weekend dedicated to one of the big releases of the year, giving people the chance of getting out of our event fully dressed in Battlefield and having experienced from the inside probably the best multiplayer First Person Shooter of the market.

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