Thomas McCarthy

ENC 1101-48

Ms. Charla Hughes

20 November 2012

Call of Duty

Video games have become a prevalent form of entertainment for almost every single male ranging from young children to full grown adults. Each year that passes by more and more people enter the video game world, whether it is small time mobile games on the iPhone or expensive AAA console games. AAA (pronounced Triple A) games stand for big budget games that have a huge number of people working on creating the game. AAA most closely relates to what the movie industry calls Blockbuster films. Unfortunately the economy has been affecting everyone across the board. Sixty five dollars is a big investment for entertainment compared to ten to fifteen dollars that one would spend at a movie theater. This fall has marked an impressive line-up of video games such as Assassins Creed III, Halo 4, Call of Duty Black Ops II, and many more. If one was to buy all three of these great games than that person would be looking at spending $200. This is a lot of money that most gamers will choose to opt out of. Gamers must choose wisely which game to spend their money on. Therefore it falls upon the task of Game Publishers to attract attention from gamers and intrigue them into buying their newly released game. One of the ways that publishers do this is by releasing game trailers leading up to the launch of the title. There are numerous trailers that target different aspects of the game that people want to see. Call of Duty is currently the most popular video game franchise on the market. During the first twenty-four hours of Black Ops 2 release, the game the game grossed over $500 million. This year Call of Duty Black Ops 2 is competing with top tier titles that can determine how successful the game will be. To combat this, Activision, the game publisher for Call of Duty (Cod), created various trailers highlighting several parts of the game such as gameplay, multiplayer, and story. The multiplayer ad campaign “There’s a Soldier in all of us” started in 2010 to bring new players into the franchise and since then it has been used every year. The multiplayer component of the game is where gamers will spend countless hours. “There’s a Soldier in all of us” ad campaign for Call of Duty Black Ops is very successful in its balance of intriguing loyal fans while also targeting new players to enter the franchise making the ads very successful.

Each year Activision releases a new installment into the highly popular video game franchise Call of Duty. Call of Duty first began back in 2003 with the release of Call of Duty, but has only become really popular in recent years. To date there have been 9 titles released, and because of that Call of Duty has built up a huge fan base. Each year thousands anticipate the release of the new Call of Duty game. Many dedicated fans go so far as attending midnight launches to play the game early. Call of Duty Black Ops was the first game to feature the TV ad campaign “There’s a Soldier in all of us”. In it, Call of Duty veterans will be able to spot hidden features that the game hasn’t announced yet such as weapons, killstreak rewards, and gun customization. For example, at second 19 there is a helicopter with a minigun attached to it. The guy operating the weapon is shooting at other people that are on the map. To the standard person this would seem just like a normal battle, but it teases the fact that in a game if a player goes on a 9 Killstreak they can call in a helicopter and operate the gun. Another hidden killstreak within the TV ad is at seconds 46-55 when two jets come in and then there’s a huge explosion. This is indeed another killstreak reward that players will be able to unlock and it’s called a Napalm Strike. Between seconds 34-45 one will see that there is wording on the guns that people hold such as Mamba, SSG Tran, and Proud N00B. This is a new feature in Call of Duty Black Ops where players will be able to write one or two words on their weapon of choice. This is a wonderful feature because so many players become close to their favorite weapon and this allows them the ability to go a step further in customization. Explosions and visuals aren’t the only hidden messages in this game; this ad also uses music to tease the setting.

“Gimme Shelter” by the Rolling Stones is played throughout the entirety of the commercial. This song choice is very interesting since it was made as an anti-war protest song during the Vietnam War. Because the song deals with the Vietnam War one can assume that this game takes place during the same time period giving us a clue as to the setting of the game. There is so much hidden detail to this commercial that only experienced players will be able to pick up on these small details whereas to the rest of the world it just seems like chaotic standard action. The commercial also can serve as an introduction to people who have never experienced Call of Duty and offers the sense that anyone can pick up the controller and start playing.

The ad Campaign “There’s a Soldier in all of us” is centered on the belief that anybody who’s capable of playing video games can play Call of Duty. Call of Duty’s success is partly due to the reason that it’s quick, easy, and fun game to play. This has opened a broad range of an audience ranging from children as young as eight to adults. Recently, there has also been an increase in female gaming and almost all of them play Call of Duty. Activision capitalizes on Call of Duty’s simplicity and fun by using many different type of people in its commercial. The very beginning of the commercial starts out with a woman at the age of late 20’s in business attire shooting at people. The following shot is a girl at around the age of twelve shooting a shotgun. She’s also smiling and having fun inciting that if you play call of duty you will have fun. The commercial continues with people in a construction uniform, best buy employee, and a man in his early thirty’s wearing a business suit answering the phone saying “concierge”. The highlight of this commercial is when superstar basketball player Kobe Bryant is included in the fight. This commercial shows that normal everyday people can join a call of duty game and have some fun. The commercial ends with the tag line “There’s a Soldier in all of us”, which gives the audience the idea that there’s something inside all of us that allows us to become a soldier. In other words, we can all play call of duty and have a great time. This ad successfully delivers this idea by its use of people of all ages and demographics in an open battlefield with quick intense action sequences that are filled with explosions.

The new Call of Duty advertisement campaign “There’s a Soldier in all of us” is highly effective because it showcases how anybody can pick up the game and have fun playing it. It’s filled with explosions, gun fire, and action sequences that would appeal to any gamer that enjoys shooter games. This ad shows how diverse the Call of Duty community is by showcasing the diverse population of people that play the game. This ad campaign clearly targets the broad audience in that you do not see any male teenagers. Male teenagers comprise the highest volume of people who play video games. Instead this ad targets girls, women, and young adults. Not only does the commercial appeal to the general public but it also intrigues veteran players who have experience in the game. The commercial does this by having several hidden messages within the commercial that can only be seen by people who have played the game before. The chopper gunner killstreak in the middle of the video and the grand explosion in the end of the commercial may seem to be there for action sequences purposes, but in reality they are placed there to tease players of what’s to come in the new installment of the game. This commercial is unique in its ability to target a broad audience while not disappointing longtime fans. This commercial successfully delivers it’s tagline “There’s a Soldier in all of us” by including a broad range of people from the use of women, business men, and Kobe Bryant having some fun while playing Call of Duty, showcasing that there is indeed a soldier inside of every one of us waiting to come out and play Call of Duty.

<http://www.youtube.com/watch?v=Pblj3JHF-Jo> – There’s a Soldier in all of us