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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 people enter the video game world. Whether it is through small time mobile games or expensive AAA console games, there has been a substantial increase of people in the video game community. AAA (pronounced Triple A) games means that they’re backed by a big budget and there’s 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 they will buy. 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. 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 ad 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. 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.

Call of Duty Black Ops introduced several new elements in the game such as weapons, killstreak rewards, and gun customization. In order to promote this they secretly included some of the features in the commercial. 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 in fact it teases the players that this will be an available killstreak reward. 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. 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 an amazing technique that Activision used to promote Call of Duty that only veteran players could pick up on. New features 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 can also 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 a fun game to play. This has opened a large game audience ranging from children as young as eight to adults. Recently, there has also been an increase in female gaming and most 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 including people in a construction uniform, a best buy employee, and a man in his early thirty’s wearing a business suit answering the phone saying “concierge” giving a comical break to the action. 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 coupled along with quick intense action sequences that are filled with explosions that would attract any person that enjoys action games.

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 some fun. It’s filled with explosions, gun fire, and action sequences that would appeal to any gamer that loves action. 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 to build up the action, 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.

# Works Cited

Call of Duty. (2010, November 5). *Call of Duty Black Ops TV Commercial*. Retrieved November 18, 2012, from YouTube: http://www.youtube.com/watch?v=Pblj3JHF-Jo