

# PES 2008

PES has always belonged to the fans. It has been their passion that has taken it from underdog to true contender. And PES has always counted some of the world's greatest footballers among its biggest fans. My objective was to leverage that – to position PES as more than a game, but a part of football fan's lives, be those fans everyday guys, or professional footballers. The campaign consisted of TV, Print and Online advertising, web virals, trade advertising and POS.



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**KONAMI**

THREE ITEMS ON A DESERT ISLAND? *Wife & kids, my mobile phone and the Racing Post under my arm.*  
 CAN YOU COOK? *Toasted! I'm a terrific cook.*  
 WORST PRESENT? *Swedish toilet paper by someone in my family, not naming any names! You know who you are!*  
 FAVORITE GAME? *Definitely PES 2008!*

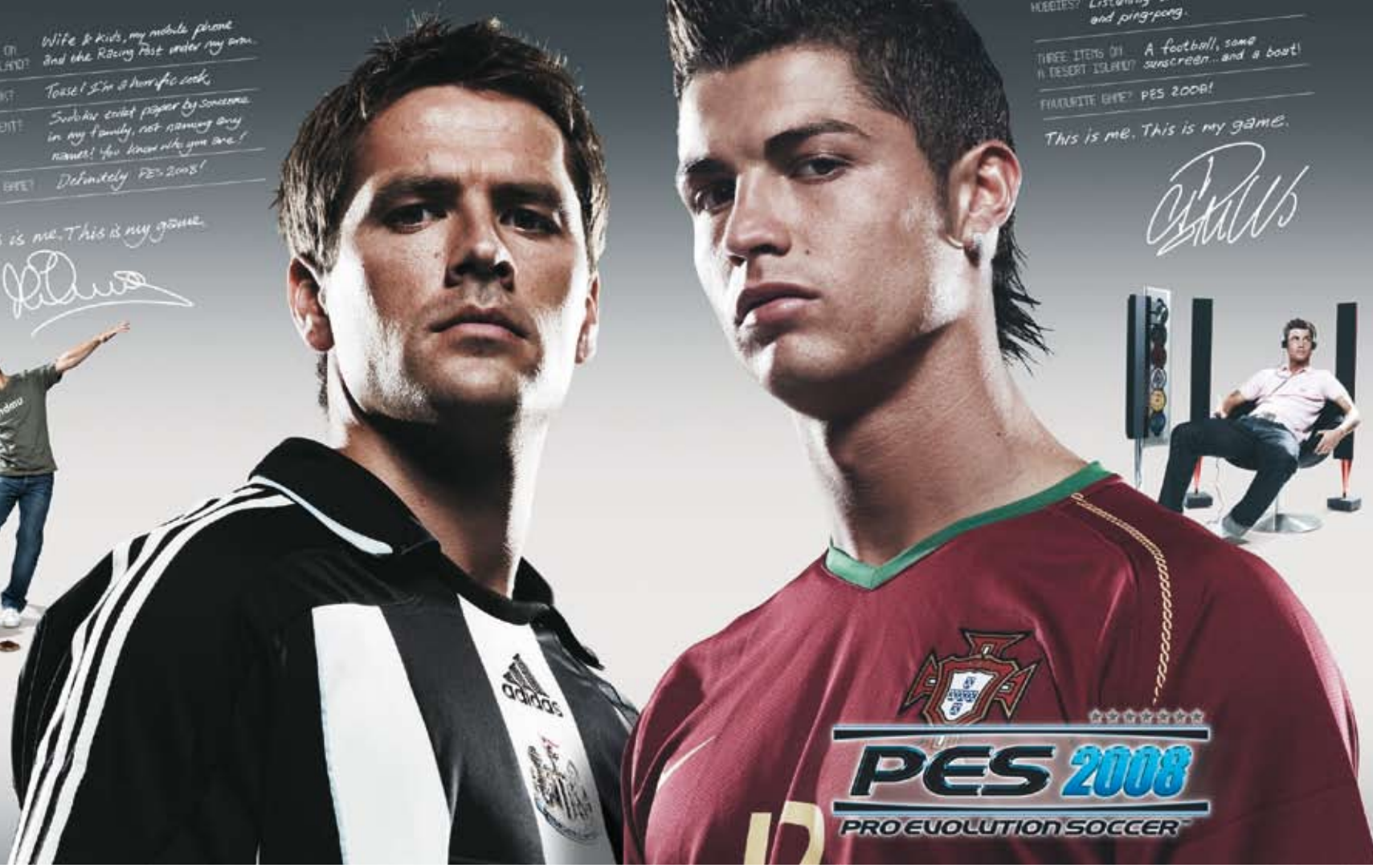
*This is me. This is my game.*

*Oliver*

FIRST ALBUM? *Ricky Martin.*  
 HOBBIES? *Listening to music, swimming and pingpong.*  
 THREE ITEMS ON A DESERT ISLAND? *A football, some sunscreen...and a boat!*  
 FAVORITE GAME? *PES 2008!*

*This is me. This is my game.*

*Oliver*



[www.konami-pes2008.com](http://www.konami-pes2008.com)

ENTER THE MOBILE WORLD OF PES 2008: SEND "GET PES" TO 83900\*  
[WAPPESMOBILE.COM](http://WAPPESMOBILE.COM)



\*Standard text rate. Data charges by your mobile network operator may apply. SMS service available in UK only. In Ireland visit [wap.pesmobile.com](http://wap.pesmobile.com) on your phone.

**DISCOVER THE FULL POTENTIAL OF PES 2008 WITH ITS OFFICIAL GUIDEBOOK (INCLUDING 2 DVDS).**



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KONAMI

THREE ITEMS ON A DESERT ISLAND? *Wife & kids, my mobile phone and the Racing R100 under my arm.*

ONE YOU COOK? *Toxic! I'm a terrific cook.*

WORST PRESENT? *Swedish toilet paper by someone in my family, not naming any names! You know who you are!*

FAVOURITE GAME? *Definitely PES 2008!*

*This is me. This is my game.*



# PES 2008

PRO EVOLUTION SOCCER™

ENTER THE MOBILE WORLD OF PES 2008. SEND "GET PES" TO 83900\* WAP.PESMOBILE.COM

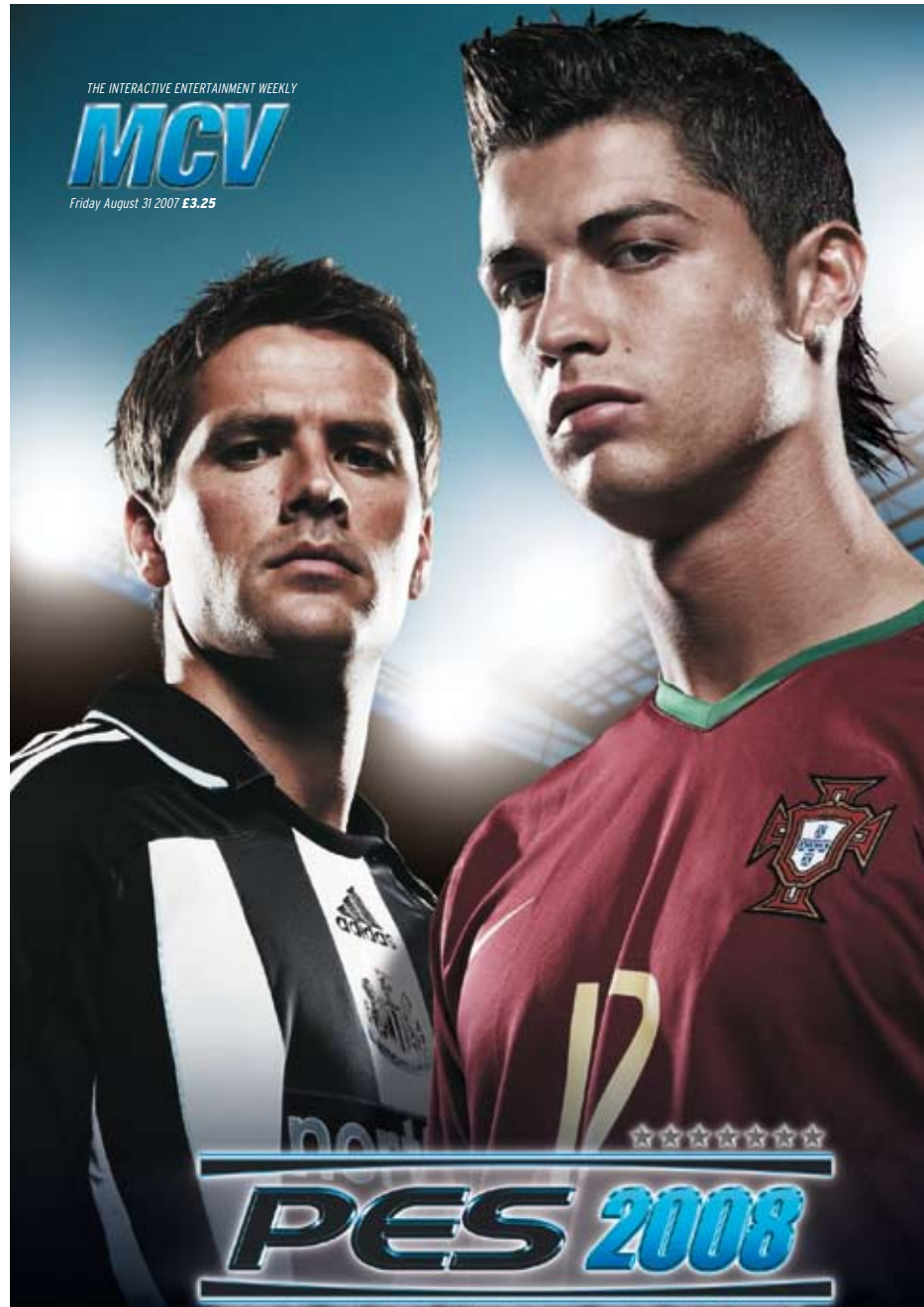
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**DISCOVER THE FULL POTENTIAL OF PES 2008 WITH ITS OFFICIAL piggyback™ GUIDEBOOK (INCLUDING 2 DVDS).**





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## THIS YEAR'S PRO-EVOLUTION SOCCER CAMPAIGN IS GOING TO BE DIFFERENT. AND SO IS THIS TRADE ADVERT.

Yes, we could tell you about the professional player endorsements, the £multi-million global TV campaign, the striking print creative, the exclusive online and viral films and even the heavyweight PR. We could follow the usual MCV formula – but we've never followed the crowd. This isn't the usual MCV wrap. Because this isn't your usual game.

This is PES 2008. The real football fan's favourite. The professional player's game of choice. The game that would sell even if you wrapped it in a brown paper bag, put it on the bottom shelf, and only told your mates that it was out.

When other games publishers buy their success, you have to focus on making a better game and creating a better campaign to spread the word to new fans. And year on year we do just that.

**PES 2008 is out in October.**

It's better than ever and will sell bigger than ever. So, make sure you stock loads of it.



# PES 6

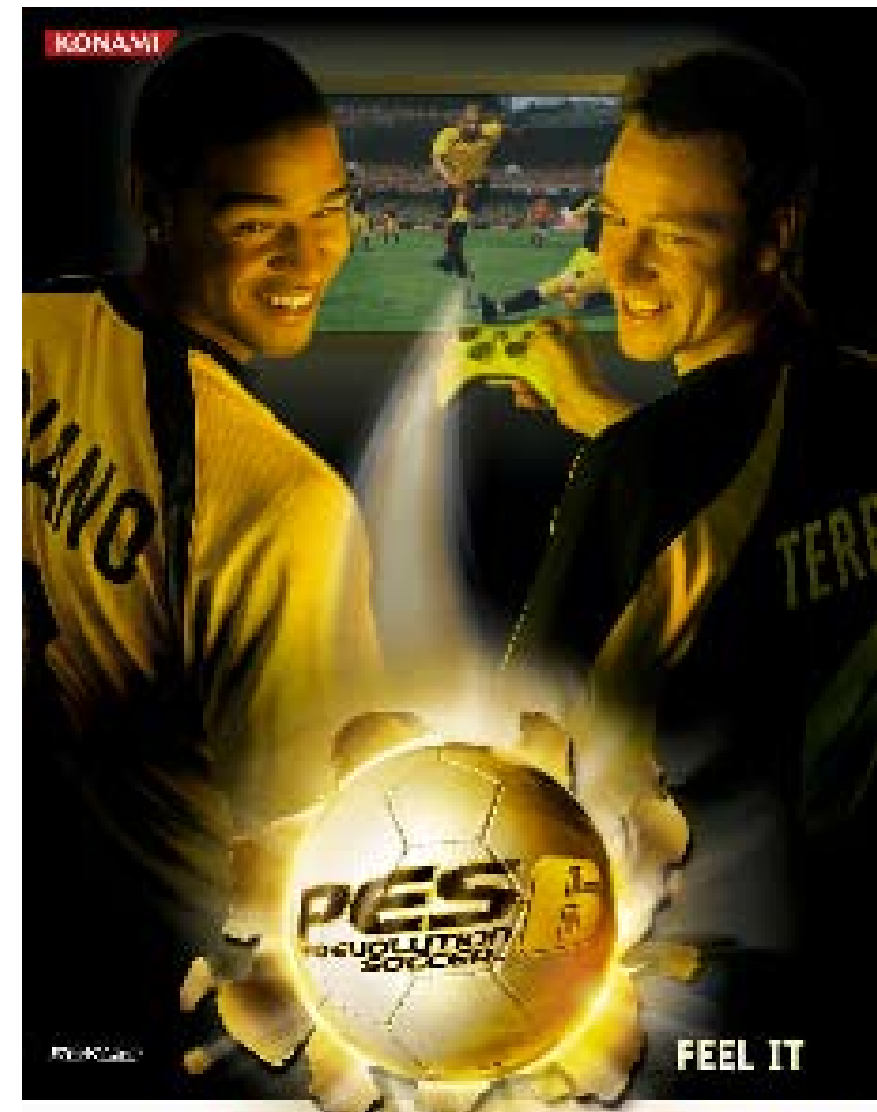
PES is the true fan's favourite. Revered by professional footballers and worshipped by the media, it's the underdog football game that owes its success to word of mouth. But with EA's brand-leading FIFA to compete with, my task was to create a campaign with real wow factor, while capitalising on the brand's heritage. So, I took the higher ground, focusing on the two areas only PES could own: the choice of football professionals; and the quality of game play – a game so real you can 'Feel it.'



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# Pro Evo 5

Pro Evolution Soccer 5, the choice of footballing professionals. The first year working on the campaign, we were lucky enough to have signed John Terry and Thierry Henry – the captains of the UK's top clubs. I wanted to capture the perceived tensions between these rival clubs, and then turn it on its head by showing them Pro Evo playing together, having a laugh and taking the mike out of each other.



[click to view](#)

**KONAMI**

**TRY  
TELLING  
THEM IT'S  
ONLY A  
GAME**

**3+** **XBOX LIVE** **PlayStation.2** **PSP** **PC DVD** Broadband from BT

**CHelsea** **Highbury Arsenal**

**PRO EVOLUTION SOCCER 5**  
DEVOTED TO THE GAME

[www.pes5.net](http://www.pes5.net)

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**KONAMI**

**NOTHING ELSE MATTERS**

**PRO EVOLUTION SOCCER 5**  
DEVOTED TO THE GAME

PlayStation 2 PSP PC DVD Broadband from BT

**3+** XBOX LIVE

[www.pes5.net](http://www.pes5.net)

**KONAMI**

**LET'S TAKE IT OUTSIDE**

PRO-EVOLUTION NOW AVAILABLE ON PSP

**PRO EVOLUTION SOCCER 5**  
DEVOTED TO THE GAME

[www.pes5.net](http://www.pes5.net)

**3+** PSP