Preliminary Studies Results

After extensive research the evidence obtained suggests that in every aspect the #BlackOps4 campaign was a success. (Makuch, Eddie). Further, after Black Ops 4 launched Treyarch initiated another campaign to supplement the previous one. This campaign is known as #CODNation and features prominent musical artists such as Post Malone, and Lil Yachty, as well as the famous Youtuber known as NinjasHyper. (Call of Duty, YouTube). By featuring these artists, the corporation was able to bring awareness to its campaign to fundraise for Veterans via there Endowment fund raising $236,000 and employing over 50,000 veterans. (CallofDuty, Twitonomy).

To measure the success of each campaign we must look at the statistics for each and the benefits it created between the community and the corporation. The first of these is Black Ops 4 which can be broken down into two segments, first the games sales and second its fandom. It’s evident that Black Ops 4 sold in record numbers as mentioned on *Gamespot* when they broke the record for most sold digital game on Sony’s PlayStation 4, as well as most sold Call of Duty game to date (Makuch, Eddie). Part of this success is owed to the fact that Treyarch employs a number of content creators such as David Vonderhaar to connect with fans and sample the publics opinions. He does this with Q&A on Twitter as well as asking the people their opinions and relaying the consensus to Treyarch to better suit the game to its players.

The second campaign was #CODNation which at first glance it seemed like a sample to gauge the people’s reaction (this is a common occurrence with Treyarch) after it gained some momentum they began asking people to donate or purchase an in-game item called the COD Endowment pack that donates half the profits to Veteran’s. This pack costs $4.99 and features in-game content as well as the satisfaction of giving back to the community. (Twitter, CallofDuty).