



Killiney Kopitiam's FIRST Fireside Gathering



Denny Purnama
mediahut.com.au



Digital Marketing Implementation

- Facebook posts
- Twitter / Instagram
- Blizzard Fireside Gathering Event page
- Special Homemade Brew
- Organised meal vouchers for winners in the venue



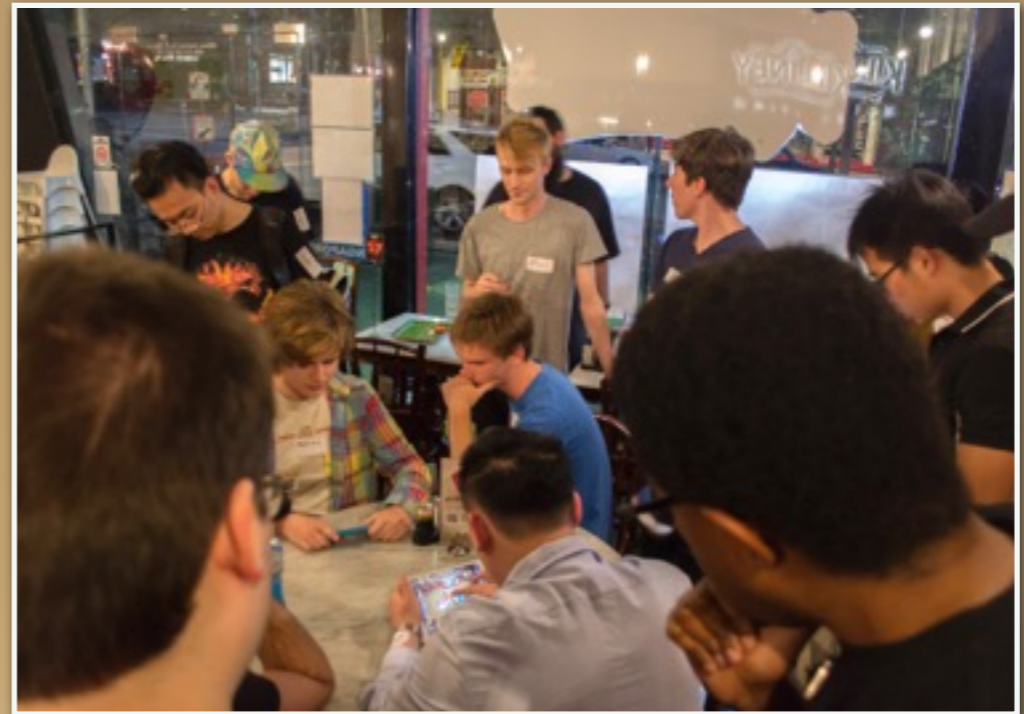
Instagram Promotion

Homemade Special
Hearthstone Brew made
available on the day



Heroes enjoying the tavern @killineybourke





Champions on the night



Post Event Publicity

- Mentioned by @Blizzard_ANZ
- Mentioned by @SiliconartGAME
- <http://siliconartgaming.com/melbourne-hearthstone-fireside-gathering/>



KillineyBourke

Feb 29, 2:09pm via Hootsuite

Thanks for coming @siliconartGAME. We are proud to be playing host @Blizzard_ANZ #Firesidegatherings #Melbourne

siliconartGAMING

@siliconartGAME

Check out the #Melbourne #Hearthstone #Fireside #Gathering @KillineyBourke - bit.ly/1n8Rqy9 @Blizzard_ANZ



Event Feedback

- Huge turnout
- More than 40+ people attended from only 1 week of campaigning
- Held Successful competition of Single Elimination for 32 players

Hey Denny,
I work Monday to Friday around 11-7.
The event was great, there was a great vibe and from what I could tell everyone was having an awesome time.



David Bennett
February 28 at 8:46pm · Melbourne, VIC · 🌐

Who won? Well organised !

Like · Comment · Share

You and Shirley Mei Ling Huang

Shirley Mei Ling Huang Joseph won first prize, Matt won second prize and Dale won third prize 😊
Like · Reply · 1 · February 28 at 8:55pm

Denny Xie Thanks Shirley Mei Ling Huang for taking the photos and assisting in managing the event!
Like · Reply · 2 · February 28 at 9:32pm

I can't imagine why people wouldn't attend your next event if you continue to do them.

Thankyou for the amazing event and I hope to attend more in the future.

MON 2:29PM

Thanks Sky. Appreciate your feedback 😊 Keen to do another one and will definitely loop you in.

Also, Shirley should be dropping in sometime today - cheers.

Sent by Denny Xie [?]

Future Events Proposal

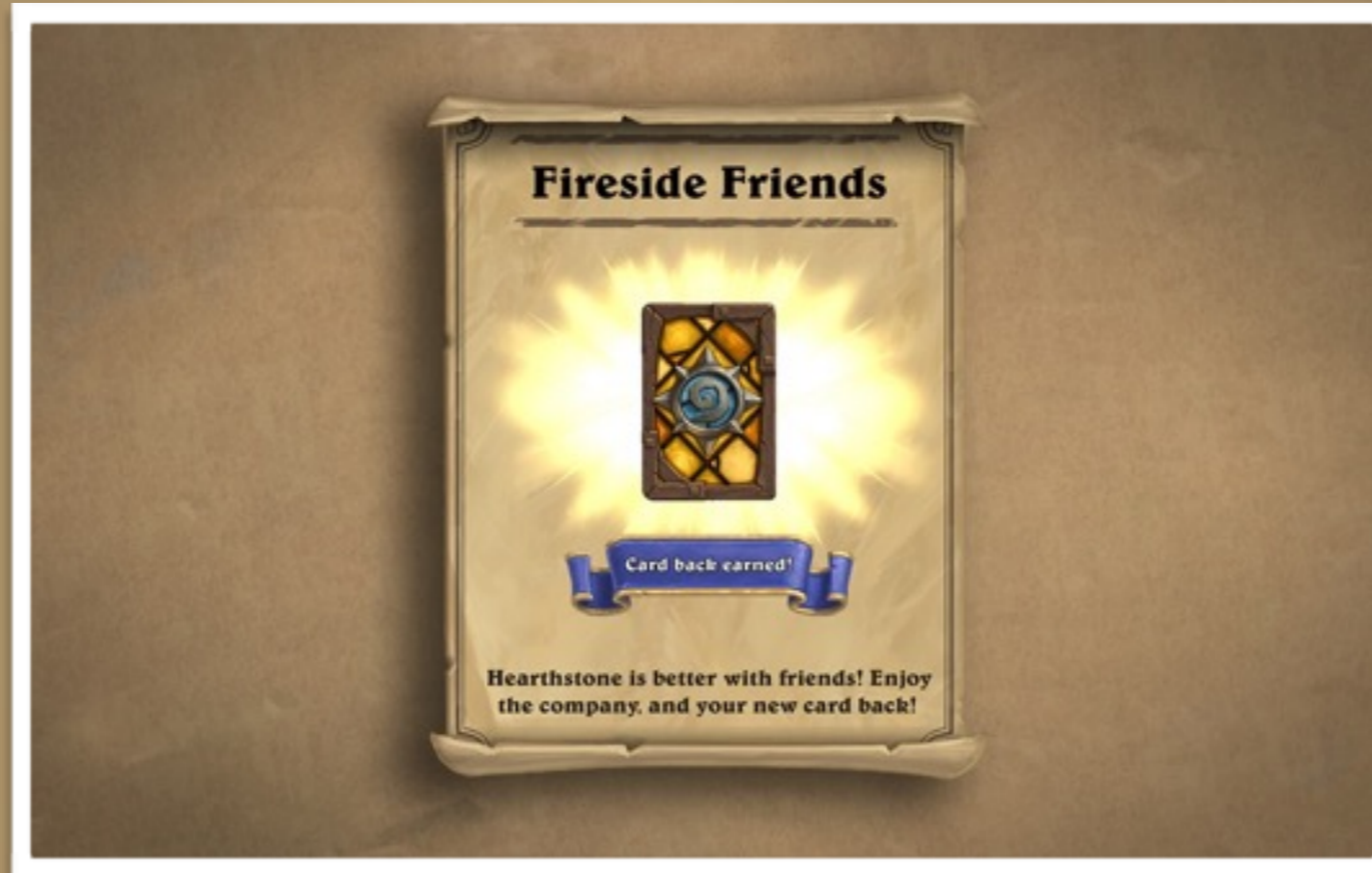
- Ongoing monthly Fireside Gathering starting April 2016.
- Holding official Blizzard Sanctioned tourneys for Oceania
- Build upon and enhance Blizzard's customers' satisfaction by building and creating an engaging community of gamers in Melbourne and across Australia
- Start with Hearthstone and move on to other titles in the future



Who are we

- Media Hut Digital is committed to working with company like Blizzard to help drive brand awareness + engagement with the local community with events
- We are a great team of passionate gamers and marketing professionals focusing in digital, lead, graphic design services and events.





Like Hearthstone. Companies are better with friends who have common goals & passion. Let's be friends and work together to build on the success of Blizzard.



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