



Join the future of entertainment

Brand Partnership – in-game concerts

At Azerion,
we bring more reality
to the digital world and
provide a place for artists
to do what they do best.

**PERFORM
FOR A LIVE AUDIENCE!**



Live Events & Branded Experiences

Our events and experiences are seamlessly integrated into the game.

- Create your own branded space for users to visit (shop, bar, salon, you name it!)
- Bring your product to life! Offer recreated versions of your product as virtual goods
- Organise product launch parties and premieres, host virtual runway shows or broadcast exclusive content
- Sponsor a live concert of a world-class artist

Get inspired.
The possibilities are endless.



On Friday, Feb 26TH 2021,
a live music event hosted by
Hotel Hideaway

85.000

Enough people to almost
fill the **Wembley stadium**,
can you imagine?

visitors watched our first live
performance hosted by Luuk van Dijk.





**HOTEL HIDEAWAY HOSTED
ITS FIRST EVER LIVE MUSIC EVENT**

>>Click here to watch<<



They are not only players but also customers

245.000 pieces of digital event merchandise sold



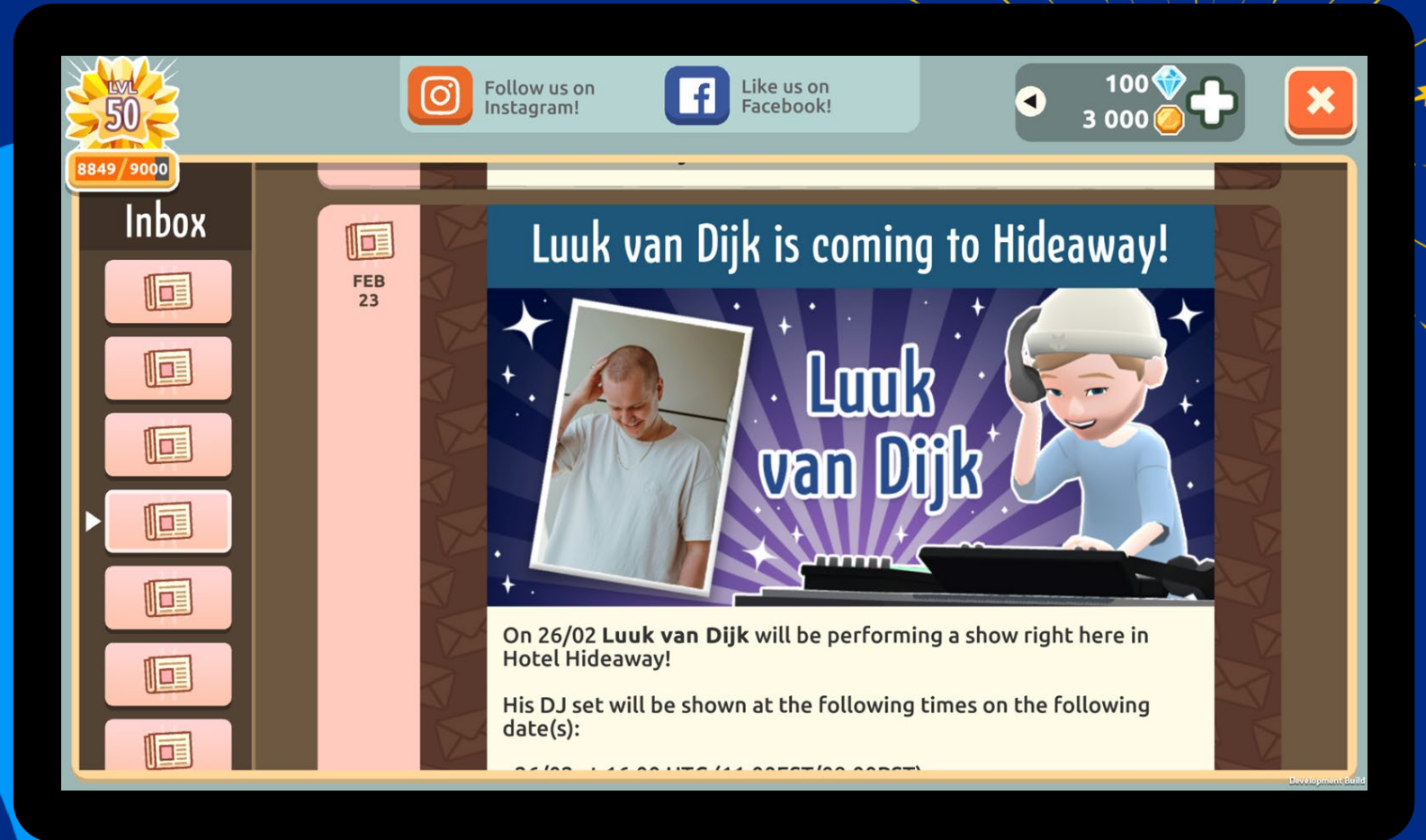
An event promotion across an immersive **multichannel universe**



In-Game announcements

In-game news

over **160k users**
reached



Social networks



INSTAGRAM

Main announcement post

38k combined impressions on main announcement posts (many more on other various misc. posts about Luuk).

30k users reached on all accounts. Over 5k of these were 'organically' reached accounts not already following us.

Promo video

16k views over



FACEBOOK

Main announcement post

5k users reached

Promo video

2k combined views
4.4k users reached



TWITTER

Main announcement post

6.5k impressions



hideaway_official

hideaway_official On 26/02 Luuk van Dijk will be performing a show right here in Hotel Hideaway!

His DJ set will be shown at the following times on the following date(s):

- 26/02 at 16:00 UTC (11:00EST/08:00PST)
- 27/02 at 00:00 UTC (19:00EST/16:00PST)
- 27/02 at 08:00 UTC (03:00EST/00:00PST)

Backstage passes will be available to give you a once in a lifetime chance to meet the artist! Check our Instagram page (@hideaway_official) to find out how you can win one.



2,369 likes

6 DAYS AGO

Add a comment... Post

Hotel Hideaway
Published by George Archer [?] · 5d ·

We are super excited to have Luuk van Dijk in Hotel Hideaway this Friday. Check our recent posts for more information about how you can get involved and when!
#HotelHideaway



2,696
People reached

680
Engagements

Boost Post

Hotel Hideaway @HotelHideaway · Feb 23
On 26/02 Luuk van Dijk will be performing a show right here in Hotel Hideaway!

Log in and check out the article for exact dates and times! If you would like to win backstage passes, be sure to check out our Instagram (hideaway_official).

#HotelHideaway @luukvandijkdj



5 8 29

Generating over 217K views with influencers on TikTok



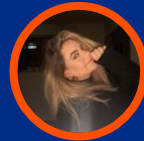
Lieke
343.3K Followers



Yuani
130.1K Followers



Yip
133.8K Followers



Nina
236.2K Followers



Sarkis
349.2K Followers

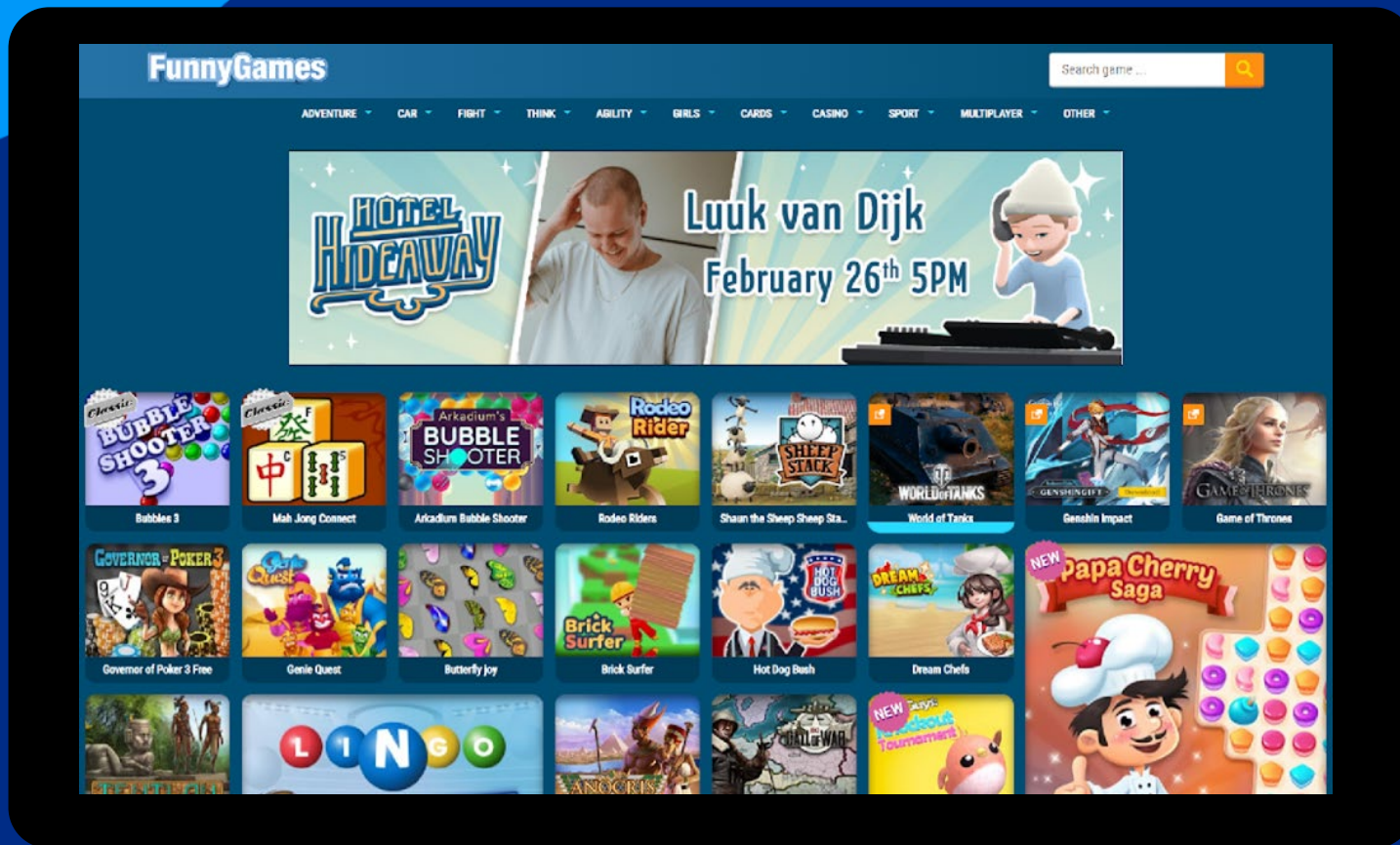


Jelle
195.5K Followers



Advertising through our ecosystem

Digital video and banner campaign – **62M** impressions and **200.000** clicks



Join Hotel Hideaway, one of our virtual worlds and stand out!

85.000

visitors watched our first live performance hosted by Luuk van Dijk.

245.000

pieces of digital event merchandise sold

287.000

impressions on social media promoting the concert

62M

impressions within our gaming ecosystem promoting the concert



The virtual concert made some external noise!

EMERCE

DJ ES

FONK

FAVER MAG

IQ
LIVE MUSIC INTELLIGENCE

NXF

192kb.com

EB
ENTERTAINMENT BUSINESS

PARTY
FLOCK

Numéro

Techvisor

INTER

The screenshot shows a news article on the EMERCE website. The article is titled "Nederlandse DJ Luuk van Dijk 's werelds eerste die online optreedt in 3D social game Hotel Hideaway". It is categorized under "Industry Wire" and was published on Friday, February 26, 2021, at 14:26. The article text states that Azerion, a gaming organization, is announcing its first online performance in the 3D social game Hotel Hideaway, featuring DJ Luuk van Dijk. The performance is supported by UBERKRAFT studios. A sidebar on the right lists various industry news items.

EMERCE E-COMMERCE MARKETING MEDIA VENTURE TECH INNOVATIE ALLE CHANNELS

Home / Industry Wire / Nederlandse DJ Luuk van Dijk 's werelds eerste die online optreedt in 3D social game Hotel Hideaway

Industry Wire
Geplaatst door Azerion
Vrijdag 26 februari 2021 - 14:26

Nederlandse DJ Luuk van Dijk 's werelds eerste die online optreedt in 3D social game Hotel Hideaway

Azerion, de organisatie in gaming en advertentietechnologie, kondigt vandaag aan dat Hotel Hideaway zijn eerste online optreden organiseert op 26 februari met de Nederlandse DJ en producer Luuk van Dijk in de hoofdrol, speciaal voor spelers van de game en fans van de opkomende DJ. De Amsterdamse DJ is de eerste DJ wereldwijd die optreedt in het populaire virtuele social 3D hotel van de makers van Habbo Hotel.

Het optreden wordt ondersteund door UBERKRAFT studios die de show zal voorzien van prachtige visuals. Hotel Hideaway wordt steeds populairder onder jongeren en heeft meer dan één miljoen maandelijks spelers in Amerika, Europa en Azië.

Een online liveoptreden tijdens COVID-19
Azerion biedt, in deze moeilijke tijd met de COVID-19-pandemie, iets speciaals aan de spelers van Hotel Hideaway en de fans van Luuk van Dijk met het optreden van de DJ in de social online 3D wereld. Bezoekers van het concert krijgen bovendien de mogelijkheid om de artiest "backstage" te ontmoeten in de game. Dit geeft aan dat er eindeloos veel mogelijkheden zijn om op een nieuwe innovatieve manier met elkaar toch een leuke tijd te hebben: "Met de COVID-19-pandemie zien we dat veel mensen een moeilijke tijd hebben, omdat ze weinig sociaal contact hebben," zegt Jurriaan van Teunenbroek, Vice President Games & Content van Azerion. "Mensen kunnen niet naar concerten met hun vrienden. Daarom willen we onze spelers een leuk en sociaal alternatief aanbieden door hen de mogelijkheid te geven om een concert online bij te wonen."

MEER INDUSTRY WIRE

- BrainCreators benoemt Marco de Pater als Chief Financial & Operating Officer (CFOO)
- Arla Foods kiest HPB (Het PR Bureau) voor al haar merken
- ServiceNow breidt Vaccine Administration Management-oplossing uit om organisaties te helpen bij grootschalig COVID-vaccinatiebeheer
- Boomi vergroot klantvertrouwen dankzij SAP certificering
- GÉANT selecteert Orange Business Services als cloud serviceprovider voor pan-Europese onderwijs- en onderzoeks-ecosystemen
- Webstores gaat nieuw B2B platform voor Brin Group realiseren
- Software kiezen voor elektronische voertuigen niet eenvoudig
- Peter Helrich nieuwe commissaris bij ParkBe
- Tableau lanceert 'Business Science' waarmee professionals aan de slag kunnen met data science technieken
- Viima joins the HYPE family, supported by Main Capital
- NS zet app in om reizigers zelf reis te laten plannen om zo volle treinen te voorkomen
- Nationale Vacaturebank lanceert slimme tool voor online recruitment
- Effie introduceert nieuwe categorieën en verbreedt naar marketingprijs
- SANS 2021 Security Awareness Report vergelijkt volwassenheid van awareness-

“Hotel Hideaway is one of the places where more and more peers come together and I also want to be where my fans are in times when I can’t be on stage.

Hotel Hideaway is the perfect place to still have that connection with the audience.”

- LUK VAN DIJK



A place where over **1 million** young adults interact in real time every month



60% female

40% male

Core audience 17-25yo

Average time spent per day per user: 90min



346K followers on social networks



Thank You



Georgia Woodburne
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