



## BACKGROUND

Epic Games engaged in a cross promotional campaign that provided gamers playing 'Fortnite' with an opportunity to purchase and customize NBA team "skins" representing their favorite NBA teams to help promote the NBA Playoffs. While this is a new example of Fortnite leveraging collaborations to generate enthusiasm for the game, Fortnite's cross promotional beginnings can be traced back to 2018 when they began by releasing soccer skins to coincide with the FIFA World Cup. Since then, the brand has enjoyed much success with the help of an effective cross promotion strategy. Cross promotion can be an effective sales and branding tool for all parties involved. For a cross promotion to be considered a success, however, everyone must benefit.

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## INSTRUCTIONS

Imagine you are a marketing professional at Epic Games (make of the game 'Fortnite'). Research the list of collaborations Fortnite has unveiled over the past few years, and think about who the brand might partner with next as part of its cross promotion strategy. Then, answer the questions below.

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## QUESTIONS

1. Who might you target as the next Fortnite collaboration?
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2. How will Epic Games benefit from the collaboration?
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3. How will the partner brand / property in the collaboration benefit?
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4. Why is it important for all parties to benefit if the cross promotion is to be considered a success?
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STUDENT ACTIVITY

## CROSS PROMOTION

### LESSON 2.3 SPORTS ARE ENTERTAINMENT

NAME: \_\_\_\_\_

SECTION: \_\_\_\_\_

DATE: \_\_\_\_\_

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5. In the space below, describe your idea for the collaboration. Be as detailed as possible and include graphics, drawings and/or illustrations.