



DIGITAL REALITY



Kontextus: mit csinál a DR?



Számítógépes játékokat **fejleszt, finanszíroz és visz piacra** több platformon világszerte.

- Közvetlen kapcsolat a konzolgyártókkal
- Fejlesztési partnerek több kontinensről
- Globális jelenlét: rajongók és vevők
- Egész világot lefedő PR és marketing

Mire használjuk a Web2.0 eszközöket?



- A célcsoporttal való kiegészítő kommunikációra
- A kampányok támogatására
- Vevői problémák és igények kezelésére



Mire NEM használjuk őket?

- Corporate kommunikációra
- Céges brand-építésre
- Direkt marketingre



Dead Block – Twitter példa



DB_FoxyJones Foxy Jones

My favourite shampoo is "Head and shoulders"!

22 Jun



DB_MikeBacon Mike Bacon

Yeah, Zombies' favourite too! :D RT [@DB_FoxyJones](#): My favourite shampoo is "Head and shoulders"!

22 Jun



DB_JackFoster Jack Foster

LOL! RT [@DB_MikeBacon](#): Yeah, Zombies' favourite too! :D RT [@DB_FoxyJones](#): My favourite shampoo is "Head and shoulders"!

22 Jun



DB_FoxyJones Foxy Jones

You're sick Mike! ROFL! RT [@DB_MikeBacon](#): Yeah, Zombies' favourite too! :D RT [@DB_FoxyJones](#): My favourite shampoo is "Head and shoulders"!



Jack Foster

@DB_JackFoster

Hi! I'm Jack Foster, one of the three main characters of Dead Block! If you want to catch me, visit:
<http://www.facebook.com/deadblock>
<http://deadblock.com/>

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DB_JackFoster Jack Foster

Dead Block First DLC available!!! deadblock.com/deadblock-fir...

23 Aug



DB_JackFoster Jack Foster

Dead Block PS3 Dynamic Theme is available NOW on the PlayStation Network Store: <http://youtu.be/pGsCmANFTgs>

12 Aug



DB_JackFoster Jack Foster

[@JulietStarling](#) Hello Juliet! You're my New Favourite Zombie-Killer!!! :)

2 Aug



DB_JackFoster Jack Foster

#LOL NOBODY CANNA CROSS IT!!! :D :D :D <http://bit.ly/pAOoyY>

27 Jul



DB_JackFoster Jack Foster

[@Davicams](#) Actually it's a pretty good idea, but flying/shooting is not my cup of tea! :)

8 Jul



DB_JackFoster Jack Foster

DLC of the Day: Dead Block (Luv U Andrea Rene!!!) :)
<http://youtu.be/TZOImSXDeOU>

8 Jul



About @DB_JackFoster

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Mike Bacon

@DB_MikeBacon

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6 Jul



DB_MikeBacon Mike Bacon

YES, finally DEAD BLOCK is NOW available on Marketplace: <http://bit.ly/qo1chL>

6 Jul



DB_MikeBacon Mike Bacon

RT @mmmfutter: Our interview with Roger Joswig, Managing Director of Candygun Games is live. <http://bit.ly/lQctNU> #ZTGD #DeadBlock

6 Jul



DB_MikeBacon Mike Bacon



About @DB_MikeBacon

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Foxy Jones

@DB_FoxyJones

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yupikoro81 yoghie winarto



Marcovz Maroo van zyl

I like fishsticks



xralphcabrerax Ralph Cabrera

I love music, games, and arts! Who doesn't? :D

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