

Call Of Duty ModernWarfare Ad

By Yuki

Call of duty has been a successful franchise when it comes to activation catching the attention of viewers when it comes to buying their games every year. This ad shows a very good description of what people want in call of duty. If you see closely, activation added a good dialogue and description on what the people want and what can easily grab the viewer's attention. When it comes to having or wanting something in life everyone would want something that has been offered for free. This is what activation was trying to show on their ad that if the customers buy their game they will get everything else for free and don't have to pay for anything. In this ad they use a lot of big fonts and bigger themes to get their message across. When they use free downloadable content for their game they use certain characters in the game that serve in the military in real life which you see in the image of the woman named mara. Activation is really smart when it grabs the viewer's attention especially if some people devote their time to spending a lot of money in order for them to get the latest product, item, game content etc. from that being said this call of duty ad that came out in 2019 did really well this year with people who love to play modern warfare activation has sold and made about 30 million dollars of revenue just by giving the community what they want.

THE BIGGEST FREE CONTENT DROP IN CALL OF DUTY HISTORY

NEW MULTIPLAYER MAPS



CRASH



VACANT



SHIPMENT

NEW GROUND WAR MAP



PORT

NEW 2V2 GUNFIGHT MAPS



CARGO



ATRIUM



AND MORE



NEW MULTIPLAYER MODES



REINFORCE



GUNFIGHT OSP



INFECTED

NEW SPECIAL OPS EXPERIENCES



BOMB SQUAD



GROUNDING



PITCH BLACK



JUST REWARD

AND MORE

NEW WEAPONS



RAM-7



HOLGER-26

BEGINS DECEMBER 3
FREE SAME DAY ON ALL PLATFORMS

SEASON CONTENT AND LAUNCH DATES SUBJECT TO CHANGE