



Love Gaming, Power the Win: Viperio & ZOTAC join forces

Elevating presence of ZOTAC and NVIDIA with Viperio Counter-Strike's rise from an underdog to flying the UKI flags on the international stage.

When looking to cement their brand in the minds of UKI & Nordic esports enthusiasts, multinational video card (GPU) and mini-PC manufacturer ZOTAC looked to Viperio, the North East of England's leading esports club to form a core part of their sponsorship portfolio.

Industry: Technology

Region: UKI & Nordics

Supporting the rise of UK Counter-Strike

Building a winning image takes more than just having good products. Brands aligning themselves to victorious teams is a common way to share the glory of competitive success and associate winning qualities with a brand's products.

ZOTAC were keen to improve their brand loyalty with UK esports fans by becoming a trusted supporter of an authentic UK esports property. Viperio, a team with 10+ years of esports heritage, who placed second in their debut season of the UK&I's top flight national league, the ESL Premiership, was an rising star within the British Counter-Strike scene, and made a great fit based on ZOTAC's current priorities.

Sharing Success and Capitalising Opportunity

Less than one month into the partnership, Viperio surprised Counter-Strike fans across Europe, by qualifying for the BLAST Paris Major EU RMR event in Copenhagen, a tier one tournament against Europe's finest rosters for a place at the Major.

Vision: Improve brand perception with UK esports players & fans.

Strategy: Sponsorship of a rising profile, grassroots esports team of British and Irish players.

Outcome: Recognition from UK esports fans as a supporter of their community. Millions of ZOTAC impressions across x.com, GIPHY and other social channels.



2,095,659+ Total Impressions from Viperio Tweets & GIFs from the first 12 months of partnership.

109,610+ Average impressions on ZOTAC related Viperio posts on x.com per month.

With what could be considered the opportunity of a lifetime for these players, Viperio & ZOTAC worked collaboratively to set the players up for the best chance of success, whilst also allowing all parties to document this storyline through various media activations.



Viperio & ZOTAC sent the players across Europe to the Kinguin Esports Performance Centre in Warsaw, Poland. This purpose build facility is best in class for esports team training bootcamps, allowing players to train and socialise in-person. The trip was publicised as the "ZOTAC Viperio Training Camp" across social media posts and video content.

Documenting the Storyline through Branded Video Content

The bootcamp wasn't just about sweat and scrims. Viperio & ZOTAC recognized the narrative power of the players' journeys. Throughout the camp, they filmed a variety of content designed to capture the team's spirit and development.

This included the first episode of "Road to Paris - Episode #1 (Poland)" that documented the team's arrival, training sessions, and team bonding. Additionally, Viperio created content focused on each individual player, showcasing their personalities and dedication.

This provided ZOTAC with valuable marketing assets. By sponsoring the bootcamp and being prominently featured in the content, ZOTAC not only aligned itself with the success of the Viperio team, but also gained access to engaging social media posts and videos that would resonate with esports fans, a key demographic for ZOTAC's high-performance gaming products.



" We've seen Viperio grow year after year and wanted to be a part of that journey. We're thrilled to enable their players to perform and are delighted with the results they are driving for ZOTAC. "

Matt Braxton, Marketing & PR Manager, UKI Nordics, ZOTAC

Putting ZOTAC on a Global Stage

By April 2023, the BLAST Paris Major RMR had come, and Viperio was now competing at it's first tier one international competition, live from the BLAST studio in Copenhagen.

Alongside global names such as FNATIC, FaZe Clan and Natus Vincere, Viperio was put into the spotlight, now known by millions of Counter-Strike fans across the globe.

Whiel Viperio did not win qualification to the last Major event of the year, they did win the hearts of the UKI esports community. Viperio had become the first ever full British and Irish roster to compete at a tier one RMR event in Counter-Strike.

Importantly, ZOTAC was known by the north west European esports community as one of the brands who made this project possible.

Rewarding Viperio & ZOTAC Fans

Viperio & ZOTAC have jointly run various giveaways to reward fans and followers of our teams. With prizes including ZOTAC graphics cards and backpacks, as well as in-game items such as Counter-Strike skins.

Across four seprate giveaways on x.com, Viperio & ZOTAC have given back over £2,150+ in prizes to lucky fans, generating 176,100+ impressions in the process.



BLAST Paris Major EU RMR A Key Facts & Figures

980,000+

Impressions on Viperio content featuring ZOTAC between qualification and end of event.

62,895+

Peak live concurrent viewers on a globally broadcast Viperio fixture.



Viperio & ZOTAC Giveaway Results on x.com

£2,150+

Value of prizes given to lucky Viperio & ZOTAC followers.

176,100+

Impressions across four giveaways on Viperio & ZOTAC accounts.

Supporting wider ZOTAC campaigns

Viperio have made their players and staff available to support on wider ZOTAC projects outside of the scope of our partnership. This has included Viperio leadership attending a screening of Spider-Man: Across the Spider-Verse, to celebrate the launch of Spider-Man branded ZOTAC graphics cards, as well as joint content projects in collaboration with NVIDIA UK to highlight the use of NVIDIA Reflex software with ZOTAC graphics cards.



“ ZOTAC values its collaboration with Viperio and looks forward to continuing our journey together in 2024. Here’s to another year of fruitful partnership and shared success. ”

Matt Braxton, Marketing & PR Manager, UKI Nordics, ZOTAC



For more information, visit viperio.com or email contact@viperio.com to schedule a meeting with a Viperio partnerships specialist.