



FY25 VIPERIO SUCCESS STORIES

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" 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

Industry: Technology **Region:** UKI & Nordics **RTM:** Indirect

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

Learn how Viperio elevated the presence of ZOTAC and their NVIDIA graphics cards with Viperio Counter-Strike's rise from an underdog to flying the UKI flags on the international stage.

Objectives

- Increase ZOTAC Gaming awareness and visibility across the UKI & Nordic region.
- Improve ZOTAC brand perception with players and viewers of UKI esports.

Strategy

- Sponsorship of Viperio, a rising profile, grassroots esports club with a roster of British and Irish players.
- Giveaways to Viperio & ZOTAC followers.

Solution

- [ZOTAC Gaming logo placement](#) across all Viperio social media accounts, website and teamwear.
- [ZOTAC branded video content](#) documenting Viperio behind the scenes content.
- ZOTAC placement on [Viperio social media GIFs](#).
- In-person activations at UK esports tournaments to give [free ZOTAC merchandise to attendees](#).

Partners

- Undisclosed PR & Marketing Agency

Outcomes

- 2,095,659+ Impressions in the first 12 months of the campaign across [x.com](#) & [giphy.com](#)
- 62,895+ live concurrent viewers on a globally broadcast fixture with [ZOTAC logos present on teamwear](#).
- Recognition from UK esports fans as a supporter of their community and a historic UK team.

Additional Resources

- Full case study on [viperio.com](#)



Industry: Technology **Region:** UKI & Nordics **RTM:** Indirect

Enhancing brand performance of NVIDIA gets the competitive edge with Viperio partnership

Discover how Viperio partnered with NVIDIA to amplify the advantages of ZOTAC manufactured NVIDIA GeForce GPUs and game-changing software like NVIDIA Reflex to enhance the performance of esports players.

Objectives

- Increase awareness of NVIDIA Reflex and its ability to enhancing gaming performance.
- Position ZOTAC and NVIDIA GeForce as brands synonymous with winning and elite performance.

Strategy

- Sponsorship of Viperio video content on team social media channels.

Solution

- [NVIDIA Reflex Match MVP](#) posts after every Viperio Counter-Strike fixture.
- NVIDIA Reflex branding featured on [clipped match highlights](#) posted on x.com
- NVIDIA GeForce branding featured across Viperio social media headers and [posts](#).

Partners

- ZOTAC UK
- Undisclosed PR & Marketing Agency

Outcomes

- 228,000+ impressions on NVIDIA related Viperio posts in 2 months on @viperioesports
- Greater connection between elite esports and NVIDIA performance software.

Additional Resources

- Full case study available upon request.



Industry: Furniture

Region: UK, US & CA

RTM: Direct

Revving up Revenues: Viperio drive new sales for GT Omega

Discover how Viperio leveraged social media-driven affiliate marketing to generate over \$73,000 in revenue for the UK's premier provider of sim racing gear and gaming furniture.

Objectives

- Increase sales revenue across the United Kingdom, United States & Canada.
- Improve brand awareness within a crowded gaming chair market.

Strategy

- Sponsorship of Viperio's esports teams and YouTube content creators.
- Giveaways to Viperio & GT Omega followers.

Solution

- GT Omega logo placement across all Viperio social media accounts, website and teamwear.
- GT Omega discount code promoted at the start of all Viperio & [Viperio creator YouTube videos](#).
- Viperio branded GT Omega PRO office chairs [featured in Viperio video content](#).
- Viperio branded GT Omega PRO office chairs for [giveaway collateral](#).

Outcomes

- \$73,000+ in sales revenue over a 3-year period
- 261+ unique orders in the UK and 88+ in North America.

Additional Resources

- Full case study on viperio.com



“ At ESI we're big believers in Viperio and after a fantastic 2023, we're happy to extending our partnership across ESI Events in 2024 to drive more attendance and awareness of our events. ”

Sam Cooke, Managing Director, Esports Insider

Industry: Events

Region: UK & Portugal

RTM: Direct

Supporting Grassroots Esports: ESI Events turns to Viperio as UK team partner

Learn how Luckbox went all in on Viperio as their representative at the last ever Counter-Strike: Global Offensive Major RMR, to deliver a high stakes partnership for a multi-national esports betting brand.

Objectives

- Educate target attendees about the value of attending Esports Insider events.
- Increase the number of attendees, particularly those from UKI esports teams.

Strategy

- Sponsorship of Viperio's esports teams.
- [Attendance of Viperio leadership at all Esports Insider events](#) across Europe.
- Custom Viperio content about ESI events.

Solution

- Esports Insider logo placement on [Viperio jersey](#), teamwear, and social media posts.
- [Email campaigns](#) inviting both UK esports team management and brands.
- [Audio clips](#) and articles to build awareness ahead of events.
- *Play the Pro* at ESI networking events, with the opportunity for attendees to play Viperio players in 1v1 match.

Outcomes

- Corporate Social Responsibility narrative for ESI supporting a key UK esports stakeholder.
- Increased number of amateur and student esports teams in attendance at ESI events.

Additional Resources

- Full case study available upon request.



“ Joining forces with Viperio to create hype around the RMR and make memories for fans around the world is a great opportunity for us. I look forward to our journey on their path to Paris. ”

David Souza, Head of Communications, Luckbox

Industry: Gambling

Region: Worldwide

RTM: Indirect

Esports betting done right: Luckbox goes all in on Viperio

Learn how Luckbox went all in on Viperio as their representative at the last ever Counter-Strike: Global Offensive Major RMR, to deliver a high stakes partnership for a multi-national esports betting brand.

Objectives

- Expand reach within global esports, targeting fans of Viperio and Counter-Strike.
- Generate positive brand sentiment and increase engagement with esports viewers.

Strategy

- Sponsorship activation plan that leverages Viperio's brand and upcoming RMR participation.
- Co-branded content across various platforms to reach Viperio & counter-Strike fanbases.

Solution

- [Luckbox logo placement](#) on Viperio's BLAST Paris Major EU RMR team jersey.
- Luckbox branded [pre-match interviews and odds discussions](#) recorded live from the tournament.
- [Exclusive player interviews](#) in the run up to and during the BLAST Paris Major EU RMR.

Partners

- EPIC Global, Esports & Gaming Agency

Outcomes

- Increased direct traffic to luckbox.com
- Coverage of partnership across leading betting and esports news sites, including [Esports Insider](#) and [SBC News](#).

Additional Resources

- Full case study available upon request.



THANK YOU FOR READING

GET IN TOUCH

Contact **Chris Sword, Founder & Managing Director** via email: chris@viperio.com