



PUBG MOBILE X YETI

“SURVIVE THE WILD”

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CAMPAIGN OVERVIEW

The background of the slide is a detailed, atmospheric illustration of a PUBG Mobile map. In the foreground, two soldiers are visible: one on the right, seen from the back, wearing a helmet and tactical vest, holding a rifle; and another in the lower center, also in tactical gear, aiming a rifle. The landscape is a lush, hilly island with a large waterfall on the left, a river winding through the center, and several small buildings and structures. In the distance, there are mountains, a bridge, and a small plane flying in the sky. The overall tone is dramatic and immersive, typical of the game's aesthetic.

CAMPAIGN CONCEPT

"SURVIVE THE WILD" IS A LIMITED-TIME COLLABORATION BETWEEN **PUBG MOBILE AND YETI.**

THE CAMPAIGN COMBINES:

- SURVIVAL GAMEPLAY,
- OUTDOOR ADVENTURE THEMES,
- BRANDED COSMETICS,
- IMMERSIVE SEASONAL EVENTS.

LAUNCH DATE

WORLD CAMPING DAY — JUNE 29TH

MAIN GOALS

- INCREASE PLAYER ENGAGEMENT
- ATTRACT YOUNGER AUDIENCES
- BOOST COSMETIC SALES
- STRENGTHEN BRAND VISIBILITY
- CREATE A MEMORABLE SEASONAL EVENT

WHY PUBG MOBILE? INSTEAD OF PUBG PC?

1. MASSIVE GLOBAL REACH : PUBG MOBILE HAS MILLIONS OF PLAYERS WORLDWIDE, ESPECIALLY IN:

- ASIA
- MIDDLE EAST
- SOUTH AMERICA

THIS GIVES YETI EXPOSURE TO A HUGE INTERNATIONAL AUDIENCE.

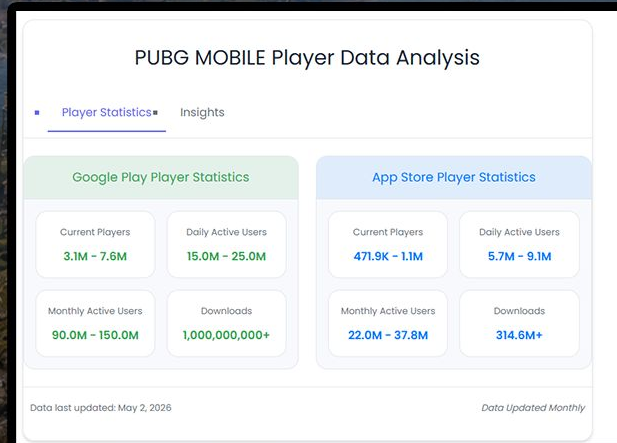
2. STRONG EVENT ENGAGEMENT : MOBILE PLAYERS RESPOND STRONGLY TO:

- LIMITED-TIME EVENTS
- COSMETIC COLLABORATIONS
- BATTLE PASSES
- DAILY REWARDS

3. YOUNGER AUDIENCE : MAIN AUDIENCE:

- GEN Z
- YOUNG MILLENNIALS
- SOCIAL MEDIA-ACTIVE USERS

THIS HELPS YETI MODERNIZE ITS BRAND IMAGE.



CONSUMER PERSONA – PUBG MOBILE X YETI

ARIF RAHMAN – CORE TARGET PLAYER

AGE: 22

LOCATION: JAKARTA, INDONESIA

OCCUPATION: STUDENT

PLATFORM: MOBILE GAMER

FAVORITE GAME: PUBG MOBILE

GAMING HABITS

PLAYS PUBG MOBILE DAILY

BUYS SKINS & BATTLE PASSES

PARTICIPATES IN LIMITED-TIME EVENTS

SHARES CLIPS ON SOCIAL MEDIA

INTERESTS

COMPETITIVE GAMING

TIKTOK & YOUTUBE CONTENT

OUTDOOR LIFESTYLE

CAMPING & SURVIVAL CULTURE

ESPORTS & GAMING CREATORS

CONSUMER BEHAVIOR

INFLUENCED BY CREATORS AND ONLINE TRENDS

VALUES EXCLUSIVE COSMETICS AND COLLABORATIONS

INTERESTED IN PREMIUM LIFESTYLE BRANDS



WHY YETI FITS YETI ALIGNS WITH ARIF'S INTERESTS IN ADVENTURE, SURVIVAL, AND OUTDOOR AESTHETICS, MAKING THE "SURVIVE THE WILD" COLLABORATION FEEL IMMERSIVE AND AUTHENTIC.

WHY YETI INSTEAD OF STANLEY?

YETI creates a stronger thematic connection with PUBG Mobile.

YETI®

BUILT FOR THE WILD



FOCUS ON OUTDOOR SURVIVAL

Built for extreme conditions and real adventures.



ADVENTURE-ORIENTED BRANDING

Strong association with exploration and the outdoors.



STRONG WILDERNESS IDENTITY

Authentic, rugged, and built to last.



AUTHENTIC CONNECTION TO SURVIVAL GAMEPLAY

Naturally fits the world of PUBG Mobile.

VS



STANLEY®

BUILT FOR EVERYDAY



FOCUS ON DAILY USE

More aligned with everyday lifestyle products.



LIFESTYLE-ORIENTED BRANDING

Popular online, but less rooted in outdoor adventure.



WEAKER WILDERNESS IDENTITY

Perceived more as a trend than a survival brand.



LESS AUTHENTIC CONNECTION TO SURVIVAL GAMEPLAY

Feels less integrated into the survival theme.

SHARED BRAND THEMES



ENDURANCE



EXPLORATION



HARSH ENVIRONMENTS



SURVIVAL EXPERIENCES

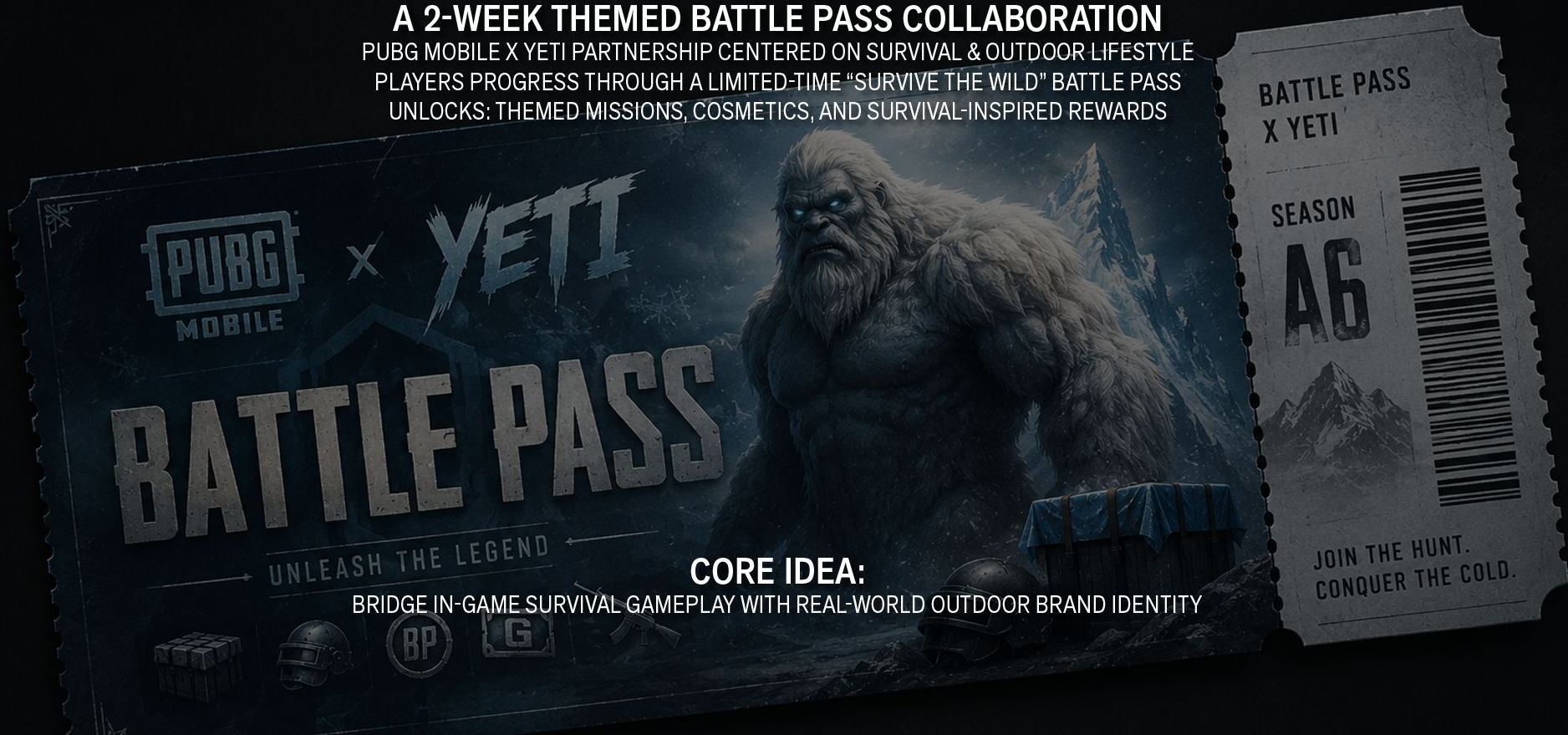
CAMPAIGN THEME - SURVIVE THE WILD X YETI

A 2-WEEK THEMED BATTLE PASS COLLABORATION

PUBG MOBILE X YETI PARTNERSHIP CENTERED ON SURVIVAL & OUTDOOR LIFESTYLE

PLAYERS PROGRESS THROUGH A LIMITED-TIME "SURVIVE THE WILD" BATTLE PASS

UNLOCKS: THEMED MISSIONS, COSMETICS, AND SURVIVAL-INSPIRED REWARDS



CORE IDEA:

BRIDGE IN-GAME SURVIVAL GAMEPLAY WITH REAL-WORLD OUTDOOR BRAND IDENTITY

ENGAGEMENT LOOP & COMPLETION INCENTIVE

HIGHER ENGAGEMENT THROUGH REAL-WORLD VALUE

COMPLETING TIERS UNLOCKS FINAL
MILESTONE REWARD ELIGIBILITY
PLAYERS WHO FINISH THE FULL PASS GAIN
ACCESS TO A SPECIAL REWARD SYSTEM
STRONG FOMO-DRIVEN STRUCTURE
ENCOURAGES FULL COMPLETION

FINAL CTA IN-GAME:

"COMPLETE THE PASS FOR A CHANCE TO
WIN REAL OUTDOOR GEAR."

 × **YETI**



SURVIVE THE WILD

BATTLE PASS

2 WEEKS. COMPLETE MISSIONS. UNLOCK REWARDS.
SURVIVE. EXPLORE. WIN.

**DURATION**
2 WEEKS
Limited-Time Event

**PRICE**
\$4.99 – \$6.99
Affordable. Accessible. Worth It.

**THEME**
SURVIVAL & OUTDOOR
Inspired by YETI's outdoor lifestyle

COMPLETE THE BATTLE PASS WIN REAL YETI GEAR



**GET DISCOUNT CODES**
For the YETI Official Website

**ENTER THE GIVEAWAY**
Win exclusive YETI products

Finish the pass to unlock your rewards and access these exclusive benefits!

BATTLE PASS REWARDS

LV.1	LV.5	LV.10	LV.15	LV.20	LV.25	LV.30	FINAL REWARD
							
YETI SUPPLY CRATE	YETI SPRAY	YETI BACKPACK	WILDERNESS OUTFIT	CAMPING WEAPON SKIN	SURVIVAL HELMET	CAMPFIRE EMOTE	EXCLUSIVE BENEFITS

🔗 MORE REWARDS INCLUDING UC, BP POINTS & EVENT CURRENCY!

HOW IT WORKS

**COMPLETE DAILY MISSIONS**
Earn points and level up your pass

**EXPLORE & SURVIVE**
Play matches, visit YETI camps, survive the wild

**UNLOCK REWARDS**
Claim exclusive PUBG Mobile x YETI rewards

**FINISH THE PASS**
Get discount codes and enter the giveaway to win real YETI gear!

**WHY THIS COLLAB WORKS**

**FOR PLAYERS**
Affordable pass, exclusive rewards, real-life benefits

**FOR PUBG MOBILE**
Higher engagement, more completions, stronger community

**FOR YETI**
Brand exposure, younger audience, traffic to YETI.com

**SURVIVE THE WILD.
WIN IN REAL LIFE.** 

SURVIVAL GAMEPLAY EVENT

SPECIAL GAMEPLAY FEATURES

TEMPORARY ADDITIONS INCLUDE:

- CAMPFIRE HEALING ZONES (WITH TENT WITH YETI MERCH)
- NIGHTTIME SURVIVAL MODE
- REDUCED VISIBILITY WEATHER
- SKINS IN-GAME (DRINKWARE SKINS LIKE THE STOVE ALREADY IN GAME)

BENEFITS

- MORE IMMERSIVE GAMEPLAY
- FRESH PLAYER EXPERIENCE
- STRONGER EVENT IDENTITY
- HIGHER ENGAGEMENT LEVELS

SURVIVAL GAMEPLAY EVENT

EXAMPLE OF IN-GAME FEATURES

SPECIAL GAMEPLAY FEATURES

Temporary additions include:



CAMPFIRE HEALING ZONES

Players can heal over time while near the campfire tent with YETI merch.



NIGHTTIME SURVIVAL MODE

Night arrives earlier. Darkness is deeper and more challenging.



REDUCED VISIBILITY WEATHER

Fog, rain, and snow reduce visibility for a more intense survival experience.



SKINS IN-GAME

Exclusive YETI-themed skins (drinkware skins like the stove already in game).

BENEFITS

- ✓ More Immersive gameplay
- ✓ Fresh player experience
- ✓ Stronger event identity
- ✓ Higher engagement levels

EXAMPLE OF IG FEATURES

1. CAMPFIRE HEALING ZONES



2. NIGHTTIME SURVIVAL MODE



3. REDUCED VISIBILITY WEATHER



4. SKINS IN-GAME (DRINKWARE SKINS EXAMPLE)



FINAL REWARD SYSTEM & BUSINESS IMPACT

REAL-WORLD REWARD ACTIVATION

AT FULL COMPLETION, PLAYERS CAN:

- ENTER A GIVEAWAY FOR YETI PRODUCTS (BOTTLES, COOLERS, BACKPACKS)
- OR RECEIVE EXCLUSIVE YETI DISCOUNT CODES
- ACCESS LIMITED-EDITION IN-GAME PUBG MOBILE X YETI MERCHANDISE

BUSINESS VALUE

PUBG MOBILE:

- HIGHER RETENTION + BATTLE PASS COMPLETION RATES
- INCREASED EVENT PARTICIPATION

YETI:

- DIRECT EXPOSURE TO YOUNGER GAMING AUDIENCE
- STRONG BRAND ASSOCIATION WITH SURVIVAL LIFESTYLE
- INCREASED TRAFFIC + PRODUCT DEMAND



MARKETING STRATEGY

CREATIVE QUALITY APPROACH

THE CAMPAIGN FOCUSES ON:

- STORYTELLING
- COMMUNITY ENGAGEMENT
- IMMERSION
- SOCIAL INTERACTION

MARKETING ACTIVATIONS

- CINEMATIC COLLABORATION TRAILER
- TIKTOK CHALLENGE CAMPAIGN
- TWITCH CREATOR PARTNERSHIPS
- YOUTUBE INFLUENCER COLLABORATIONS
- HASHTAG CAMPAIGN: #SURVIVETHEWILD



KEY PERFORMANCE INDICATORS

YETI × PUBG MOBILE

Survive the Wild × YETI · World Camping Day Campaign

REACH

113M

Monthly Active Users

AppMagic, 2023

ENGAGEMENT

+11%

Avg. DAU boost — week 1 of collab

Newzoo Report, 2023

MONETIZATION

~80%

Of revenue driven by cosmetics

Kevurugames, 2023

GEN Z STRATEGY

82%

Discover products via influencers

JMSR / Dharma et al., 2024

25–30M

Daily Active Users

Tencent / Esports.net, 2023

+31%

DAU peak — strong thematic fit collab

Newzoo / GAM35.GG, 2023

15–20%

Battle Pass conversion (limited-time)

Kevurugames, 2023

60–70%

Discover brands on TikTok (Gen Z)

Marketing LTB, 2023

1.75B

Total cumulative downloads

rec0ded88, 2026

D4 – D5

Peak engagement day post-launch

Newzoo Report, 2023

\$0.24

ARPDau PUBG Mobile (above industry avg)

Business of Apps, 2023

+28%

New YETI customers under 35 (2024)

PortersFiveForce, 2024

COST ESTIMATION

PARTNER 1 / 2

PUBG MOBILE — ESTIMATED INVESTMENT & ROI JUSTIFICATION



PROOF OF CONCEPT

+740%

Daily revenue spike during the Blackpink × PUBG Mobile in-game event.

- \$50K → \$420K daily revenue (iOS only, Jul 2022)
- Real figure higher — excludes Android & regional apps
- \$0.24 ARPPDAU × 25–30M DAU = scalable upside

The projected ROI comfortably absorbs the campaign cost.

ESTIMATED CAMPAIGN COST — BY CATEGORY



LICENSING FEES

Value exchange

Cross-audience deal between two major brands, not a large fixed fee



ROYALTIES

10–20%

Paid to YETI on co-branded cosmetic sales — aligns incentives



MARKETING

\$200–550K

Cinematic trailer + Twitch / YouTube / TikTok creators



BRAND INTEGRATION

\$100–200K

In-game skins, YETI tent & event modes + giveaway prizes



INDICATIVE TOTAL

~ \$300–750K

PARTNERSHIP TERMS

PARTNER 2 / 2

YETI — FAIR & MUTUALLY BENEFICIAL STRUCTURE



WHAT YETI GAINS

+13 pts

In-game ad-recall uplift vs. digital media average

+28%

New YETI customers under 35 (2024)

\$1.84B

YETI 2024 revenue (+9% YoY)

HOW WE STRUCTURE THE DEAL



Value-exchange partnership

PUBG brings 100M+ young players; YETI brings outdoor credibility & products — no large fixed fee.



Revenue-share on cosmetics

YETI earns a 10–20% royalty on co-branded skins, so it has a stake in the pass's success.



YETI funds the giveaway prizes

In exchange for direct traffic to yeti.com and exposure to a young, engaged audience.



Shared marketing costs

Split proportionally — PUBG carries in-game marketing, YETI amplifies on its own channels.



Performance-based clause

Part of the payments tied to KPIs (pass completion, traffic) to keep both partners aligned.

Fair, mutually beneficial, and keeps both partners invested in the outcome.

CONCLUSION

“SURVIVE THE WILD” CREATES A NATURAL PARTNERSHIP BETWEEN:

SURVIVAL GAMING,
OUTDOOR ADVENTURE,
INFLUENCER CULTURE,
AND BRANDED LIVE-SERVICE EVENTS.

THE CAMPAIGN WOULD:

STRENGTHEN BOTH BRANDS,
CREATE MEMORABLE GAMEPLAY,
DRIVE SOCIAL MEDIA ENGAGEMENT,
AND GENERATE NEW REVENUE OPPORTUNITIES.

