



love cup

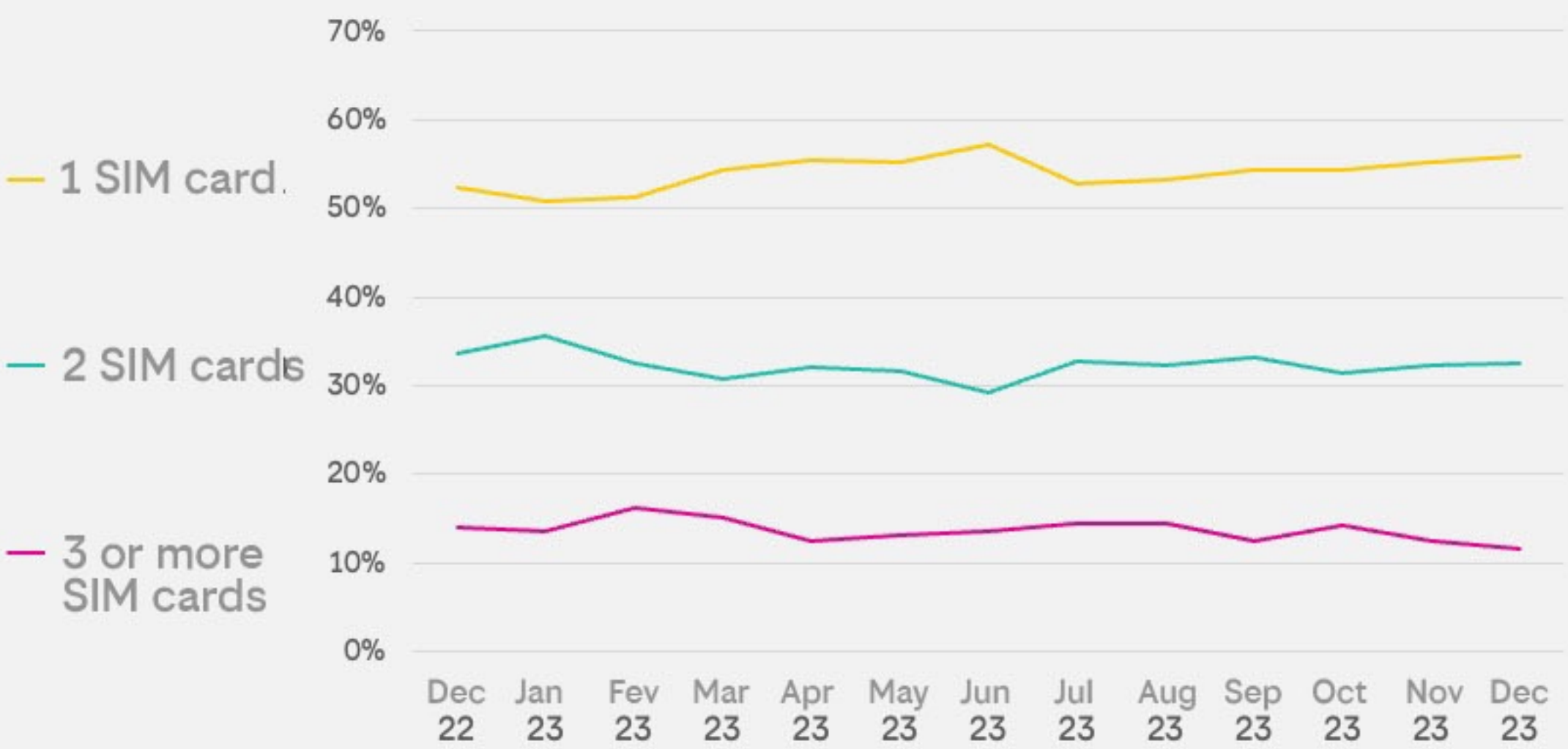
the first show about love
in gaming



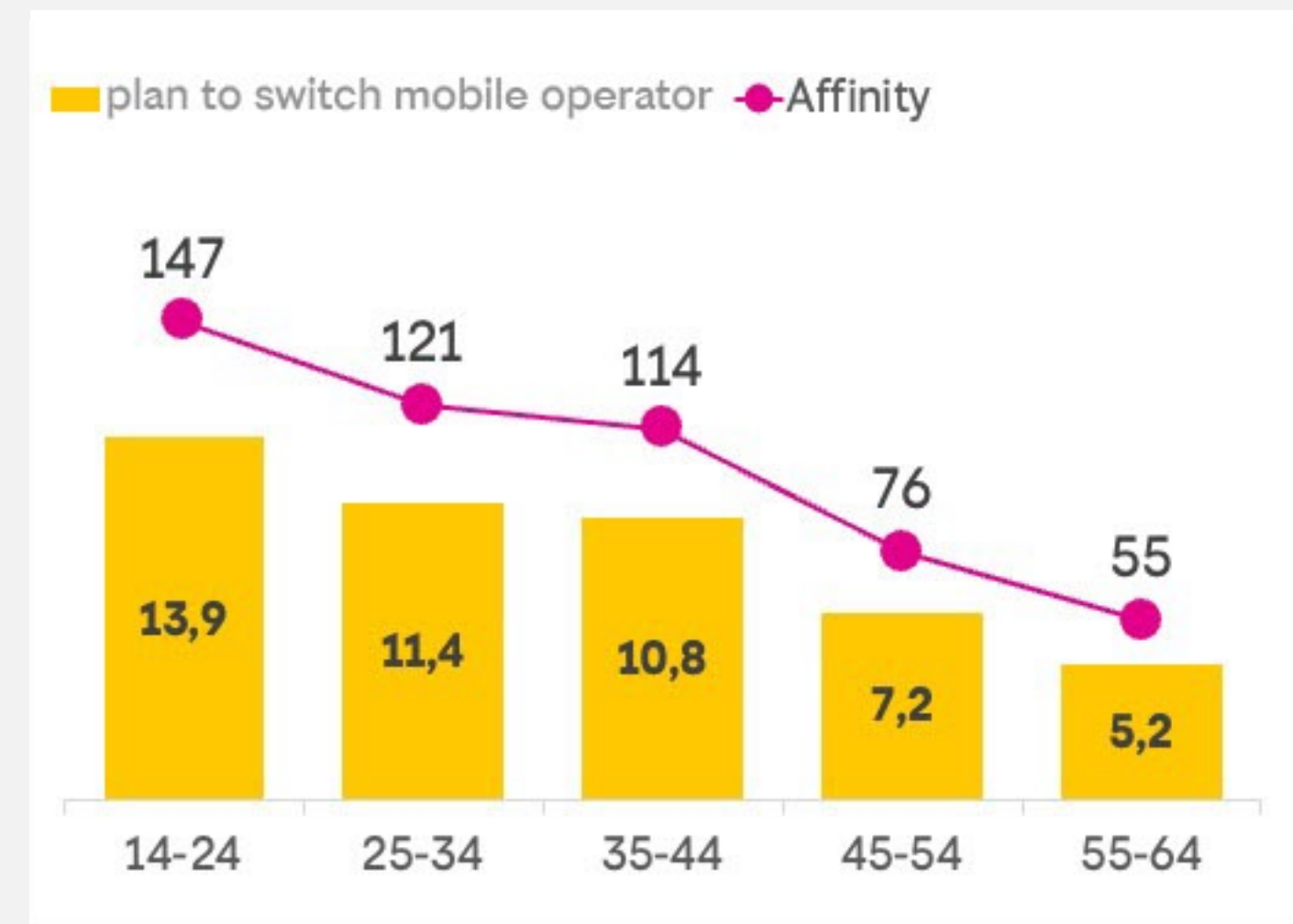


The telecom category in Russia has long been **oversaturated**:

1.7 SIM cards per subscriber on average



Youth (14-24) are 1.5 times more likely to plan switching operators than the general population



Meanwhile, beeline lags in consideration among youth compared to competitors

Challenge:

To connect with youth through gaming and become their teammate.



Engage young target audience with brand interaction



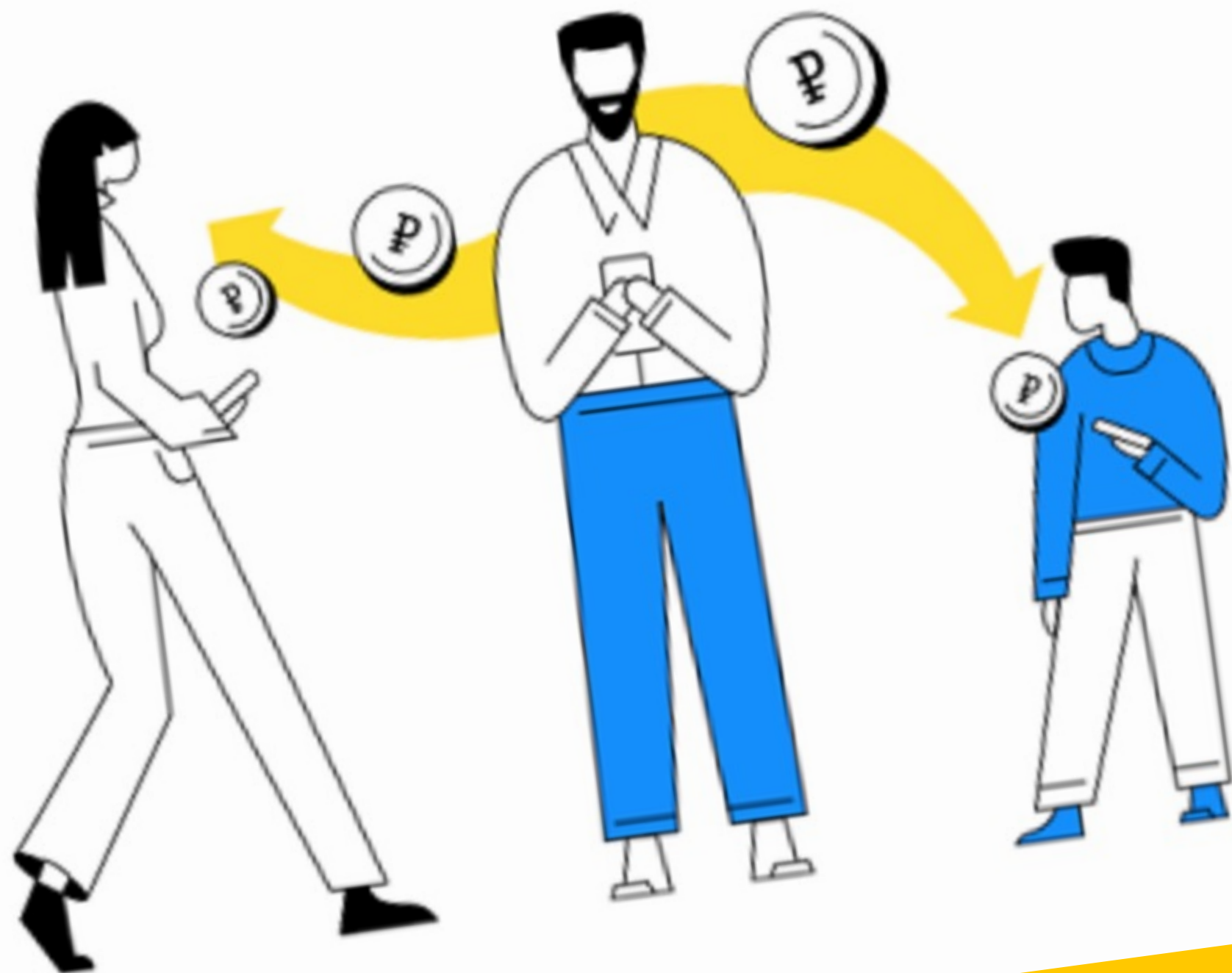
Actualize beeline's "share everything" product

Gaming subtly builds our image as an innovative brand



«share everything»:

beeline's service
primarily for families



You use the plan together with
loved ones: share minute
packages, SMS and internet
from your plan with additional
number holders — the entire
family uses one plan together.

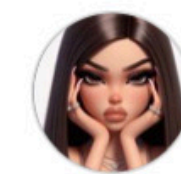


"share everything" — is not a gaming product, but we found an intersection with gamer insights

Insight

There is still a stereotype that gaming negatively affects communication with the opposite sex. Many people worry that games can become a barrier to building healthy relationships.

"A gamer boyfriend – a tragedy for the family. Stay strong"



margo_rita.02 1нед. · ❤️ от автора

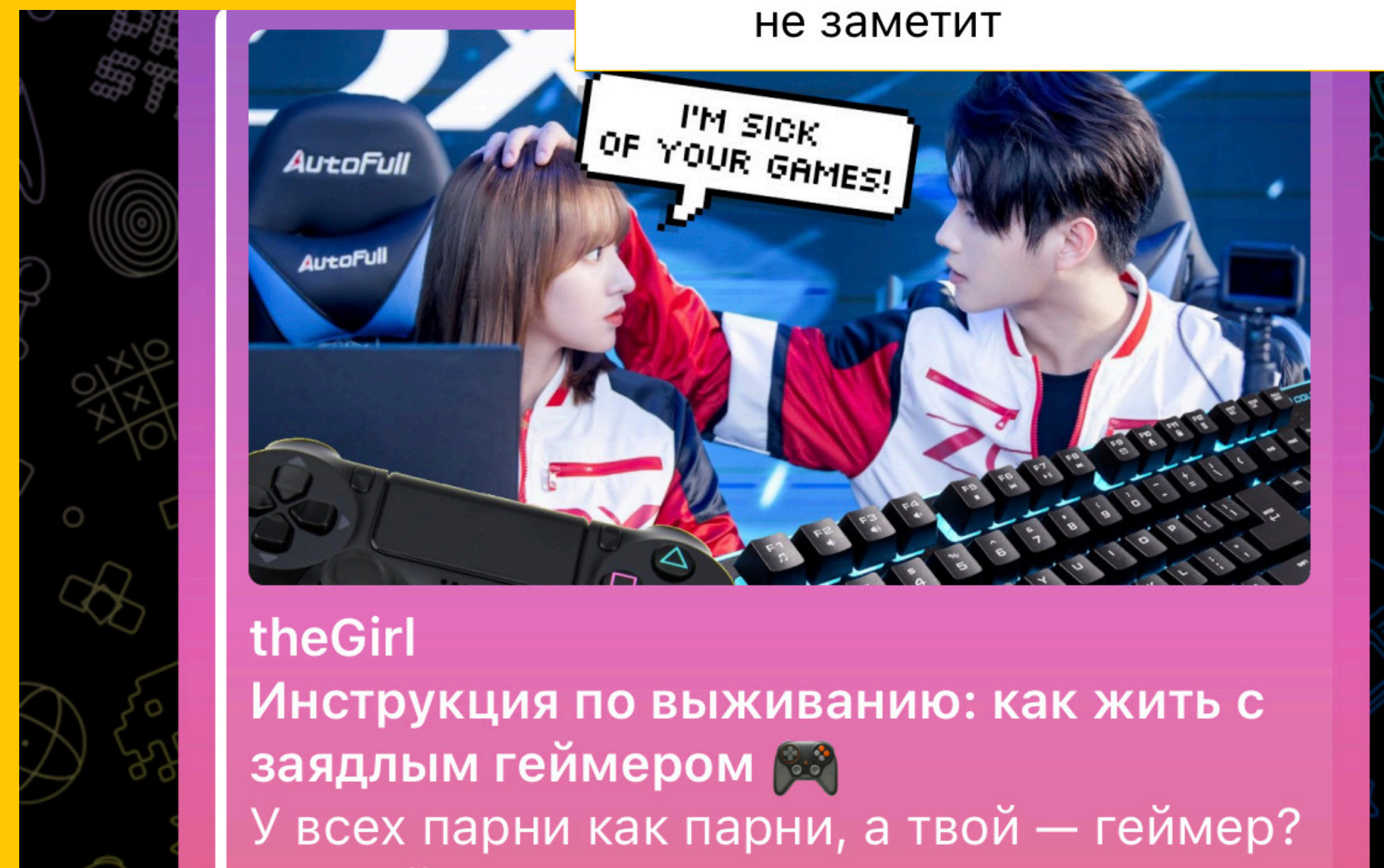
Парень геймер – горе в семье 🤔
Крепись 💪

"Leave him. Been in such relationships, person doesn't care about you, only the game matters / I was in such a relationship — he didn't care about me, only about the game, you could be dying and he won't notice"



dianesssa__ 1нед.

Бросай его . Состояла в таких отношениях ,человек плевать на вас ему важна игра и все , умирать будите не заметит



Survival guide: how to live with a hardcore gamer"
"Everyone else has normal boyfriends, but yours is a gamer?"



**beeline decided
to break this
stereotype**

**and even inspire couples
to choose gaming
as a shared hobby**



X





love сир

здесь побеждает любовь

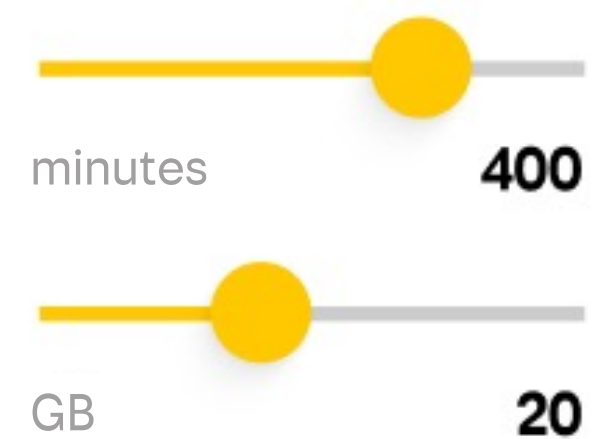
*where love wins

What players shared:

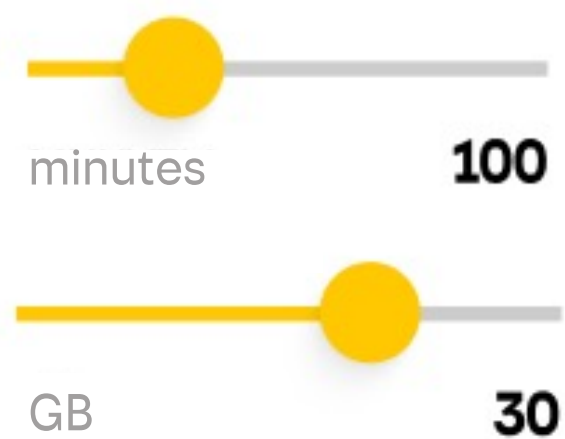
In "share everything" matches, couples controlled one character, distributing game time between themselves. Just like in beeline's service of the same name, people share gigabytes and minutes with loved ones

Share everything

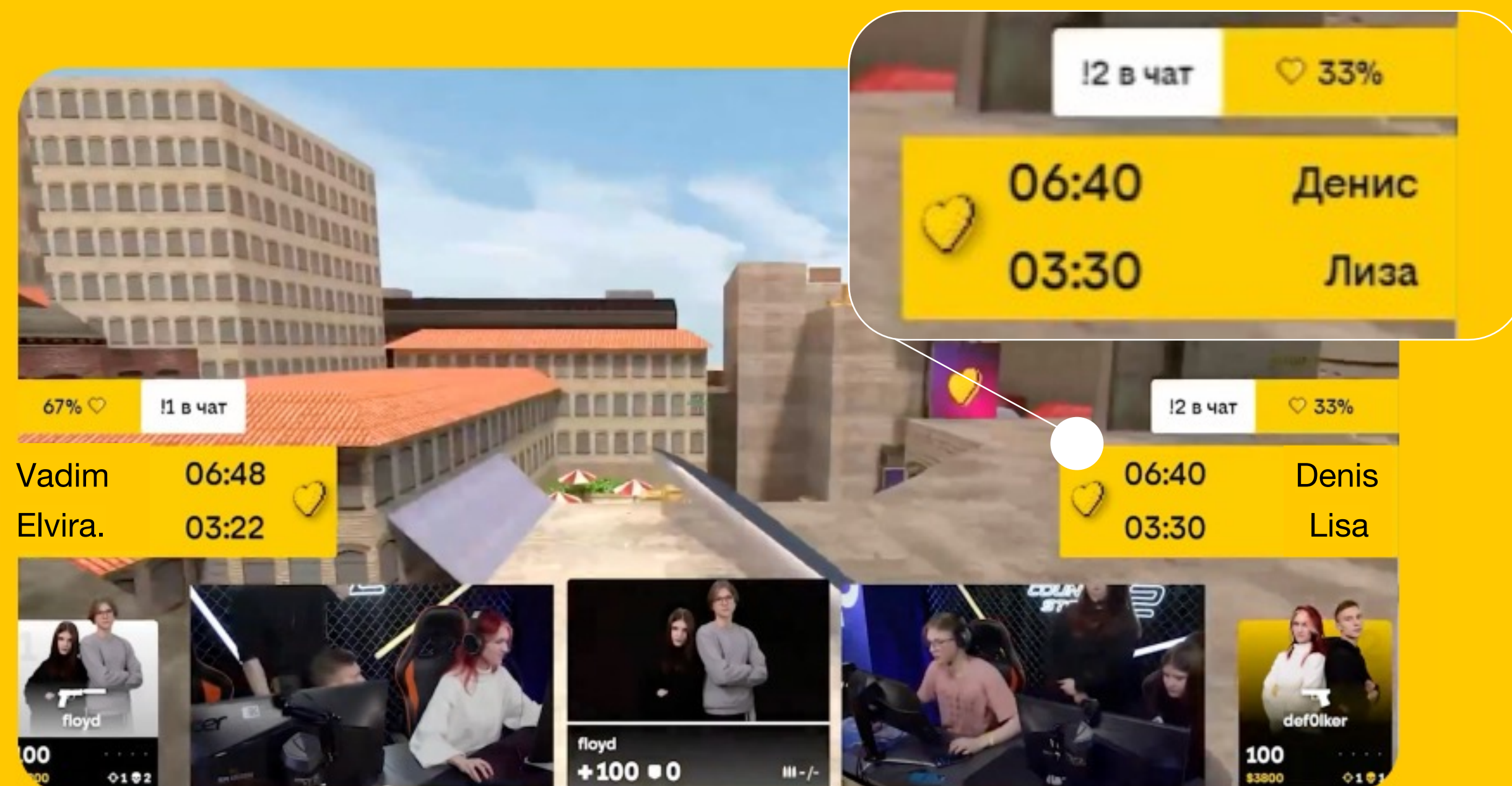
Lisa



Denis



in life



In game

What viewers shared:

- Support with players
- influencing tournament outcomes
- Messages — love confessions and searching for soulmates


x


Voting is open

Kirill x Nastya

75% 



Type: **!1** to vote for the couple (Kirill x Nastya) or **!2** if you support the couple (Danya x Ira)

Danya x Ira

 25%



Чат в видео


ppJedi ppJedi ppJedi Olyashrock
Olyashrock Olyashrock

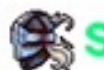
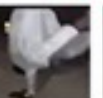
11:45 **kOrOha:** @Lady_Echo_ 

11:47 **Vacuum72:** Бера.

11:54  **artemkomarov3a:** КУНТЕР СТРУЙК

11:55  **NastyaScreamer:** 

12:05  **Timmi_1301:** 

12:07  **Serjio22v:** 

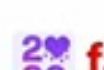
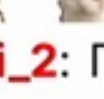
12:25 **Vacuum72:** Смайло флудёры))

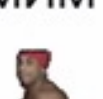
12:40 **boi_s_gyboi:** 

12:42  **Timmi_1301:** @Vacuum72 

12:42  **Krikspin:** 

12:42  **fanat_olyashi_2:** ПЛЮСИКИ СПАМИМ

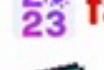
12:43  **d_andrey_b:** 

12:45  **fanat_olyashi_2:** 

12:50  **fanat_olyashi_2:** 

12:51  **Timmi_1301:** +++++++

12:56  **fanat_olyashi_2:** 

12:56  **paranoja77:** Она

Impact:

Traditionally "toxic" gamer audiences embraced this unconventional "soft" format. After tournament completion, we received requests for a second season. From viewers, players, and hosts alike

As a result, we created a unique event for gamers that took its own niche, introduced the audience to our product, and supported our global goal — becoming a true teammate for gamers



Stream is awesome

12:22:47 🦆 iceberg83: Стрим супер

sms Thank you so much for this tournament from Vadim and Elya <3, we got a nice atmosphere, excellent emotions and experience! Huge thanks to everyone, from

8:46:15 def0lker: Isms Спасибо большое за этот турнир от Вадима и Эли <3 , мы получили приятную атмосферу, отличные эмоции и впечатления! Огромное всем спасибо, от

Interesting tournament

8:46:38 rhadeii: Турнир интересный

Thanks for hosting the tournament! It was very fun and exciting! We're looking forward to the same next year

Спасибо за проведенный турнир! Было очень весело и волнительно! Ждём такого же в следующем году с нетерпением 🥰

13:2

PROJECT KPIs AND RESULTS



Increased consideration of beeline
as **a mobile operator**

+18% vs +9%*

Increased consideration of beeline
as **an internet provider among youth**

+21% vs +12%*

Attribute growth
«I trust this brand»

+19% vs + 7%*

Awareness growth of the service “Share Everything”

+32% vs +24%* (на всех)

+30% vs +24%* (на абонентов билайн)

Attribute growth
«a brand for people like me»

+15% vs + 5%*

Рост рассмотрения подключения
услуги «Дели всё»

с 34% до 58% (all users)

с 49% до 72% (beeline users)

Total reach

8 204 094 vs 7 000 000*

Total views

530 397 vs 147 000*



x

COUNTER
STRIKE 2

Challenge:

Promote the "Share Everything" within the gaming community — a service that allows group members to share gigabytes and minutes.

Insight:

There's a common belief that gaming and romantic relationships are incompatible

> 8 200 000
total reach

12:22:47 **iseberg83**: Stream is awesome!

8:48:38 **rhadeii**: Interesting tournament

8:46:15 **defOlker**: Isms Thank you so much for this tournament from Vadim and Elia <3, we got a pleasant atmosphere, great emotions and impressions! Huge thanks to everyone, from organizers to hosts and other participants! <3

Thanks for hosting the tournament! It was very fun and exciting! We're looking forward to the same next year 😊

13:25

love cup

First Esports Tournament
in Love Show Format

Solution:

We created a Counter-Strike tournament for couples in love, styled as a 2000s love show — with romantic video profiles, a confession room, and SMS chat during broadcasts for finding soulmates.

The tournament featured "Share Everything" matches where couples controlled one character, sharing gameplay time. This natively explained the essence of beeline's service of the same name.

And proved that gaming isn't a barrier to relationships.

+18pp
from 20% to 38%
"I trust this brand"

+15pp
from 13% to 28%
"a brand for people like me"

+32pp
awareness of the service
"Share Everything"

+18pp
increase in consideration
"mobile operator"