

# An esports 'London Takeover' is coming soon with billboards across the capital for the ECS CS:GO Season 5 Finals at the SSE Arena Wembley

- FACEIT is targeting new local audiences with its advertising takeover of London
- Ads will be seen on billboards and public transport introducing people to esports
- They will also be making sure to please the existing ECS CS:GO community

By [MATT PORTER FOR MAILONLINE](#)

**PUBLISHED:** 12:09, 30 April 2018 | **UPDATED:** 10:43, 2 May 2018

[View comments](#)

The ECS Counter-Strike: Global Offensive Season 5 finals are heading back to **London**, and they'll be held at the SSE Arena Wembley from June 8-10.

Many **esports** fans already know about the event, and have already **bought their ticket** to the finals.

FACEIT is looking to open up the world of esports to a whole new audience though, and will be taking over London with advertising on billboards and public transport across the capital.

☒ Site ☐ Web Enter your search

Follow  
Daily Mail Sport

Follow  
Daily Mail Sport

Follow  
@mailsport

Follow  
Daily Mail

Follow  
@MailSport

Follow  
Daily Mail

## Get the eSports RSS feed

RSS

My Yahoo!

Feedly

[More RSS feeds...](#)

## STARS OF SPORT

► Real Madrid's media pals pile the pressure on Champions League referee by telling him to 'play fair' against Chelsea, with players 'fearing' UEFA bias



► Tyson Fury calls Anthony Joshua's promoter Eddie Hearn an 'absolute w\*\*\*\*\*' as he hits out for talking up Canelo Alvarez more than Billy Joe Saunders



► Porto boss Sergio Conceicao is sent off for a FOURTH time this season after having to be dragged away from officials at the end of Moreirense draw



Poch makes his mark!  
After his Spurs axe, Pochettino is a man recharged in France



FACEIT is planning a 'London Takeover' with advertisements for the ECS Season 5 grand finals

## SHARE THIS ARTICLE

## RELATED ARTICLES



**Tickets for the FACEIT London CS:GO Major in September, the...**



**London's new Red Bull Gaming Sphere will be a hub for...**



**The Rocket League RLCS Season 5 World Championship will be...**



**London Games Festival 2018: Check out the very best cosplay...**



0:19

1:06

Rodgers believes everyone should remain wary of football turning into business amidst the ESL announcement.

Mail Esports spoke to Clement Murphy, FACEIT Marketing Manager, about the advertising campaign, and who they're hoping to reach.

► **INTERVIEW BY MATT BARLOW:** Ready for Champions League semis



► **Jamie Carragher SLAMS Tottenham's** players for a lack of 'backbone in Carabao Cup final defeat' But Sky Sports pundit says Mason not to blame



## TOP SPORT STORIES

► **Bayern Munich** announce Julian Nagelsmann as their new manager after sealing world-record £21.7m compensation deal with RB Leipzig



► **Real Madrid's media** pals pile the pressure on Champions League referee by telling him to 'play fair' against Chelsea, with players 'fearing' UEFA bias



► **Prospects of the Big Six** being charged by the Premier League for joining European Super League are 'receding with every passing day' claim expert lawyers



► **So is this why** Liverpool were so desperate for the Super League cash grab? Reds announce they are £88MILLION worse off than last year



► **Australian batsman** reveals foreign cricketers in the IPL are being vaccinated despite shortages across the Covid-ravaged country



**EXCLUSIVE**  
Champions League final **WON'T** be moved to Wembley to appease potential finalists Chelsea and Manchester City



► **'Absolute farce!':** Chris Sutton berates MPs for asking PFA chief about the Super League when they should have been grilling him about dementia



**Porto boss Sergio Conceicao** is sent off for a **FOURTH** time this season after having to





SNAPPED BY INGENUITY WHILE SOARING 17FT IN THE AIR DURING ITS SECOND FLIGHT

Read More

wider than that.

'We're looking at people who maybe know about esports but wouldn't necessarily know about this event, or more general gamers who are curious about this sort of thing. Or maybe someone who is just looking for a good evening out with their mates.'

With the adverts, FACEIT will be making sure they can introduce people who may not know about esports to the idea of it. At the same time, they also want to be giving their existing audience something too.

'We have to show the fun, the passion, the excitement, and what event is all about, and explain it in quite basic terms,' said Murphy. 'But we can't put out something that's not the right tone for our community. We also want to give a mini thrill to somebody who already knows about this stuff.'



Thousands of tickets are available for the finals at the SSE Arena Wembley, on sale right now

Part of the inspiration for the campaign came from a previous CS:GO event where a player saw his face on the side of a truck and then uploaded a picture of it to Reddit, which blew up in popularity.

► be dragged away from officials at the end of Moreirense draw



► Ilkay Gundogan recalls the moment he made his former Dortmund boss Jurgen Klopp 'REALLY ANGRY' and was told: 'do whatever the f\*\*\* you want to do'

► Poch makes his mark! After his Spurs axe, Pochettino is a man recharged in France INTERVIEW BY MATT BARLOW: Ready for Champions League semis

► MARTIN SAMUEL: If Daniel Ek is serious, he needs to show Stan Kroenke the money Anyone who wants to buy Arsenal knows exactly who to speak to



ADVERTISEMENT

## MORE STARS OF SPORT

► **EXCLUSIVE:** Former England international Ben Kay hopes to find answers on dementia after joining landmark study on rugby links Kay is joining the fight



► Alan Shearer and Thierry Henry are announced as the first two Premier League legends to be inducted into the all-new Hall of Fame



► Manchester United legend Van Nistelrooy recalls intense 'personal' rivalry with old foes Arsenal Dutchman looks back on some wild showdowns



► Eric Bailly sets his sights on 'big dream' of winning the Premier League title with Manchester United after signing new contract New deal until 2024



► Kyle Walker is subjected to racist abuse and called a 'c\*\*\*' in a private message on Instagram as Man City defender asks 'when is this going to stop?'



'You must die with your father': Andrea Pirlo's teenage son reveals

'People who have strong online lives and presences, for them, seeing the thing they love in a traditional mainstream space will have a bigger effect than people are expecting,' said Murphy.

'As anyone who's put on an event like this will tell you, it's difficult to get people to actually come in person rather than sitting and watching at home. It's up to us to really drive home our message not just to our endemic audience, but to a slightly wider one as well.'

Murphy believes there's a greater opportunity to reach a wider audience now more than ever, as awareness around competitive gaming grows.

'Recently Fortnite and PUBG have opened up enormous audiences,' he said. 'The difference between Ninja [popular streamer Tyler Blevins] playing Fortnite and a competitive Counter-Strike event is pretty big, but there's definitely curiosity from people.'

'There's much more awareness about esports now than before, and a lot of people who might be willing to give this stuff a go.'

As for where you'll be seeing the advertising, nothing is set in stone yet, but Murphy says 'it's definitely going to be visible. We've targeted a few very exciting locations.'

The Shoreditch area is an obvious choice. It had the Fnatic Bunkr pop up store for a time, Fnatic's head office is there, and now the **Red Bull Gaming Sphere has opened** in the area too.

'While there isn't one esports zone in London, that would be the closest there is to it right now,' said Murphy. 'Maybe someone who visits the Red Bull Gaming Sphere will see one of our billboards if it's nearby. We've been looking at places like that, where there's a higher concentration of young people. Areas around universities, and near to the venue, as well as public transport.'

The main goal is of course to get people to attend the ECS Season 5 finals at the SSE Arena. For Season 3, all the allocated tickets were sold, but this time, there's a new stage and seating configuration which means there'll be more tickets available.

There are secondary goals too though, beyond getting the local audience out to watch CS:GO live. If people see the billboards and can't make it to the Season 5 finals, maybe they'll make it to a future one. Or perhaps they'll see the FACEIT branding and recognise it when the FACEIT London Major rolls around in September, and go to that instead.

The advertising campaign is all just a testing ground for what's possible. Murphy said: 'if it proves to have great community feedback and this turns out to be our most attended event ever, maybe we'll look to do it again.'

## SHARE THIS ARTICLE

## RELATED ARTICLES



**Tickets for the FACEIT London CS:GO Major in September, the...**



**London's new Red Bull Gaming Sphere will be a hub for...**



**The Rocket League RLCS Season 5 World Championship will be...**



**London Games Festival 2018: Check out the very best cosplay...**

## Read more:

[Season 5 Tickets | ECS Wembley Finals](#)

[London's new Red Bull Gaming Sphere will be a hub for UK esports | Daily Mail Online](#)

► [some of the vile abuse piling in on social media as Juventus surrender Serie A title](#)



► [Arsenal tie down future star Folarin Balogun to new four-year deal](#)

Mikel Arteta hails 19-year-old striker's 'natural ability' after breaking through

► [Referee in Sevilla's victory over Granada accidentally ends match one minute early... and then invites players back onto the pitch to play the extra minute](#)



► [Tottenham star Son Heung-min reduced to TEARS on the final whistle at Wembley as he is consoled by Man City's Phil Foden and Ilkay Gundogan](#)



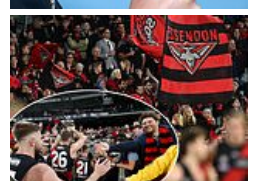
► [Jake Paul's grudge match with Tommy Fury edges closer, with YouTuber turned boxer revealing their 'teams are talking' after Tyson's brother called him out](#)



► [Sky Sports and BT plan to join Premier League's boycott for entire round of fixtures after clubs announce social media blackout for May Bank Holiday](#)



► [Just like old times! Australian rules football match welcomes 78,000 fans in biggest attendance at a sports event since Covid-19 pandemic began](#)



**EXCLUSIVE** You can't come in with your billions and trash tradition: UEFA chief Aleksander Ceferin says dirty dozen clubs **MUST** be punished



► [Man United owners the Glazers 'want £4BN to sell the club... and they thought their demands would have been met had the European Super League not collapsed'](#)



**EXCLUSIVE** Iconic Tottenham striker Steve Archibald insists Harry Kane needs to leave Spurs if he is to move to the next level