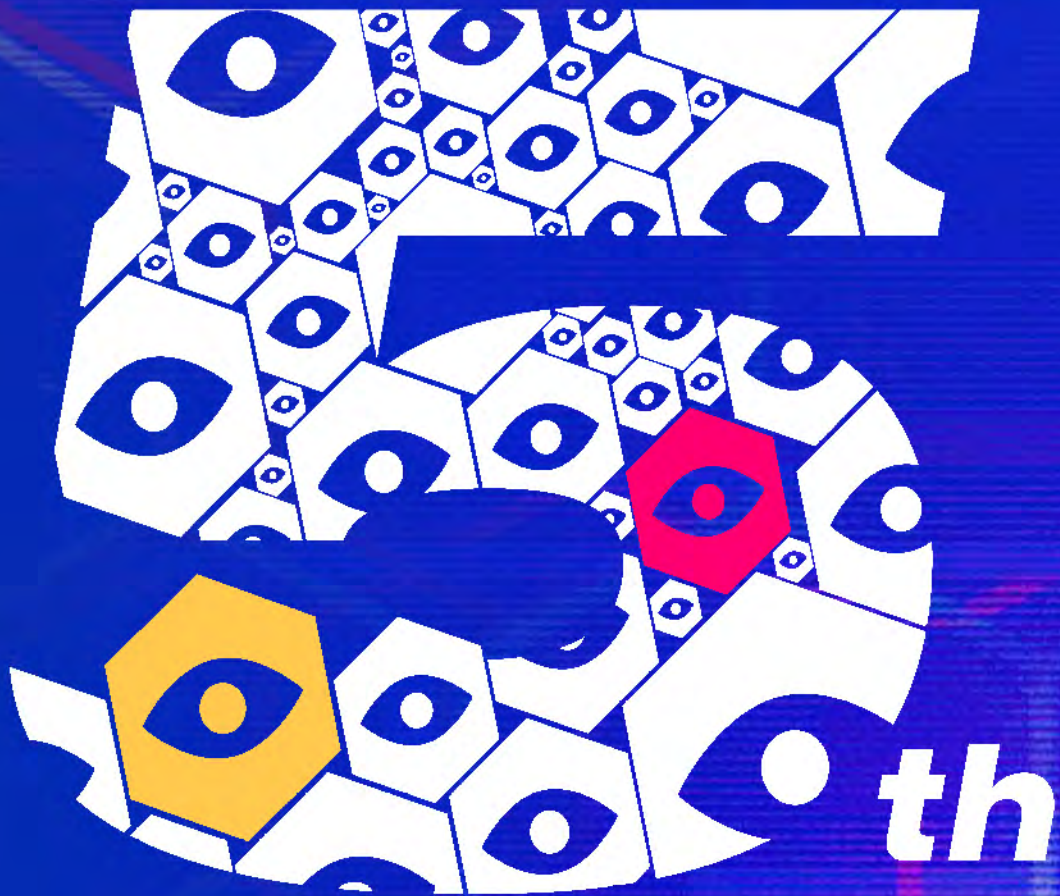


# INSOMNIA

THE GAMING FESTIVAL **EGYPT**



*th*  
***EDITION***

POST SHOW REPORT

# THANK YOU TO OUR PARTNERS & SUPPORTERS

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# ABOUT INSOMNIA EGYPT

Insomnia, a renowned gaming festival with its origins in the UK and boasting an impressive 20-year history spanning over 70 editions, holds the distinction of being the largest event of its kind in the UK. In 2018, BME proudly introduced Insomnia to Egypt, marking its inaugural entry into the region and establishing itself as the most extensive gaming event therein.

The year 2024 marked the monumental 5th edition of Insomnia Egypt, celebrating the festival's 5th anniversary and solidifying its status as Egypt's biggest gaming festival and the Middle East's longest-running festival! Held from April 25th to 27th, 2024, at the Egypt International Exhibition Center - EIEC, the festival showcased the pinnacle of gaming excellence, signifying yet another milestone achievement for BME. This edition aimed to surpass all previous ones, offering a comprehensive 360-degree festival experience encompassing a wide array of gaming activities beyond just video games.

Featuring an unprecedented lineup of popular gaming titles, renowned hardware manufacturers, cutting-edge indie game developers, local retailers presenting their latest products and innovations, and live music entertainment, the three-day festival exceeded all expectations. This year's edition featured an astounding prize pool exceeding EGP 2,000,000, firmly establishing it as the largest of any gaming event in Egypt.

But that's not all, Insomnia Egypt goes above and beyond by offering a diverse range of activities beyond video games. From board games to skating, escape rooms, and freestyle football, there's something to cater to every interest and age group.

## ABOUT BME

BME is a comprehensive brand experience agency that specialises in creating amazing experiences that connect businesses with their consumers. Our solutions are designed to leverage our industry expertise, consumer insight, and executional excellence, providing end-to-end services to ensure the success of your project.

As experts, leaders, and fans of the gaming segment, we are well-equipped to create engaging experiences for your brand. Whether fully digital or in-person, we pride ourselves on connecting you to your target audience through innovative ideas, campaigns, and platforms that drive growth and engagement. At BME, we strive to deliver exceptional experiences that leave a lasting impression on your customers and create long-term success for your business.



# FACTS & FIGURES



# EXPERIENCES

## Main Stage

This year, Insomnia Egypt's main stage was more lively than ever! We had a variety of music acts, cosplay competition, and other exciting live shows. These events kept the stage buzzing with an audience full of joy, making it the heart of fun at the festival.



## WE Experience

WE took the gaming experience to the next level. Their stand captivated attendees with thrilling VR experiences that transported players to new worlds. Fans of stealth and adventure got a special treat with the Ubisoft Assassin's Creed experience, where they could immerse themselves in the beloved game's universe. Plus, a variety of PlayStation and PC games were available, offering something for every type of gamer. Adding to the excitement, attendees dove into a world of casual games at their stand, explored their artistic side with activities like graffiti and immersed themselves in the vibrant ambiance set by Disco Misr, ensuring a dynamic atmosphere for all.



## Live Shows

Insomnia Egypt was a hub of entertainment with The Ultimate Gamer sponsored by Pringles, comedy acts, live music from Shahyn, Dor el 16, and more, alongside a Spotify podcast, a cosplay contest, and dynamic performances by Santa, Almas, and Abo El Anwar. It was a vibrant celebration of gaming and culture.





## Glam Experience

Maybelline was on-site offering makeovers for all the festival's female attendees and cosplayers. Attendees got glammed up and were ready to take on the day (or night) with a fresh face by Maybelline's professional artists.

## VR

We were thrilled to have various companies join us, each bringing their unique virtual reality experiences. Attendees had the chance to dive into a multitude of VR worlds, from high-octane action and adventure to serene and mystical landscapes. These immersive experiences were not just about playing games; they were about living them.



## Adrenaline Laser Tag

Attendees unleashed their inner soldiers and dominated the battlefield at Insomnia Egypt's thrilling Laser Tag arena. They geared up with their squads, strategised their attacks, and navigated the immersive arena filled with smoke effects and obstacles. They took down their opponents with high-tech laser rifles and emerged victorious in this action-packed battle royale experience. It was perfect for groups of friends, families, or anyone seeking a blast of adrenaline.

## Escape Rooms

Attendees dove into heart-pounding puzzles at escape rooms, provided by Valu and Placebo. They tested their teamwork and problem-solving skills as they deciphered cryptic clues and navigated themed environments. Whether seasoned escape room enthusiasts or curious first-timers, they found an unforgettable challenge waiting for them at Insomnia Egypt.



## Skating

Attendees laced up their skates and got ready to roll at the skating experience, by EG Skate Park! They glided across the smooth surface, perfected their tricks, or simply cruised along with friends. Whether they were seasoned skaters or complete beginners, the experience offered a fun and energetic atmosphere for everyone.



## Board Games

Participants levelled up their strategy and social skills at Insomnia Egypt's two dedicated board game areas! Nilco and NewGame offered a vast selection of titles, from classic favorites to the latest hot releases. They gathered their crews, chose their games, and enjoyed hours of friendly competition and laughter.





## Freestyle Football

Visitors geared up for football fun at the TEQball Empire zone. They kicked things off by testing their skills against a robotic goalkeeper from Robokeeper. Alongside Ahli United Bank's exciting booth, they didn't miss the chance to engage in these innovative activities. The area was a guaranteed hit, pleasing football enthusiasts of all skill levels, from aspiring Messi to casual fans.

## Treasure Hunt

Participants embarked on an exciting adventure at Insomnia Egypt's Treasure Hunt, sponsored by Talabat. They joined the hunt, solved riddles, and tracked down hidden clues throughout the festival. With awesome prizes and Talabat vouchers up to EGP 1,000 to be won, this interactive activity provided a thrilling experience for participants of all ages.



## Insomnia Egypt Passport

Attendees levelled up their experience with the exclusive Insomnia Egypt Passport, sponsored by WE. This interactive guidebook was packed with exciting tasks that took them on a journey through the festival. They completed challenges, explored different zones, and racked up rewards for a truly unforgettable adventure. This Passport added a whole new layer of fun, and everyone grabbed theirs from the registration desk, ready to conquer Insomnia Egypt 2024!





## Rage Room

Participants unleashed their inner warriors at the Axe Rage Room. They geared up, chose their weapons of destruction, and had a blast breaking things safely. It was the perfect way to smash some stress and let loose!



## Esports Stage

The esports stage at Insomnia Egypt was the battleground for the elite. Top teams from around the region clashed in their finals, each battling for supremacy. The air was electric with competition as fans cheered on their favorites in a display of skill and strategy. This wasn't just gaming; it was a spectacle of esports at its finest, where only the best claimed victory on the grandest stage of them all.



## Tattoo and Barber Experience

Monster Energy brought the ultimate makeover station to Insomnia Egypt. Tattoo artists were on hand to create masterpieces, barbers kept attendees looking sharp, and a photo booth captured their festival fresh looks. It was a chance not to be missed to level up one's style at Monster's stand!





## Food Court

The Trux Court at Insomnia Egypt was a gastronomic delight, featuring a curated selection of the finest food outlets. Everyone enjoyed a diverse array of cuisines, from local delicacies to international favorites, all while enjoying the vibrant festival atmosphere.

## Meet & Greet

The meet and greet at Insomnia Egypt, sponsored by Talabat, was a star-studded hub where gaming enthusiasts met their heroes. The best gaming YouTubers, influencers, players, celebrities, and rappers were all present, offering fans the unique opportunity to engage in conversations, snap photos, and get autographs. It was an intimate space that bridged the gap between virtual fame and real-world interaction, leaving attendees with unforgettable memories and personalised keepsakes from their idols.



## Magic Planet Arcade

Magic Planet brought fun to Insomnia Egypt with an array of gaming experiences. A gamer's paradise awaited, showcasing a diverse mix of arcade games, beloved retro classics, and engaging physical activity games. This vibrant blend captivated gamers of all interests, offering a nostalgic trip down memory lane for some and adrenaline-pumping action for others.



## Battle Royale

The Battle Royale experience, sponsored by WE was an adrenaline-fueled adventure as participants dove into the worlds of Fortnite, Apex Legends, and Call of Duty Warzone. Gamers battled it out in these iconic landscapes, employing strategy and skill to outlast their rivals.

## Indie Experience

The Indie experience at Insomnia Egypt was a vibrant showcase of innovation and creativity, where independent game developers presented their latest creations. This dedicated area became a melting pot of new ideas and gaming experiences, offering attendees a glimpse into the future of gaming.



## Marketplace

The marketplace at Insomnia Egypt was a treasure trove for all gamers, featuring an array of shops and stores that displayed an extensive selection of merchandise. Enthusiasts had the opportunity to purchase their favourite figures, gaming t-shirts, and gear, turning the space into a collector's paradise. It was a bustling hub where the latest trends in gaming fashion and accessories were available, making it a must-visit destination within the festival.





# CONNECTING GAMING TO MUSIC

For the second consecutive year, Insomnia Egypt has masterfully bridged the worlds of gaming and music, creating an electrifying atmosphere that resonates with the vibrant spirit of our community. Over three days, we had a lot of live entertainment shows. From the electric performance by renowned rapper Shahyn to the pulsating beats of Disco Misr igniting the WE stand, every moment was charged with energy and excitement. But the excitement didn't stop there! The crowd erupted in cheers as rappers Santa and Abo el Anwar delivered a captivating performance of the iconic Insomnia Egypt GG anthem, sending waves of joy through the audience. And let's not forget the fresh talents like Almas and Lil Baba and others, whose electrifying performances added an extra layer of excitement and youthful energy to the festival atmosphere. Insomnia Egypt continues to innovate, proving that the synergy between gaming and music is not only possible but also incredibly powerful.



# CONNECTING GAMING TO FASHION

This year, Insomnia Egypt proudly welcomed MTG World, a top lifestyle brand in the Middle East, for its debut appearance. Based in Egypt, MTG specialises in crafting trendy pop culture gear tailored specifically for our region. Recently partnering up with industry giants Marvel and Disney, MTG is set to produce an exciting range of clothing and accessories featuring our favourite beloved Disney and Marvel characters. This collaboration represents a fresh take on fashion, seamlessly blending these classic and iconic characters with today's modern style. Now, gaming fans can proudly show off their love for games while looking great doing it!



# TOURNAMENTS



Insomnia Egypt 2024 hosted more than 17 tournaments for gaming enthusiasts to participate in, with an impressive total prize pool of EGP 2,000,000. All Gamers had the chance to demonstrate their skills across a variety of games, with opportunities to win significant rewards and earn recognition. The diverse range of tournaments catered to individuals of all skill levels and preferences, ensuring an exciting and inclusive experience for all attendees.

TOURNAMENT	PRIZE POOL
League of Legends (5 vs 5)	EGP 250,000
VALORANT (5 vs 5)	EGP 250,000
League of legends	EGP 120,000
VALORANT	EGP 120,000
Team Fight Tactics (TFT)	EGP 45,000
FC24	EGP 150,000
Fortnite PC	EGP 45,000
Fortnite PS	EGP 45,000
Warzone	EGP 45,000
Street fighter	EGP 45,000
Tekken	EGP 45,000
APEX Legends	EGP 45,000
Brawlhalla PC	EGP 45,000
Mortal Kombat 11	EGP 45,000
Clash Royale	EGP 45,000
Rocket League	EGP 30,000
HOK	EGP 45,000

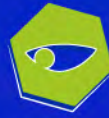




# INSOMNIA EGYPT QUALIFIERS



The Insomnia Egypt Qualifiers were established to make gaming more exciting online and get people hyped for the exhilarating three-day festival. Our main goal was to unite gamers from all over. Various esports teams battled head-to-head for a chance to compete in the finals at Insomnia Egypt 2024. Teams such as Ra'ad, 3b3al, Frenzy, and Gamax secured their spots in this year's LAN finals at Insomnia Egypt, showcasing their skill and dedication.





# INSOMNIA EGYPT COSPLAY COMPETITION

Insomnia Egypt stands as a top destination for cosplayers across Egypt, providing a platform for them to showcase their creativity and talent. Our commitment to supporting cosplayers remains steadfast, demonstrated by our dedication to offering a total prize pool of EGP 170,000 this year and enabling them to compete on an international level.

With three esteemed international judges - SayoChuu, Papa, and Saber - offering valuable insights and feedback, cosplayers seized the opportunity to refine their cosplays and engage in enlightening discussions on enhancing their future performances.

## EGYPTIAN WORLD COSPLAY SUMMIT (WCS) QUALIFIERS

Our partnership with the World Cosplay Summit for the second consecutive year meant Insomnia Egypt main stage once again became the arena, where Egypt's best competed to represent their country in the world's most notorious cosplay championship. The presence of Mr. Tokumaru Oguri, CEO of the World Cosplay Summit, at Insomnia Egypt 2024 for the first time underscored our dedication to nurturing the development and appreciation of cosplayers worldwide.



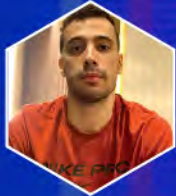




# INSOMNIA EGYPT STARS



Insomnia Egypt 2024 was abuzz with excitement as it hosted a dynamic lineup of local and international YouTubers, TikTokers, and influencers. Throughout all three action-packed days, all influencers interacted directly with fans, ran thrilling tournaments, and created unforgettable moments for everyone involved!



3alawy



Abo El Anwar



Abdo Mando



Ahmed Bassyouni



Almas



Ashmawy



BeeDopa



Captain Gomaa



Dash



Fabienne



Fr3oon



Funny Fufuu



Hazem Allam



Shad Al Habi



Khaled Mokhtar



Khayri Tech



Lawendy



Luigi



Mahmoud Mahdy



Marwan Rehan



Marwan Serry



Ryven



Santa



Shadowza



Shawerma



Shededoo



Tayel



TripleZ



WarBeast



Wasema



Xweebmaster



Bergo



Khaled elMasry



Omar Khaled



Vilotesm



## MEET & GREET WITH THE RAPPERS

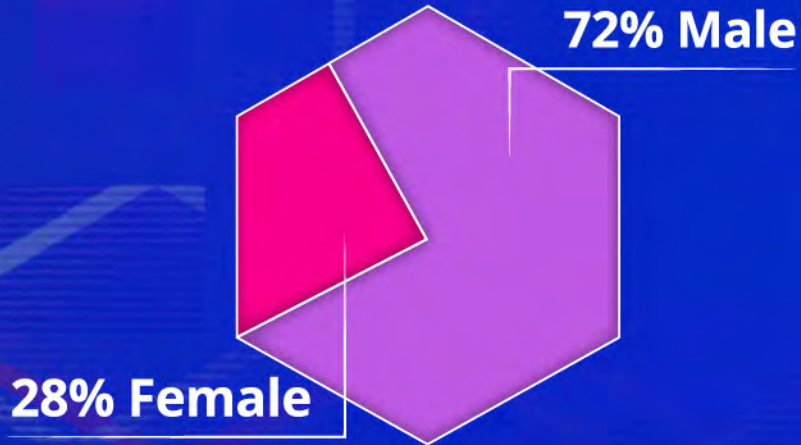
Insomnia Egypt 2024 brought together a unique blend of gaming excitement and musical flair, and one of the highlights was undoubtedly the exclusive meet and greet session with some of the most prominent rappers. The lineup of rappers was truly impressive, featuring renowned names such as Abo El Anwar, Santa, Almas, Shahyn, Lil Baba, Onuy, Mido Gad, and Lucca. Each artist brought their own distinct style and energy to the event, captivating the audience with their presence. The meet and greet took place in a designated area within the festival grounds, providing fans with the perfect opportunity to get up close and personal with their musical idols. Overall, the inclusion of the meet and greet with Egypt's top rappers added an extra layer of excitement and diversity to this year's celebratory 5th edition. It was a testament to the festival's commitment to providing unforgettable moments and bringing people together through the universal language of music.



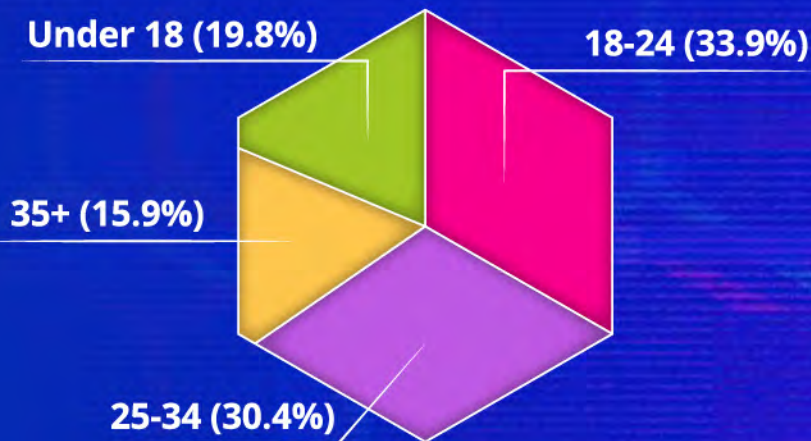
# DEMOGRAPHICS



## Gender



## Age Group



96%

Attendee Satisfaction

95%

Would Attend the Next Event Edition

95%

Said There Was a Great Variety of Games and Activities

60%

Bought Games and Products from Vendors and Retailer During The Event



# ATTENDEE TESTIMONIALS



You did an amazing job, and your commitment has not gone unnoticed. Keep up the good work and let us know how we can continue to support you in future events. The programme format, featured guest, location and length of the event was excellent.

It will be much appreciated if you can create a variety regarding food and drinks and also increase the seating facilities in the VIP lounge, due to the event expanding yearly.

## Triplez



Insomnia 2024 was one of a kind, in my opinion...much better than the last 2 years. It was an amazing experience overall from start to finish, and I appreciate the organizers for putting together such a fantastic event. The venue was phenomenal, the decorations were stunning, and the atmosphere was electric!

The booths and the amount of gifts that were given to attendees was top-notch and made the ticket price completely worth it. Overall, it was a memorable event I'm and grateful for the experience of being a part of it. Can't wait for the next one!

## Khaled Almasry



The Insomnia event this year was an absolute blast! I had an amazing time attending and exploring all the new sections.

The organization of the event was top-notch and even better than previous editions. It's definitely a must-attend event for anyone who wants to experience the latest and greatest in gaming and entertainment.

## Marwan Rehan



This year insomnia was quite interesting this year me and my wife did really enjoy the arcade games, indie games, escape rooms and specifically the skating and wherever we go there was free food, that was so good. For the main stage I enjoyed the show match casting I did it was so fun and the crowd did like it too.

## XweebMaster



# CLIENT'S FEEDBACK



On behalf of Monster Team, I would like to thank you for all the efforts and support you provided, starting from the preparations phase ending with the "Event Day".

I would thank the whole BME team for the onsite instant support and quick actions taken towards any pop-up request from our side during the event. All the above helped our Monster team to achieve results fitting to our brand image in the market.

Hadir Noureldine - **Monster Energy** - MEC Egypt Market Lead



Thank you for all your hard work in organizing this wonderful event. Your attention to detail and tireless efforts didn't go unnoticed.

The event was a huge success and it was clear that everyone enjoyed themselves, all thanks to you. Your dedication and passion are commendable.

Nehal Said - **Gigabyte** - Marketing Manager



It was our pleasure to participate in Insomnia event exploring the gaming field with your support, we do appreciate all your efforts and dedication that you showed to us before and during Insomnia event, You are having such a wonderful and supporting team who is having great passion towards what they are doing. Looking forward for more collaborations in the future and more successful events between talabat and Insomnia.

Ahmed Refaat - **Talabat** - Head of offline & campaigns



Our partnership was incredibly fruitful and successful, thanks to the hard work and dedication of the Insomnia team specially Farah Deraz. the event itself was a huge success. and Our brand received excellent exposure.

Overall, I couldn't be happier with our partnership with Insomnia gaming event. I look forward to future collaborations. Thank you for a wonderful experience!

Abdelmoniem Raafat - **Ahli United Bank** - Brand & Activation Manager



# CLIENT'S FEEDBACK



Insomnia Egypt has energized our brand "Magic Planet" and added a refreshing touch to the arcade experience at Magic Planet. The gaming festival had an amazing atmosphere, it felt like stepping into a real game. The organization and attention to detail were outstanding, making it an unforgettable experience. We're grateful for the exposure and connections gained from the event, which will greatly impact our future endeavors. Thank you for the opportunity to be a part of this remarkable event.

Nadeen Elgogary - **Magic Planet** - Senior Marketing



I wanted to express our sincere thanks for the fantastic partnership at Insomnia Gaming Festival 2024. It was a tremendous event, and we truly appreciate the opportunity to collaborate and be part of such an engaging experience.

The dedication and hard work of the BME Team did not go unnoticed. The festival's success was evident, and we are grateful for the chance to connect with the gaming community in such a dynamic setting.

We believe that our collaboration has strengthened our relationship and opened doors for future opportunities. We look forward to the potential for future partnerships that drive mutual success.

Thank you once again for an unforgettable experience. We eagerly anticipate future collaborations and wish you continued success.

Karim Abdelhalim - **Schneider Electric** - Global Marketing Business Partner



I went into Insomnia Egypt 2024 with intention to increase awareness for Carry1st Egypt. I left the festival with connections, awareness and much more. Insomnia is an opportunity for companies to get in touch with a great audience of gamers and other companies.

Hadeer Abdelhameed - **Carry1st** - Regional Growth & Marketing Manager (North Africa)



Insomnia is a completely different event. All QNB bebasata enjoyed attending. Big Thanks to all Insomnia team for the excellent organizing and wonderful vibes.

Nour Mohsen - **QNB Bebasata** - Head Of Branding



# CLIENT'S FEEDBACK



I want to express my sincere appreciation for our recent collaboration on Insomnia. The experience was truly awesome, and I wanted to commend you and your team for their exceptional support throughout the event. From the initial planning stages to the execution on the day, your team demonstrated professionalism, expertise, and a genuine commitment to ensuring the success of our participation. The level of assistance and guidance provided by your team was invaluable, and it greatly contributed to the overall positive experience we had at Insomnia.

I would like to specifically highlight the exceptional level of support we received from your team "especially Farah". She was always available to address any concerns, provide prompt solutions, and go above and beyond to ensure our needs were met.

We look forward to the possibility of collaborating with you again in the future and creating more remarkable experiences together.

Nada Gamal - **Big Chips (Egypt Foods)** - Potato chips brand manager



Insomnia 2024 was an exceptional experience. It's very noticeable that it has developed in a great way this year. We cooler master team are glad we joined BME @Insomnia 2024, and we are looking forward to 2025 edition.

Yassin Magdy - **Cooler Master** - North Africa Sales Manager



We were super happy with Insomnia Egypt, and we will inform upper management about the success of the event. Hopefully next year we can be more than just a booth vendor!

**Mr. Brown Coffee** - Marketing & Partnerships Manager



Collaborating with Insomnia Gaming Festival was an absolute pleasure for us at DiDi. From seamless coordination to vibrant energy, the experience was top-notch. We're thrilled about the outcome and eagerly look forward to more fruitful collaborations in the future.

Salma Abdelkhalek - **DiDi App** - Senior Marketing Specialist



It has been a pleasure partnering with the Insomnia team on our first partnership together this year, The Event exceeded expectations, the BME team did not leave a small detail unresolved, and I really want to thank them all, We have definitely worked with the right team.

Amir Atef - **Egy Skate Park** - Sales and Marketing Manger



# PARTICIPATING COMPANIES

Insomnia Egypt 2024 witnessed the participation of numerous leading companies from a wide range of industries. From gaming giants to tech innovators, and entertainment leaders to major players in the food and beverage industry, the event served as a gathering ground for the biggest names in the business world.

- 2B
- Adrenalin
- Ahli United Bank
- AIESEC
- Al Arcade
- Anime Spot and Pop Spot
- Anubis Gaming
- Aslan
- Astore
- AXE
- Big Chips
- Boshies
- Briskrem
- Cardoo
- Carry1st
- Circle K
- Compu Science
- Cooler master
- DIDI
- DI Tri
- Domty
- Dots & Creme
- Dream 2000
- East Asia
- Eftah Topic
- Egy Skate Park
- El Badr
- El Printer
- Anta
- Fondom Store
- Footgenix
- Free Emmbars
- Gamers Colony
- Gigabyte
- Gillette
- Good France
- Hardees
- HOK
- Hola Tacos
- Hydra Team
- Instax
- Intel
- Asus & ROG
- Krispy Kreme
- Light Dude
- Maybelline
- Magic Planet
- Magical Flavours
- Mecaworks
- Mini Melts
- Monster Energy
- Moussy
- Mr. Brown Coffee
- MSI
- MTG
- Neith Owl
- New Game
- Nilco-Int.
- NKD Pizza
- Novy
- Occupy
- One for All
- Oraimo
- Orange Red Yellow
- Orek
- Pina
- Placebo
- Pringles
- Psychoravens
- QNB
- Redragon
- Schneider
- Senses Coffee
- Sigma
- Spin Off
- Split E
- Spotify
- Summoner Tale
- Talabat
- Technology Valley
- Telda
- Ubisoft
- Urage
- ValU
- Vault
- War End Game
- WD Black
- WE (Telecom Egypt)
- Wimpy
- Wingo





# INSOMNIA EGYPT'S MARKETING SUCCESS

This year's marketing campaign for Insomnia Egypt was a resounding success, setting a new benchmark for excellence. We meticulously crafted our communication strategy to engage our audience at every stage: before, during, and after the event. Our pre-event buzz generated excitement and anticipation, while our live updates during Insomnia Egypt kept the momentum going. Post-event, we continued the conversation, keeping the energy alive and our community connected. The result was a seamless narrative that not only told the story of Insomnia Egypt but also amplified our voice in the gaming world.

Our Marketing activities included:

- We showcased Insomnia Egypt on various platforms, including top TV shows on CBC. We also ran TV commercials on CBC to get more people excited about the event. This multi-channel approach helped us reach a wide audience and build buzz for Insomnia Egypt.
- Our media allies were instrumental in broadcasting the excitement of Insomnia Egypt across a multitude of platforms. They delivered comprehensive coverage through TV segments, radio broadcasts, online write-ups, social media engagement, and even live reporting. Our esteemed partners, such as CBC, Radio Hits 88.2, Cairo 360, FilGoal, FilFan, Akhbarak, Kora Plus, Afro Arena, Lovin Cairo, Smashi Gaming, and others, played a pivotal role in amplifying our presence and bringing the event's highlights to a broad audience.
- In partnership with Virgin, we took Insomnia Egypt's visibility to new levels. Together, we made our mark with eye-catching in-store branding, engaging online campaigns, lively activations, and exciting ticket giveaways. This collaboration helped us connect with more fans and create a buzz around the event.
- WE, one of the telecom giants in Egypt, played a crucial role in bringing Insomnia Egypt 2024 to life. Their extensive social media outreach and diverse offline marketing efforts significantly boosted the event's promotion and heightened public awareness.
- Partnering with CircleK was a game-changer for us, giving Insomnia Egypt unparalleled exposure. Their in-store branding, flyers, and ads on radio and TV across their 135 stores really helped us shine.
- To boost awareness of Insomnia Egypt, we conducted several cross-promotional campaigns with our partners, including Monster, Axe, Talabat, Gillette and more.
- To widen our audience, a diverse group of stars, YouTubers, TikTokers, and influencers used special discount codes and ran online campaigns. They helped spread the word about Insomnia Egypt 2023 to their followers.
- Our team launched a full-scale social media campaign, mixing paid promotions with organic outreach. We hit all the big platforms - Facebook, Instagram, Twitter, and TikTok - to create a buzz around Insomnia Egypt.
- We executed affiliate marketing strategies with all our sponsors and key industry partners.



# ACTIVATIONS



Insomnia Egypt goes beyond just big gaming festivals; it's a brand that gamers encounter in retail stores all over Egypt. The team behind this epic event has set up exciting activities in partnership with Virgin Mega Stores and CircleK. These activations offer gamers a sneak peek into the Insomnia Egypt experience, allowing them to try out the newest games and tech gear up close. As Egypt's premier gaming event, Insomnia Egypt is committed to bringing the fun of gaming to a wider audience, from the most dedicated gamers to those who play just for fun.





# SOCIAL MEDIA INSIGHTS



**3M+**  
REACH



**15M+**  
IMPRESSIONS

**2M+**  
ENGAGEMENT



**7M+**  
VIDEO VIEWS

**3.5K+**  
SHARES



**13.9%**  
ENGAGEMENT RATE

**4,700K**  
NEW FACEBOOK  
FOLLOWERS



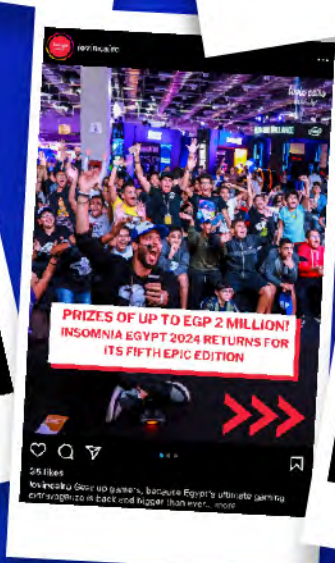
**8,160K**  
NEW INSTAGRAM  
FOLLOWERS

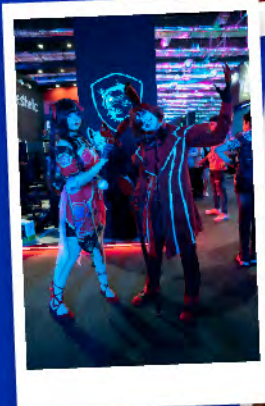
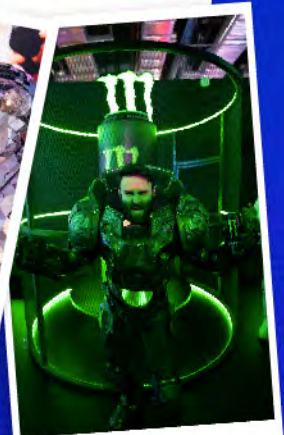
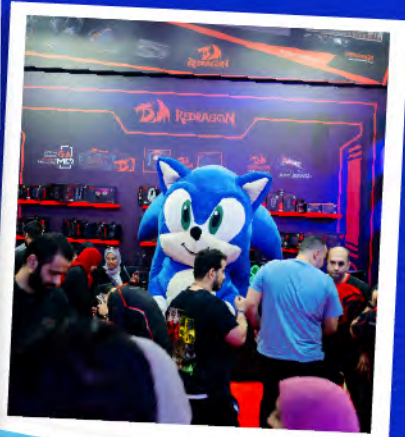
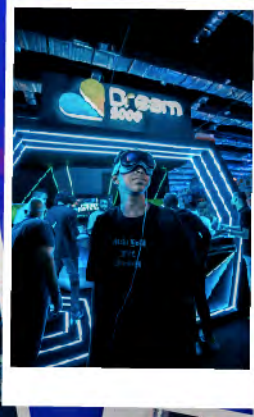
**225K**  
UNIQUE VISITORS TO  
INSOMNIA EGYPT  
WEBSITE





# MEDIA PARTNERS





**THANK YOU  
FOR JOINING US AT**

**INSOMNIA**  
**THE GAMING FESTIVAL EGYPT**

**STAY TUNED FOR  
THE NEXT EDITION!**

**[INSOMNIAEGYPT.COM](https://insomniaegypt.com)**