

**SPORT
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

GARENA & CRISTIANO RONALDO

CASE STUDY



A vibrant, action-packed scene from the game Free Fire. In the foreground, a male character with a shaved head and a black leather jacket is riding a motorcycle. He is looking forward with a determined expression. Behind him, a female character with pink hair and a black jacket is also riding the motorcycle, holding a rifle. The background is a dark, futuristic environment with glowing purple and blue lights, suggesting a night-time battle or a high-tech setting. The overall aesthetic is cinematic and intense.

FREE FIRE

KEY OBJECTIVE

PARTNERING WITH CRISTIANO RONALDO TO MAINTAIN #1 MOBILE GAME POSITION

Garena Free Fire is a battle royale mobile game produced by Garena. Launched in 2017, the title had experienced a meteoric rise, becoming the #1 downloaded mobile game with 220m+ downloads and 80m+ daily users in 2020. Looking to maintain top in a \$60bn+ market, SportQuake worked with Garena to develop an industry-first partnership with Cristiano Ronaldo to retain current users and introduce new hardcore, casual and non-gaming audiences to the Free Fire universe.

**FOR THE FULL CASE STUDY, CONTACT:
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