

Creative brief

Client	MOZA	Future brand	GamesRadar
Territory	EMEA	On sale / live dates and end dates	24th June
Project Manager	-	Sales Lead	Jack Robson
Key Deadlines			

IMPORTANT INFORMATION: FUTURE'S ARTICLE REVISION PROCESS

To produce your content we will work in the following way:

- 1. First Draft - V1**
 - Please provide your Round #1 feedback ***directly on the Google Doc using the comments tool*Or directly into the document using a different coloured text.***
Please ensure you do this by the date specified by the Project Manager.
- 2. Second Draft - V2**
 - Future will implement feedback and provide a V2 draft for review within 1-2 business days.
 - Provide Round #2 feedback ***directly on the Google Doc using the comments tool*Or directly into the document using a different coloured text***
- 3. FINAL**
 - Client approves article for publishing
- 4. Additional rounds of revisions are subject to an additional fee**

****If multiple members of your team will be providing feedback
please consolidate all of the feedback on the doc before sending it back to us**

To be completed by the client

Summary of campaign

What is the core focus of this campaign?

The focus is to introduce the newly released MOZA Racing X-Box compatible R3 Bundle to the GamesRadar audience. This bundle includes a 3.9Nm DD wheelbase, an ES-Xbox steering wheel, and SR-P Lite throttle and brake pedals.

MOZA's First

XBOX

Licensed Racing Bundle

Objective

What do you want our audience to know or do?

We would like your audience is informed about this new R3 Bundle. Additionally, promote to the GamesRadar audience that MOZA is about to enter the flight simulation field, with a debut scheduled for June 21st at FSExp0 in Las Vegas, USA.

ABOUT MOZA

Founded in 2012 by a team of automotive engineers and sim racing drivers, MOZA Racing has long been at the forefront of automotive and simulation technology. With over a decade of research and development in automotive powertrain, electric motor, chassis control, and force feedback technology and a successful 8-year history of selling camera gimbals to millions of customers worldwide, we officially ventured into the sim racing market in 2021. Driven by our relentless pursuit of innovation and backed by our expertise in electric motor and force feedback technology, we are now soaring into new skies with our expansion into flight simulation.

Our flight simulation gear, developed in collaboration with seasoned pilots and featuring our proprietary force feedback technology, underscores our enduring dedication to elevating the simulation experience for a diverse audience.

INTO THE FLIGHT SIMULATION REALM

Every pilot, whether flying a commercial airliner, a modern helicopter, or the Space Shuttle, relies on precise hand and foot controls to maneuver their aircraft. Each type of aircraft provides unique, specific feedback in terms of movement and force. Realistically replicating these physical interactions is crucial for high-quality flight simulators. That's why MOZA has introduced its active force feedback base as its first product in the flight simulation realm.



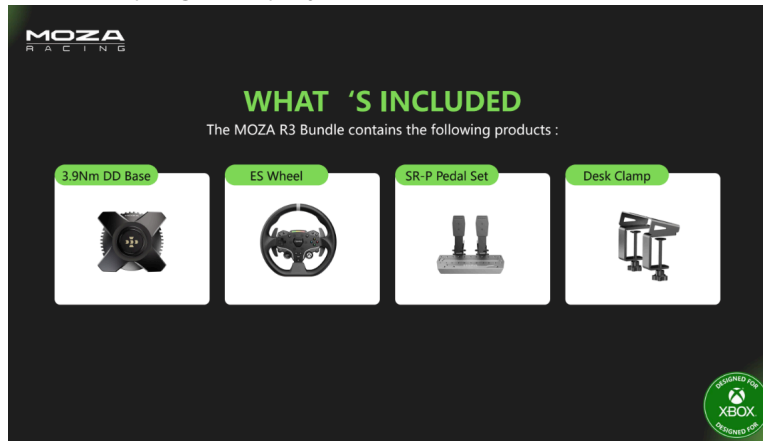
Need to know

Please include any key product information, such as price points, sale offers, start and end dates for offers, legal lines, T&Cs that must be included in the design. Do you want to include your website URL or specific product pages.

<https://mozaracing.com/product/r3-racing-wheel-and-pedals>

INTRODUCING THE MOZA R3 BUNDLE FOR XBOX / PC

The MOZA R3 Bundle, has been created in collaboration with Microsoft to be the first officially licensed racing simulator for Xbox. The bundle includes the R3 Direct Drive base, an ES steering wheel, SR-P Lite pedal set, and a table clamp, the ideal combination to enter the world of sim racing without compromising quality. Compatible with Xbox Series X|S, Xbox One, PC and most racing games, the bundle is plug-and-play for instant excitement.



Target audience

Who do you want to reach with this campaign?

The campaign is primarily aimed at promoting to the audience of GamesRadar.

As well as promotion on GamesRadar's other social platforms, such as Facebook for retweets

Written content

How would you like us to communicate your message? Please include as much detail as possible.

MOZA Racing Launches MOZA R3 Wheel and Pedals Designed for Xbox, Revolutionizing Console Racing

June 4, 2024 - MOZA Racing is thrilled to announce the official launch of the MOZA R3 Wheel and Pedals Designed for Xbox, marking its debut into the console gaming realm. This release represents a significant stride in providing high-quality Direct Drive racing gear tailored for Xbox players.



The MOZA R3 bundle includes the R3 base with 3.9 Nm DD power, an ES steering wheel optimized for Xbox, an SR-P Lite pedal set, and a desk clamp for easy installation on desktops or rigs. The bundle offers plug-and-play functionality and is compatible with Xbox Series X|S, Xbox One, and PC.



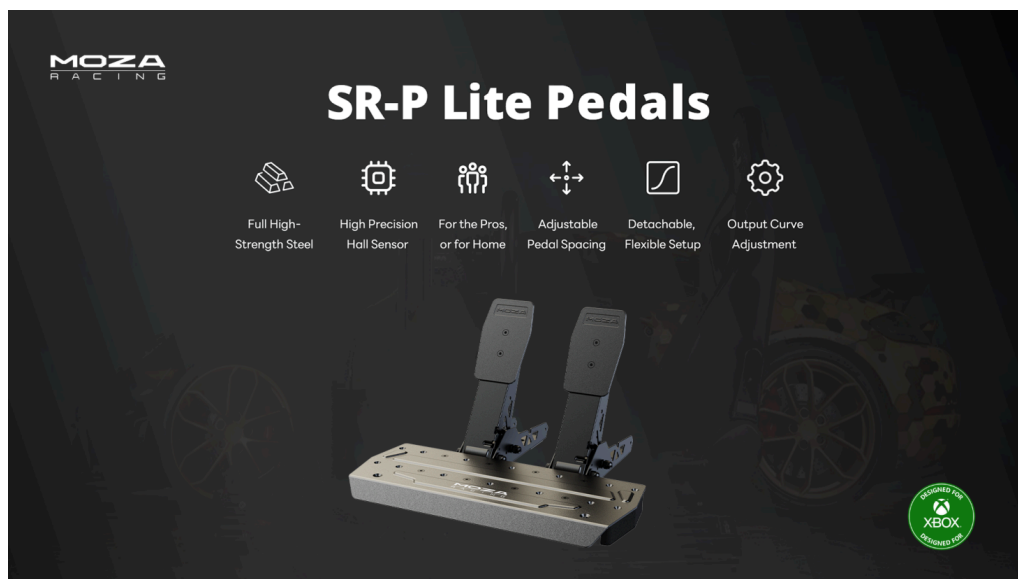
The 3.9Nm DD base offers versatility from desktop setups to dedicated rigs, easily adapting to space constraints. Its innovative X-shaped design and unified motor housing enhance cooling efficiency and lasting performance and ensure compatibility across various gaming environments. Crafted from aviation-grade aluminum alloy, the R3 base guarantees durability while optimizing steering force feedback with ultra-low torque ripple and groove characteristics. Equipped with an advanced intelligent temperature control system and ultra-high 15-bit encoder, the R3 delivers consistent, reliable, and highly accurate steering sensations for an unmatched gaming experience.



The MOZA ES Wheel, officially licensed with Xbox, seamlessly merges Xbox console performance with MOZA Racing's direct drive technology, delivering unparalleled immersion in every race. Crafted with durable ISF grips and an aluminum alloy framework, the MOZA ES wheel exudes durability and elegance. Enhanced with MOZA's racing-grade quick-release system, it offers swift wheel swaps for added convenience. Plus, with an RGB sequential shifter light indicator and 22 programmable buttons, it ensures dynamic control and complete customization.



Completing the R3 Bundle are the MOZA SRP Lite Pedals, engineered with precision. Constructed from high-strength steel and featuring an ultra-sensitive angle sensor, these pedals respond accurately to every footwork input. Pedal spacing and output curves are fully adjustable via the MOZA Pit House software, allowing for personalized gaming experiences.



Official Launch Date: June 4, 2024 | 9 AM EDT

Available for Immediate Shipping

Pricing: \$399.00/ €439.00/ £399.00/ AUD699.00/ JPY62,900.00



Links and Images

Please supply all tracking links or URLs here you would like us to include in your advertisement feature along with google drive or dropbox links to your images (1980x1020, 16:9 ratio, JPEG)

I've uploaded the image/PDF related material to google drive below:

<https://drive.google.com/drive/folders/1BY78FhHvHxXc-e4wwinO-79AO6RfJaNU?usp=sharing>

Social

Please provide all social handles you would like us to use, we need your Facebook page to be able to brand tag you in the social promotion. *Please also ensure we're able to brand tag yourselves.*

R3 Bundle: <https://mozaracing.com/product/r3-racing-wheel-and-pedals>

Facebook: <https://www.facebook.com/MOZARacing>

Instagram: https://www.instagram.com/moza_racing_official/

Twitter: https://twitter.com/moza_racing

Reddit: <https://www.reddit.com/r/moza/>

TikTok: https://www.tiktok.com/@moza_racing_global

Youtube: <https://www.youtube.com/c/MOZARacing>

Here are all of our social media links.

Important notes

Let us know about any restrictions or conditions associated with this campaign, as well as any logistical challenges or staff absences (please supply alternative contacts).