



The Launch of **OMEN**





It was 8 years ago, but I still remember it like it was yesterday. I was running my YouTube channel, **MojoOnPC**, when an executive at **Hewlett Packard** stumbled upon it. Her 16 year old son had shown her my videos and she was impressed.





Hewlett Packard was launching their new gaming brand, **OMEN**, and they needed help getting it off the ground. I worked closely with the **OMEN** team, teaching them about influencer marketing and how to effectively work with influencers.





OMEN needed guidance on choosing the right influencers for their brand, so I showed them how to create engaging content that would resonate with their target audience. We posted a series of videos on **MojoOnPC**, showcasing **OMEN's** new gaming hardware and giving my followers a firsthand look at the product's features and capabilities.





The videos were a huge hit, generating millions of views and a high level of engagement from my followers. We wanted to drive this engagement even further, so we took things offline and held brand activations at popular international gaming events like ESL Cologne. Myself and a team of influencers held meet & greets with our fans at OMEN branded booths.



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Jerome Jose, Global Gaming Marketing Director at OMEN, had this to say about the partnership:

"Thanks to Jordy's expertise & influence, OMEN was able to quickly gain traction in the gaming market and establish itself as a leading hardware brand. The OMEN team continued to work with influencers, implementing the strategies and techniques taught by Jordy, to continue driving brand awareness and engagement."

The OMEN logo is a diamond shape with a gradient from red to orange. The word 'OMEN' is written in white, uppercase letters inside the diamond.

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Today, **OMEN** is known as one of the top hardware brands in the gaming industry, thanks in part to the successful influencer marketing campaign that **MojoOnPC** and **Hewlett Packard** partnered on.





It's a perfect example of the power of **influencer marketing** and how it can drive success in a highly competitive industry.



OMEN