

“E-Sports Doomsday”: Erste Group stages the downfall of e-sports

- **New campaign for the League of Legends European Championship**
- **[Campaign film](#) with numerous League of Legends Easter Eggs**

Following its e-sports debut last year, Erste Group is now celebrating the second chapter of its partnership with the League of Legends European Championship (LEC). With a humorous campaign film by Jung von Matt SPORTS the banking group picks up one of the most heated debates surrounding the topic of e-sports: The discussion on whether e-sports is recognised as a legitimate sport or not and the gaming community's reaction to it. The LEC Summer Split campaign launches on 13 August with the playoffs and will be seen on social media as well as on the LEC Livestream until the finals on 29 August.

“E-sports is growing dynamically: with a high degree of professionalisation, a broadening fan base and steadily increasing awareness. For us as a future-orientated bank, this is a tremendously exciting environment, because it knows no borders across our entire region and is digitally accessible,” says Bernd Spalt, CEO of Erste Group.

Whether e-sports is a sport or not, is the topic of constant discussions. Recognition as an official sport determines, for example, whether athletes receive the appropriate visas for events abroad and whether club structures are supported. While countries and associations take part in the debate and question the sporting character of e-sports, gamers are not impressed: Within the gaming and e-sports community, very few are interested in the discussion.

With the #believeinyourself campaign as part of the LEC Summer Split, Erste Group is addressing this very issue. After the banking group celebrated its entry into the world of e-sports last year with an emotional story about the hurdles of being a gamer, it now follows up with an appreciation of e-sports and its community. In the campaign film “[E-Sports Doomsday](#)” by Jung von Matt SPORTS, Erste Group draws a humorous scenario of the gaming world reacting to e-sports finally being denied the status as a sport worldwide.

On the one hand, the banking group takes up a social debate as a campaign theme and sides with the gamers. On the other hand, the film serves as a homage to the community and its reaction. The film is also peppered with numerous League of Legends Easter Eggs. For the leading role, Erste Group was able to win Trevor Henry, esports commentator, host and presenter as well as the most famous face of the LEC.

Carl Kuhn, Head of E-Sports at Jung von Matt SPORTS: “With this campaign, Erste Group clearly positions itself within the community and demonstrates the closeness and openness that is so important to develop as a non-endemic brands within the e-sports community. This requires community-oriented content and credible topics.”

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