

Brief - KontrolFreek

The goal of the 3-video series is to introduce KontrolFreek products and the science behind why they improve player performance to your audience. Each video should educate your audience about KontrolFreek, providing additional information from video to video so that at the end of the campaign, your audience is almost a KontrolFreek expert. Below is our suggestion for how you can approach this:

Video #1 – INTRODUCTION –

Introduce the KontrolFreek brand and highlight what the company makes. Specifically discuss how KontrolFreek has been around for 10 years and creates Performance Gaming Gear designed to improve your gameplay performance and increase your comfort while game. Their hallmark products include their Performance Thumbsticks and Performance Grips.

Video #2 – DISCUSS SPECIFIC PRODUCTS –

Offer deeper insights into the specific products provided by KontrolFreek. In this case, highlight Omni Performance Thumbsticks and Performance Grips.

Omni Performance Thumbsticks are low-rise Performance Thumbsticks with a dynamic, cross-hatch design that adapts to pressure, so the more gamers play, the more it works to keep them comfortable and in control. By easily snapping on to stock PS4 and XB1 Thumbsticks, Omni increases the surface area of analog thumbsticks by 120%+ for a wider, more comfortable cover than traditional silicon thumb grips. The stem increases range of motion by 30% for an added layer of gaming precision and easily snaps on and off OEM sticks.

Performance Grips are advanced controller grips that use a combination of advanced materials that give gamers better grip, support and comfort. Grips are easy to apply to your controllers and can be repositioned and removed without leaving a sticky residue. KontrolFreek's proprietary, honeycomb-stamped polymer outer layer maximizes grip while optimizing airflow to keep hands cool. The foam cushioning layer creates a feel much like dense memory foam, conforming to your palm and providing more support and comfort the harder you game.

Video #3 – THE SCIENCE BEHIND KONTROLFREEK THUMBSTICKS –

Offer a more in-depth explanation of WHY KontrolFreek's Performance Thumbsticks help improve your gameplay.

KontrolFreek's entire line of Performance Gaming Thumbsticks is specifically engineered to offer pinpoint accuracy, maximum precision, enhance comfort and provide better grip; they are perfect for all sorts of sports games, shooter games and more.

When using a KontrolFreek Performance Thumbstick – whether it be a low-rise option like Omni or one of the company's famous FPSFreek high-rise sticks – you're adding height to your stock thumbsticks, which gives you more leverage and reduces the input force needed to move your sticks.

And depending on the Performance Thumbsticks you use, you'll increase your range of motion by 30%-120%.

All this combines to give you more control over what's happening on screen – especially if you like to use higher in-game sensitivities – so you can be more pinpoint accurate when controlling the player on the field, make precise passes or shoot goals that require unrivaled accuracy.

Videos for inspiration:

<https://www.youtube.com/watch?v=eyvhxCKxtrE&t=8s>

<https://www.youtube.com/watch?v=Lo0T-OANpSg>

<https://www.youtube.com/watch?v=P36-G-u9cV8>

<https://www.youtube.com/watch?v=vDUqgAPw8tQ>