



BC.GAME

*Jason
Donato*

Partnership Overview

ISG brokered a unique partnership bringing together global superstar Jason Derulo with leading online gaming giant BC Game

The partnership leveraged Jason's global audience supported with posts across his social media channels.



Social Media Posts

Jason posted a range of BC Game branded posts via his social media platforms.

With the content reaching Jason's 135+ million followers across his social media channels.

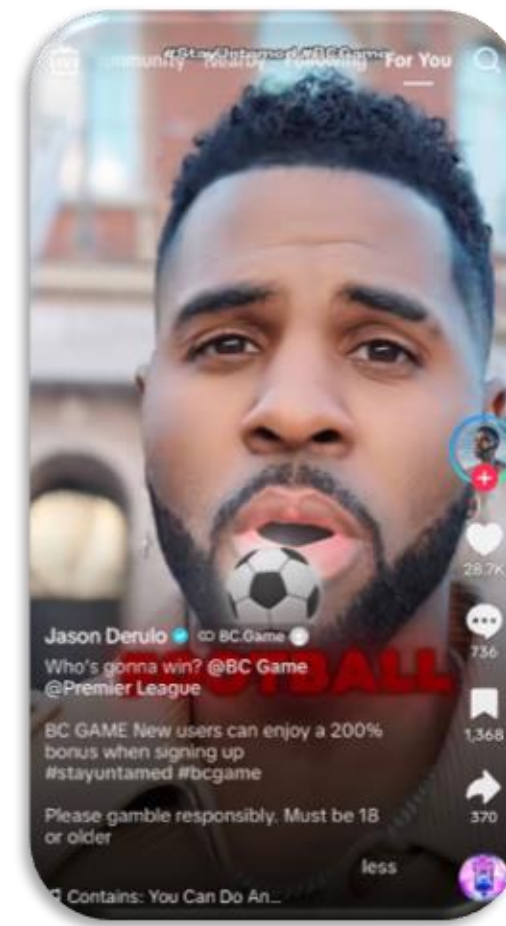


Posts on TikTok



- 66.1m followers

(Click Image for Link to Post)



Posts on Instagram



- 45.4m followers

(Click Image for Link to Post)

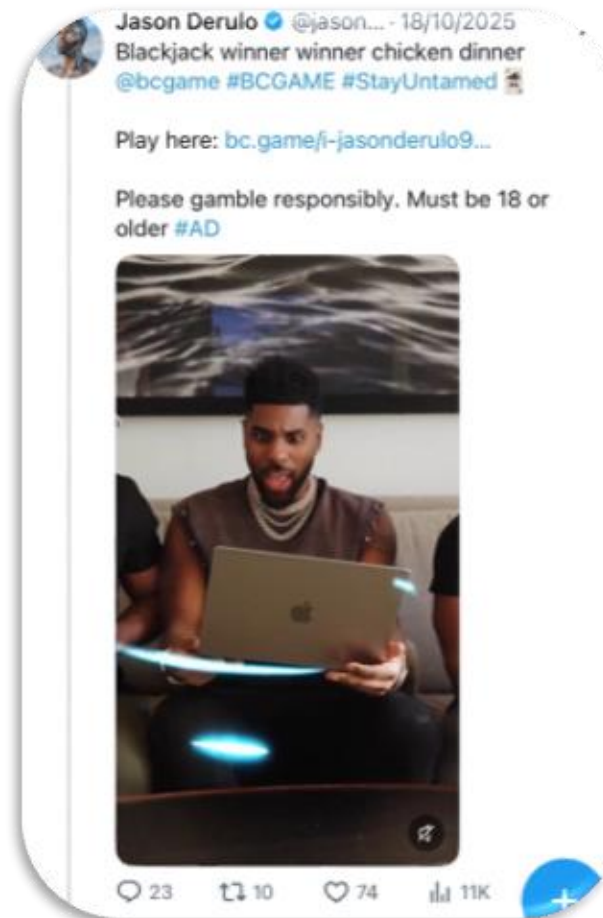


Posts on X



- 3m followers

(Click Image for Link to Post)



Partnership in Action



