

Electronic Arts (UK) Ltd in Toys and Games (United Kingdom)

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Abstracts

Electronic Arts (UK) Ltd is committed to further developing its gaming software and games for PCs Macs. EA aims to be at the cutting edge of design and technology for its games and is utilising new marketing strategies, such as Twitter's Vine, to help promote and build hype around new launches. EA is also securing positive and complementary relationships and building up stronger gaming communities with UK retailers like GAME, to host more "EA lock-ins". These 'lock-in' events invite gamers to...

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