

**SPORT  
QUAKE**

THE FOOTBALL PARTNERSHIP EXPERTS

# GARENA & CRISTIANO RONALDO

CASE STUDY



The background of the slide is a vibrant, action-packed scene from the game Free Fire. It depicts two characters on a motorcycle. The character in the foreground is a man with short dark hair, wearing a dark, tactical jacket with glowing blue accents. He is looking forward with a serious expression. Behind him, a woman with pink hair is riding the motorcycle, holding a rifle. The scene is set against a dark, futuristic background with glowing purple and blue light trails, suggesting a high-speed chase or battle. The overall aesthetic is cinematic and high-tech.

**FREE FIRE**

KEY OBJECTIVE

# PARTNERING WITH CRISTIANO RONALDO TO MAINTAIN #1 MOBILE GAME POSITION

Garena Free Fire is a battle royale mobile game produced by Garena. Launched in 2017, the title had experienced a meteoric rise, becoming the #1 downloaded mobile game with 220m+ downloads and 80m+ daily users in 2020. Looking to maintain top spot in a \$60bn+ market, SportQuake worked with Garena to develop an industry-first partnership with Cristiano Ronaldo to retain current users and introduce new hardcore, casual and non-gaming audiences to the Free Fire universe.

**FOR THE FULL CASE STUDY, CONTACT:  
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