

Fatal Fury: City of Wolves

KSI x IShowSpeed

Program Case Study



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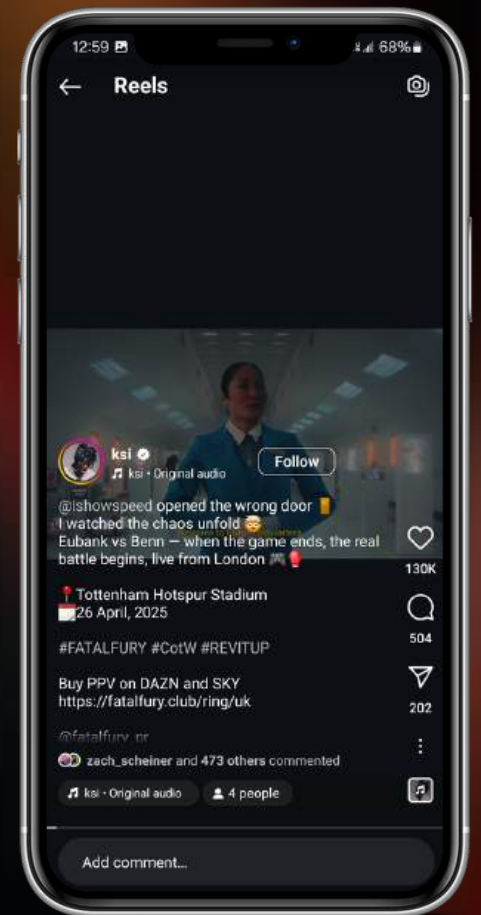
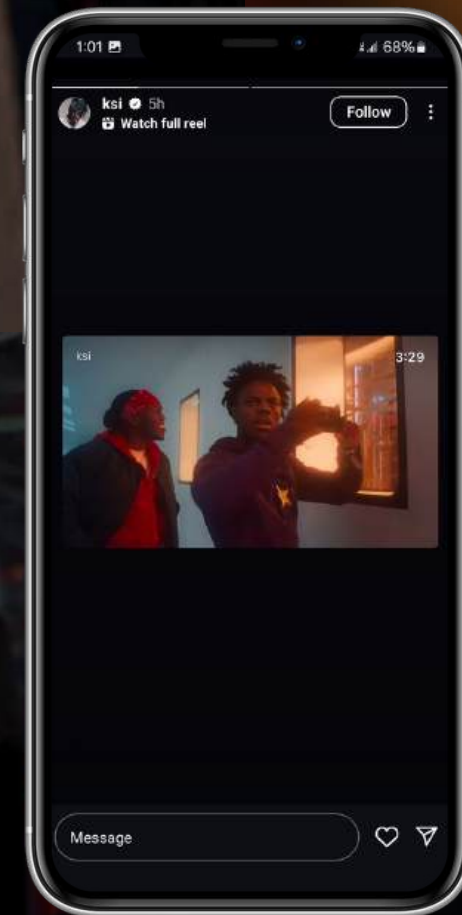
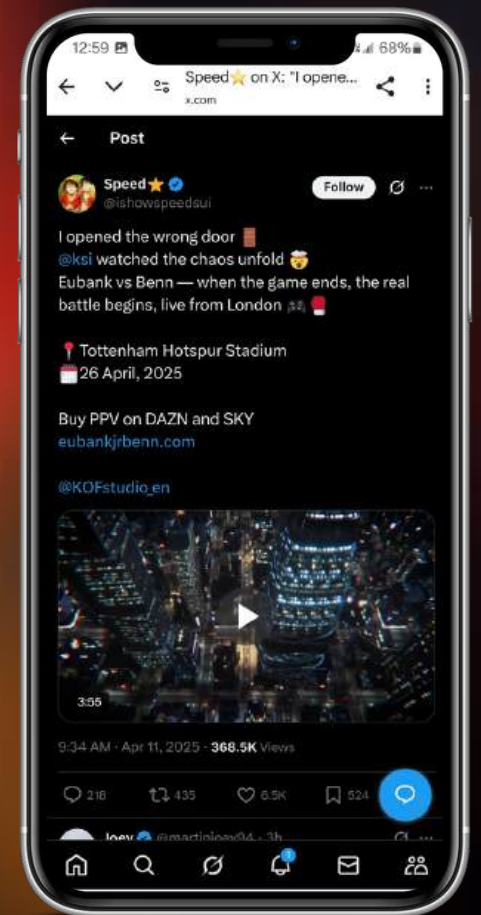
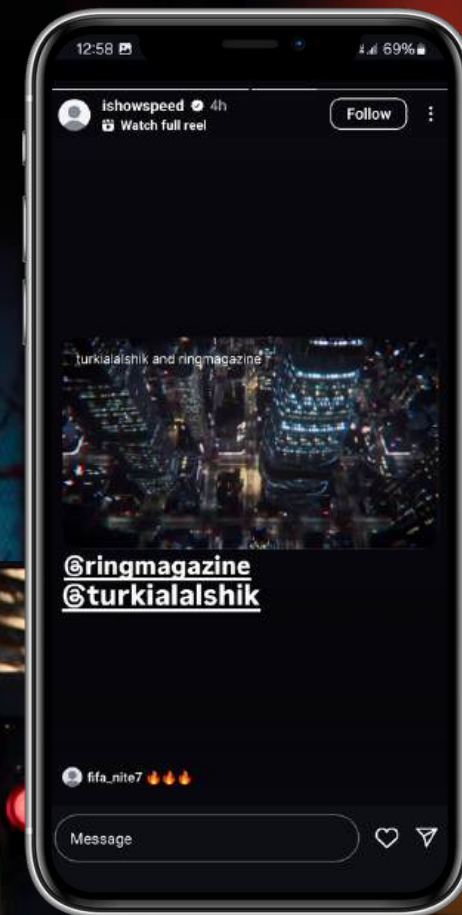
OVERVIEW

Reviving an Iconic Franchise Through Culture and Influence

Talent Resources was brought on to help relaunch Fatal Fury with its latest title, City of the Wolves, reintroducing the legendary video game series to a new generation of fans. Recognizing the massive influence of digital creators in today's media ecosystem, we strategically cast global superstars KSI and IShowSpeed—two of the most-watched personalities on YouTube and Twitch—to headline a cinematic game trailer. To further elevate the campaign and align with the title's fighting roots, we paired them with two world champion boxers set to clash during the game's launch weekend. The result was a unique cross-genre activation that merged gaming, sports, and entertainment to build hype, drive buzz, and tap into a global fanbase.



**WATCH THE FULL
CAMPAIGN VIDEO HERE!**



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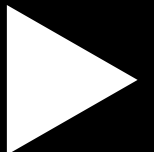
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FIGHT NIGHT

Times Square

To help reintroduce the iconic Fatal Fury video game franchise to a global audience, Talent Resources launched an innovative cross-industry campaign that brought together boxing, gaming, and entertainment. Leveraging two high-profile boxing events on back-to-back weekends — one at Tottenham Hotspur Stadium in London and the other in Times Square, New York City (the first outdoor fight ever held there, marking an unprecedented milestone) — we activated dynamic, head-to-head Fatal Fury battle matches featuring top creators like KSI and IShowSpeed. We also amplified visibility by securing the attendance of major names including Ice-T, Chance the Rapper, Liev Schreiber, Karl-Anthony Towns, Jordyn Woods, Michael J. Fox, and more, creating a cultural moment that blended fan-favorite gameplay with celebrity-driven buzz on a global stage.



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EVENT RECAP VIDEOS

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Piccadilly Circus, London



Times Square, NYC



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