

Xbox Wants You to 'Wake Up' for Its New Global Brand Campaign

Microsoft's Xbox is set to debut its new global brand campaign, "Wake Up."

Launching via film, the campaign positions the gaming platform as a more immersive, life-affirming way to reconnect with ourselves. It will run across North America, South America, Europe, Australia, and Asia.

Conceptualized by creative agency Droga5, "Wake Up" was co-directed by acclaimed filmmakers David Fincher and Romain Chassaing. The film depicts the rat race of life through actual rat characters in "Squeakattle," a fictitious city where those who embrace play discover what it really means to feel alive.

"Droga5's ability to understand today's audiences and create culturally resonant work made it a natural fit," said Craig McNary, head of global platform and brand at Xbox, in a statement. "With 'Wake Up,' it helped us bring our vision to life in a bold, unexpected way—one that reflects both the emotional power of play and where we're headed next."

According to Xbox, the film serves as a powerful metaphor for today's world: While everything around us seems to throw us deeper into monotony, as humans, we ultimately have the agency to find our true selves, and we just need the right tools to help unlock it.

It will be shown in the U.S., Canada, Mexico, Brazil, France,

Germany, Ireland, the U.K., Spain, Australia, Korea, New Zealand, Italy, Belgium, and Hungary.

Scott Bell, chief creative officer at Droga5 New York, said in a statement, “Partnering with Xbox is an incredible opportunity to help support the next chapter of a brand that means so much to so many.”

He added, “Together, we are focused on expanding what Xbox stands for—opening it up to more players, platforms, and possibilities. ‘Wake Up’ is the beginning of a new creative partnership grounded in helping Xbox connect with players in bold, meaningful ways.”

Xbox and Droga5 have been working together since the spring of 2024. The agency’s first project with Xbox was also a collaboration with Netflix for the then-new season of Squid Game.

Xbox is also working with Samsung on “Wake Up.” Samsung wants to highlight the premium experience that its AI TVs offer Xbox players, and it will showcase the “Wake Up” campaign across Samsung’s various channels.

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