

# CLASH OF AGENCIES

powered by **twitch**

**JUNGvMATT**  
SPORTS

**OMG**



Deutschlands  
führende  
Agenturen



**TAKETV**





# WE'RE JUST GETTING STARTED!

Jung von Matt SPORTS presents the 2023 season of the Clash of Agencies.  
Hamburg, April 2023



# A VISION AND A DREAM CAME TRUE.

When we successfully started the Clash of Agencies in 2021 during the global pandemic, we could not even tap the full potential of the event yet.

**Because esports is about more than just playing with your colleagues from home. Esports is about coming together, playing, fighting, and partying together!**

And when the Clash of Agencies became what it was always meant to be at its first live event last year, it was only thanks to one thing:

**YOU!**

You made the Clash of Agencies what it is and we continue to work tirelessly on making the event even bigger, better, and more exciting for you.

So we can't wait to tell you all about the Clash of Agencies 2023.

**LFG!**



# RECAP 2022



# 14 AGENCIES:

FROM CREATIVE- TO MEDIA- AND ESPORTS AGENCIES, WE SUMMONED THEM ALL!



interone

group<sup>m</sup>

MYI



.B











**STARK ESPORTS**



**ROCKET LEAGUE  
CHAMPIONS**



**JUNG VON MATT**



**LEAGUE OF LEGENDS  
CHAMPIONS**



**STARK ESPORTS**



**VALORANT  
CHAMPIONS**

**14**  
AGENCIES

**237**  
PLAYERS

**220**  
EVENT ATTENDEES





**PRESS PLAY**



# COA

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SEASON 2023



# A NEW PLAYER JOINED THE GAME!

IN ADDITION TO THE GWA, THE OMG - THE GERMAN ASSOCIATION FOR MEDIA AGENCIES WILL NOW ALSO BE JOINING THE HOSTING TEAM OF THE CLASH OF AGENCIES AND THEREFORE ACTIVELY HELP IN MAKING THE EVENT EVEN BIGGER.

OMG







DANKE  
TWITCH!



DANKE  
MITTWALD!

AND OUR  
LOYAL SUPPORTERS  
STAY WITH US IN 2023!



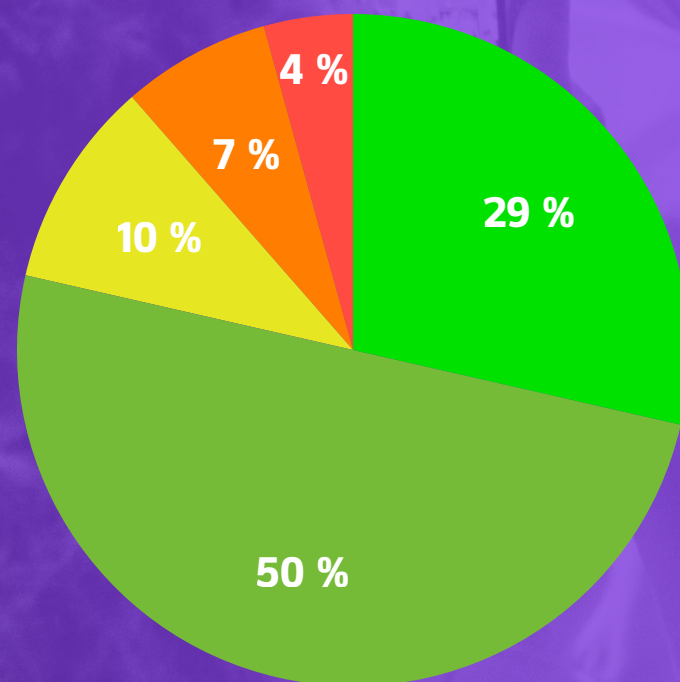


## BETTER EVERY TIME:

YOU GAVE US EXTENSIVE FEEDBACK THAT WE HAVE IMPLEMENTED IN THE CREATION OF THIS YEAR'S EVENT TO MAKE IT EVEN BETTER!

### MOST POSITIVE FEEDBACK:

How did you like the Clash of Agencies overall?



Very Good  
Neutral  
Very Bad  
Good  
Bad

Compared to last year (Very Good + Good = 58%) you were overall significantly more satisfied with the event. We are very happy to hear that!

### MOST NEGATIVE FEEDBACK:

"Für eine bessere Erfahrung wäre es toll, wenn man es schafft, das Leistungsniveau etwas zu balancieren,..."

"...leider auch viel zu oft waren die Teams einfach konkurrenzlos..."

"Vielleicht sollten das nächste mal (Halb-)Profis nicht beim Turnier dabei sein."

"Auch sollten, zumindest meiner Meinung nach, Spieler von vornherein ausgeschlossen werden, welche selber als aktive Spieler im Profi-E-Sport unterwegs sind."

Fand das Skillgap Extrem. Hat leider keinen Spaß gemacht...

Gab halt Teams die mit Ultra High Elo Spielern gefüllt waren, was dann auf extrem einseitige Games hinausläuft

The difference in skill levels between teams and agencies was very large last year, which is why most of you asked for the introduction of a balancing system.



THE RESULT!

SAKE SAKI  
BUT DIFFERENT



WE'RE KEEPING OUR  
THREE TITLES!

LEAGUE<sup>OF</sup>  
LEGENDS

VALORANT



ROCKET  
LEAGUE



## AND OUR FORMAT!

**PROFESSIONAL CASTERS WILL HOST & STREAM ALL MATCHES  
INCLUDING LIVE COMMENTARY FOR VIEWERS.**



# BUT WE MAKE THE COMPETITION MORE BALANCED!

WITH A NEW POINTS SYSTEM, THE SKILL LEVEL OF ALL AGENCIES IS ADJUSTED TO ONE ANOTHER, THUS ENABLING A MORE EVEN TOURNAMENT FOR EVERYONE. THE SYSTEM HAS BEEN SUCCESSFULLY IMPLEMENTED AT SIMILAR-SIZED ESPORTS TOURNAMENTS AND OFFERS A BETTER EXPERIENCE FOR EVERYONE.



# OVERALL RULES

## LEAGUE OF LEGENDS

- PLAYER PROFILES MUST BE PUBLIC [ON HERE](#).
- IT MUST BE CLEAR THAT THIS IS YOUR MAIN ACCOUNT.
- MINIMUM ACCOUNT LEVEL IS 35.

## VALORANT

- PLAYER PROFILES MUST BE PUBLIC [ON HERE](#).
- IT MUST BE CLEAR THAT THIS IS YOUR MAIN ACCOUNT.
- MINIMUM ACCOUNT LEVEL IS 20.

## ROCKET LEAGUE

- PLAYER PROFILES MUST BE PUBLIC [ON HERE](#).
- IT MUST BE CLEAR THAT THIS IS YOUR MAIN ACCOUNT.
- YOUR ACCOUNT MUST HAVE AT LEAST 25 GAMES IN THE CURRENT SEASON (3V3 RANKED).

EACH TEAM CAPTAIN WILL RECEIVE A NUMBER OF POINTS, WHICH THEY CAN USE TO “BUY” THEIR TEAMMATES. EACH SKILL (IN-GAME RANK) COSTS A CERTAIN NUMBER OF POINTS. A GOOD PLAYER IS MORE EXPENSIVE THAN A BEGINNER. THIS IS HOW YOU BUILD A BALANCED TEAM FOR EACH MATCH.








# POINTS SYSTEM

## VALORANT

EVERY RANK COSTS POINTS.

EACH TEAM CAPTAIN HAS **20 POINTS** AT THEIR DISPOSAL.

POINT ALLOCATION APPLIES TO THE LINEUP PLAYING THE INDIVIDUAL MATCH.

							
IRON 0 POINTS	BRONZE 0 POINTS	SILVER 1 POINT	GOLD 2 POINTS	PLATINUM 4 POINTS	DIAMOND 5 POINTS	ASCENDANT 7 POINTS	IMMORTAL 8 POINTS
				MAX. 2 PLAYERS	MAX. 2 PLAYERS	MAX. 1 PLAYER	MAX. 1 PLAYER

THE PEAK RANK DISPLAYED IN YOUR CURRENT ACT RANK TRIANGLE (PROOFED ACT RANK) IS THE RANK THAT COUNTS.

ACCOUNT MUST HAVE AT LEAST 9 WINS (PROOFED ACT RANK) IN ACT TRIANGLE.

(THIS IS TO HELP MINIMISE THE NUMBER OF SMURFS. IN INDIVIDUAL CASES, TOURNAMENT OPERATOR MAY DECIDE WHETHER A PLAYER CAN PLAY OR NOT)



# POINTS SYSTEM

## LEAGUE OF LEGENDS

EVERY RANK COSTS POINTS.

EACH TEAM CAPTAIN HAS **20 POINTS** AT THEIR DISPOSAL.

POINT ALLOCATION APPLIES TO THE LINEUP PLAYING THE INDIVIDUAL MATCH.

							
IRON 0 POINTS	BRONZE 0 POINTS	SILVER 1 POINT	GOLD 2 POINTS	PLATINUM 4 POINTS	DIAMOND 5 POINTS	MASTER 7 POINTS	GRANDMASTER 8 POINTS
				MAX. 2 PLAYERS	MAX. 2 PLAYERS	MAX. 1 PLAYER	MAX. 1 PLAYER

YOUR AVERAGE RANK OF THE LAST 2 SEASONS INCLUDING THE CURRENT ONE COUNTS.

ACCOUNT MUST HAVE AT LEAST 10 RANKED GAMES IN THE CURRENT SEASON.

(THIS IS TO HELP MINIMISE THE NUMBER OF SMURFS. IN INDIVIDUAL CASES, TOURNAMENT OPERATOR MAY DECIDE WHETHER A PLAYER CAN PLAY OR NOT)



# POINTS SYSTEM

## ROCKET LEAGUE

EVERY RANK COSTS POINTS.

EACH TEAM CAPTAIN HAS **15 POINTS** AT THEIR DISPOSAL.

POINT ALLOCATION APPLIES TO THE LINEUP PLAYING THE INDIVIDUAL MATCH.

						
BRONZE 0 POINTS	SILVER 1 POINT	GOLD 2 POINTS	PLATINUM 4 POINTS	DIAMOND 5 POINTS	CHAMPION 7 POINTS	GRAND CHAMPION 8 POINTS
			MAX. 2 PLAYERS	MAX. 2 PLAYERS	MAX. 1 PLAYER	

YOUR RANK IS CALCULATED BASED ON YOUR CURRENT REWARD LEVEL.

IF YOUR RANK IS NOT OBSERVABLE OR THE SEASON HAS NOT BEEN RUNNING FOR AT LEAST 4 WEEKS, THE RANK OF THE LAST SEASON WILL ALSO BE TAKEN INTO ACCOUNT.

(THIS IS TO HELP MINIMISE THE NUMBER OF SMURFS. IN INDIVIDUAL CASES, TOURNAMENT OPERATOR MAY DECIDE WHETHER A PLAYER CAN PLAY OR NOT)





# ADDING MORE FUN FOR EVERYONE!

## INTRODUCING FALL GUYS

FALL GUYS IS A JUMP 'N' RUN TITLE THAT IS EASY TO LEARN FOR EVERYONE.

60 PLAYERS COMPETE FOR A CROWN BUT ONLY ONE PERSON CAN WIN!

IF YOU SURVIVE A ROUND YOU PROCEED TO THE NEXT MAP.

FOR THIS GAME YOU DON'T NEED EXTRAORDINARY GAMING-SKILL OR EXPERIENCE.

## 3x GAMES EVERY MATCH DAY

## NO DEDICATED RULES!

EACH AGENCY CAN PLAY WITH MAX. 4 PLAYERS PER ROUND / GAME.





AND THIS IS HOW IT WORKS!



PRESS PLAY



# CLASH OF AGENCIES

presented by twitch

# BUT WHEN AND WHERE?










# EVENT PERIOD


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## GROUP PHASE

AUGUST 2023		
MO	TU	WE
28.  GROUP DRAW	29.	30.
<p><b>12 AGENCIES</b> WILL COMPETE IN EACH TITLE.</p> <p>FIRST GAME STARTS AT 1 PM LAST GAME STARTS AT 8 PM</p>		

SEPTEMBER 2023		
FR	SA	SU
1.	2.  ROCKET LEAGUE	3.  VALORANT
8.	9.  LOL	10.  ROCKET LEAGUE
15.	16.  VALORANT	17.  LOL

SEPTEMBER 2023		
FR	SA	SU
29. ARRIVAL	30.  FINALS	1.10. DEPARTURE
<p><b>HYPERION</b></p> <p><b>COLOGNE</b></p>		

ACCORDING TO OUR SURVEY, LEAGUE PLAY DURING THE WORK WEEK WAS STRESSFUL AND THE OVERALL CALENDAR WAS TOO LONG FOR MOST OF YOU. CONSEQUENTLY, WE LIMITED THE EVENT PERIOD TO ONE MONTH AND MOVED IT TO WEEKENDS ONLY.



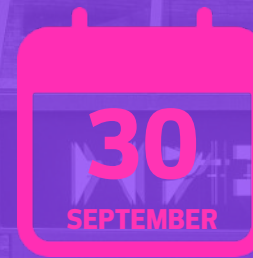
# FINALS, BABY! THE LIVE EVENT.

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## LOCATION

**XPERION COLOGNE  
HANSARING 97  
50670 COLOGNE**



## DATE

**30.09.2023  
START: 9 AM  
OPEN END**



## ACCOMMODATION



AS THE EVENT HAS AN EARLY START AND OPEN END WITH AN EXTENSIVE PARTY,  
WE RECOMMEND ARRIVING A DAY EARLIER AND DEPARTING A DAY AFTER.



# COMMUNITY IS KEY!

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## FOLLOW OUR FOUR HERO CHANNELS



**DISCORD**

**Our main channel!**  
The complete exchange  
with us and other  
players takes place here!

**JOIN!**



**TWITCH**

Don't want to miss a  
match? **Watch all games  
live on Twitch!**

**TUNE IN!**



**TWITTER**

Never miss another  
important  
announcement or  
update around the COA!

**FOLLOW!**



**GWA**

You can always find all  
information and key  
dates around the COA  
on the GWA & OMG  
homepage!

**VISIT!**



MONEY,  
MONEY,  
MONEY!



## REGISTRATION FEE.

To be paid per agency. Includes agency participation in the Clash of Agencies tournament and the right to submit a team in all three titles (a reduction due to less than three teams being entered is not possible, unfortunately).

**€3.000,-**

per agency

**ALL COSTS  
AT A GLANCE**

**€50,-**

per person

## FINALS TICKET.

To be paid per person. For everyone who would like to be live at the event (incl. finalists), the ticket includes: Entry to the venue (Xperion Cologne), goodie bag, snacks (salty & sweet), lunch, all you can drink (alcoholic & non-alcoholic), & access to the after-show party.



# REGISTER NOW!

**GWA.DE/CLASHOFAGENCIES**

DEADLINE: **THURSDAY 24TH OF AUGUST**



**ANY QUESTIONS?**  
FEEL FREE TO CONTACT US!

OMG



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**MICHAEL BISTER**

MICHAEL.BISTER  
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SEE YOU IN SEPTEMBER!