



#SuccessStories: **ULT Gillette** (2018)

The Project

- ★ Brazil's first e-Sports reality show;
- 🎬 Created by Webedia & Versus Studio, in partnership with Endemol Shine & Riot Games;
- 🚀 Launched in 2018, during the Brazilian League of Legends Championship (CBLLoL);
- 🏆 Prizes of R\$50,000 and a chance to sign a contract with PaiN Gaming and INTZ e-Sports;
- 🎤 Presented by Bruna Thedy, with Tiago Leifert as ambassador;
- ☁️ **Infinite Cloud** as the company responsible for the website's infrastructure.



This project presented a unique challenge for the brand, as our goal was to reach a young audience with a strong affinity for gaming. This demographic has distinct characteristics, notably being digital natives and heavy users of technology. Therefore, the relevance of our content and channels was crucial in establishing a meaningful connection with them.

Bernardo Bastos
P&G Hub Director

Big Numbers

4X

leader in Twitter Trending Topics
with the hashtag #GilletteULT²

2X

more retention in videos
compared to regular ones²

214.985

simultaneous viewers during the announcement of the event at the
Brazilian League of Legends Championship (CBLoL)¹

3X

more viewership in live streams than
the average for similar actions²

15%

faster website navigation than
other P&G² initiatives

¹ <https://escharts.com/pt/tournaments/lol/cblol-winter-2018> (accessed on 2025/09/19)

² <https://grandesnombresdapropaganda.com.br/anunciantes/com-reality-show-e-estrategia-digital-gillette-ingressa-no-universo-do-esports-brasileiro/> (accessed on 2025/09/19)

The Challenge

High Availability

The website **could not go offline at any time**, as broadcasts and voting were an essential part of the reality show.

Heavy & Unpredictable Traffic

There were massive spikes in access in short windows, which required a **robust infrastructure** to maintain performance.

Fast Response Time

The public, accustomed to agile platforms, demanded **immediate loading** to avoid frustration and abandonment.

Fluid Navigation

Users needed to vote, watch, and interact **without interruption**, essential aspects for continuous engagement.

Security

With high visibility, the platform was subject to attack, which required **reinforced protection** to maintain stable operation.

The Solution



Multicontinental Architecture

Distributed website access across different servers in different geographic regions in real time.



Professional-grade Cloud Web Application Firewall (WAF)

Prevented hacker attacks, mitigated all DDoS attacks, and served much of the traffic through caching.



Renowned Tier IV Data Center

Delivered impeccable uptime, enabling the scalability needed to handle the volume of traffic generated by the event.



Website Optimization

Improvements such as image optimization, caching, bottleneck removal, and code minification have made the site faster, more resilient, and more secure.



Proactive Monitoring

Aimed to anticipate and prevent problems in systems and operations, acting before they became crises.



Success Validated!

The 2018 ULT Gillette event generated significant buzz, and its success can be attributed to the seamless alignment of our strategies, from production to digital execution.

To achieve outstanding results, every detail matters.

Infinite Cloud delivered exceptional reliability and expertise, with no downtime reported throughout the event.

What sets us apart is that we don't just offer hosting. We provide the ideal infrastructure to bring ambitious ideas to life.

