

GAMING: A BOOMING MARKET AND A CREATIVE ENVIRONMENT FOR BRANDS

Over 34 million Germans play video games. The average age of the German gamer is 37 years and almost half of them are women.

Once dismissed as a niche hobby for young men, Gaming has turned into one of the most popular free time activities in broad target and age groups and has become its own media genre, covering many platforms.

A gigantic content market has formed around video games: editorial content, successful influencers and content creators and constantly growing social media and community platforms.

With Mediaplus Gaming we built an interdisciplinary team to consult you on all aspects of Gaming and eSports marketing. Our Gaming experts are not only excellent marketing professionals, but also passionate gamers, who will help you to make the most out of gaming and eSports for your brand.

GAMING BENEFITS FOR YOUR BRAND:

- + Unique halo effects for brands in an innovative scene
- + First mover bonus in many industries
- + Attractive target groups, that are often hard to reach through other channels
- + High multiplier effects through interacting at eye level with the gaming community
- + Various content creators and influencers with large communities, that are very open to cooperations with brands
- + A broad set of touchpoints for engaging with the target group, from display advertising to sponsoring

YOUR QUESTIONS

How do I get started in Gaming and eSports marketing?

Which touchpoints are there and for which communication objectives can they be used?

How to create the perfect creative / messaging fit between my brand and eSports/Gaming while still fulfilling my brand objectives?

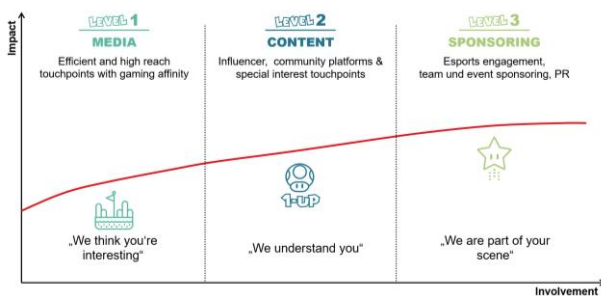
How to work with gaming influencers?

How to maximize the impact of my eSports sponsoring / rights packages?

SERVICE OFFERING

- » Modular workshops on games marketing, from a first look to a deep dive on touchpoints
- » Creative sessions to build brand messaging and assets
- » Communication and brand strategy in gaming
- » Media strategy, planning and campaign setup in gaming environments
- » Managing influencer campaigns
- » Creatives and engagements in gaming environments
- » Exclusive targeting and programmatic advertising options around gaming
- » Campaign pretests and impact measurement and exclusive insights into our research on brand fit in gaming / eSports

THREE LEVELS OF GAMING & ESPORTS ENGAGEMENT & GAMING TARGET GROUPS



CORE GAMER: GAMING



REFERENZEN



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