



Gaming Demystified

Unlocking brand growth opportunities in video gaming

Video gaming has risen from a niche culture to a global phenomenon that is bigger than music and film. As such it is getting increasing attention from marketers from non-endemic (non-gaming) brands. In response to this, global consumer research agency 2CV, partnering with the World Federation of Advertisers and Branded Ltd, have produced a report that provides a 'how to' guide for marketers looking to invest in video gaming to grow their brands.

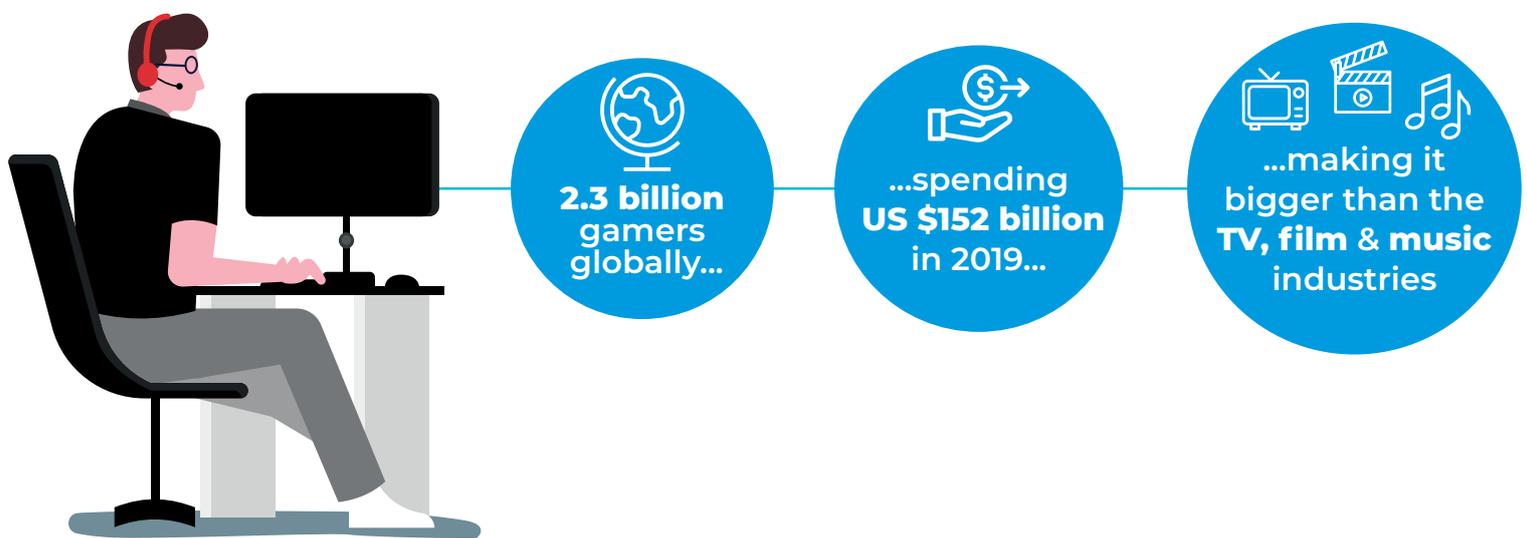
This report was produced using primary research (depth interviews and surveys) with over 120 Asia/Australia-based senior marketers across a range of industries, as well as extensive secondary research. The result is a report made for marketers, providing crucial information and recommendations on how to create business value in this growing space.

For more information on the report, see [here](#) – below are some key highlights from the study.



Report Highlights

Gaming is a massive industry...



There are many different ways for brands to invest: from simply advertising in games or gaming platforms, to integrated partnerships with esports organisations or content creators. The challenge is for brands to consider what they are trying to achieve and how much they want to spend, and therefore what is the most appropriate way for them to be involved.

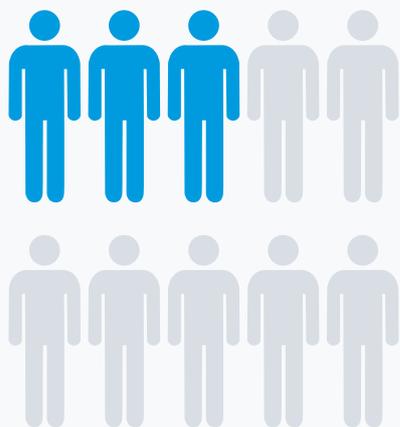
Esports (professional competitive gaming) gets many of the headlines: due to its massive audiences and prize pools. We found that marketers who are less knowledgeable about gaming could more easily grasp the

idea of investing in esports (due to its similarities to traditional sports), as compared to content creators (see next), whose value to brands tends to be more difficult to grasp.

Content creators (streamers): while esports gets the headlines, there is perhaps more potential for brands to be involved with gamers who broadcast themselves gaming live (e.g. on Twitch), broadly known as content creators. Content creators often have sizeable and highly engaged fanbases, which creates many opportunities for brands to use them as influencers/spokespersons.

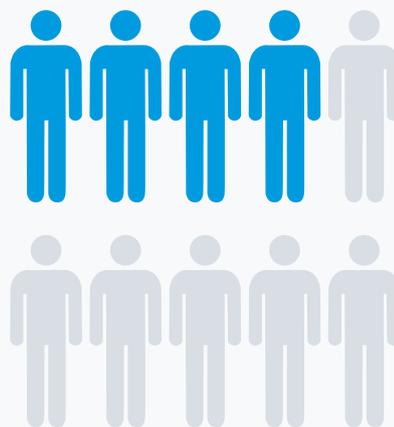
More non-endemic brands expect to invest: while gaming and esports have typically attracted marketing investment from aligned (endemic) brands (e.g. PC & gaming accessory brands), more brands from outside of gaming are investing.

Among the 119 non-endemic brands we surveyed...



32%

had invested in gaming
in the last 12 months



40%

expect to invest in the
coming 12 months

Spend in gaming by brands covered not only media buy: while advertising in games, on gaming platforms and at gaming events were prominent channels of investment, a sizeable proportion of brands had also invested in esports (14%) and with content creators (11%) in the past 12 months.

Marketers were generally positive about investing marketing budget in gaming: seeing it as 'innovative', 'relevant' and 'impactful'.

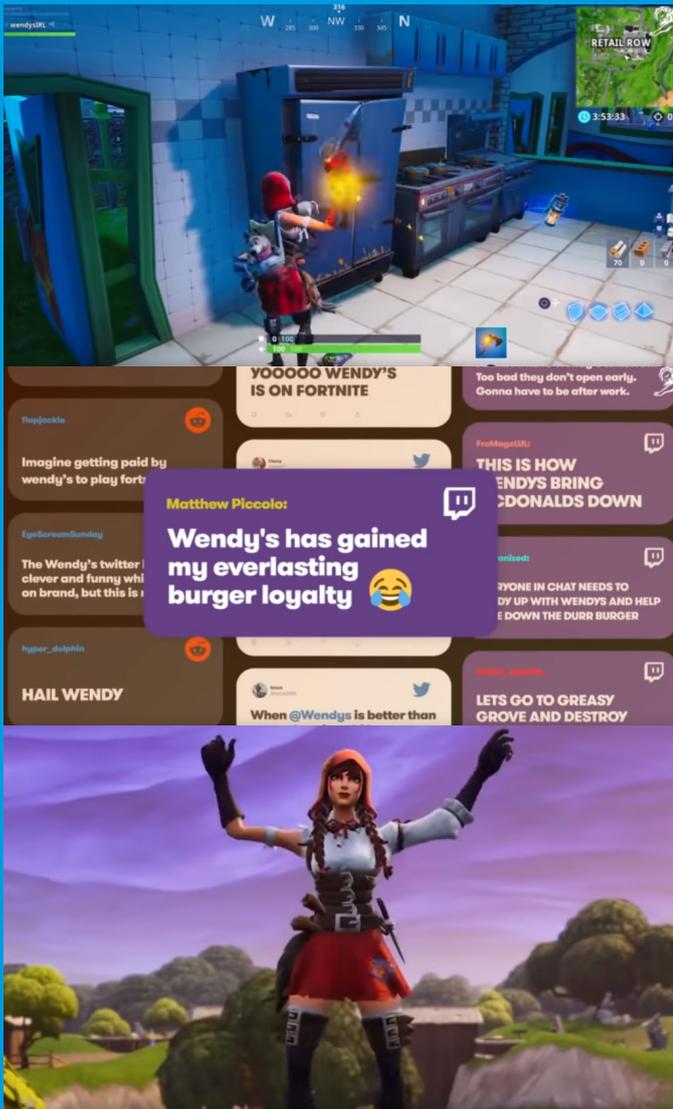
However, a lack of knowledge among marketers was evident: while there is interest in investing, fewer than 1 in 5 marketers feel they have a strong understanding of gaming marketing opportunities.

Marketers' concerns centred on effectiveness: they want to be reassured that if they decide to invest that their marketing spend will be effective. Specific concerns included gaming potentially providing the wrong audience for their brands, and the ROI for investments being unclear.

Gaming Demystified is complimentary for WFA members and [available here](#). The report can also be purchased from www.2cv.com/GamingDemystified for USD995.

CASE STUDY

Wendy's Keeping Fortnite Fresh



Source: <https://adage.com/article/special-report-cannes-lions/wendys-keeping-fortnite-fresh-bests-nikes-dream-crazy-take-social-influencer-grand-prix-cannes-lions/2179046>

In a tough fast food market like the US, standing out and disrupting the conversation can be a great way to capture market share.

A campaign by VMLY&R took disruption to a new level by tapping into the video gaming pop-culture. During a limited-time event ('Food Wars') Fortnite was holding, where team Pizza faced off against team Burger, they spotted an opportunity to weave in Wendy's core brand message – not doing frozen beef.

They created an avatar within Fortnite that resembled the iconic Wendy's character – but instead of playing the game to win, they did something different. They went into all the in-game restaurants and destroyed all the freezers.

This unusual behaviour was picked up by other players, streamers, and eventually the mass media – giving Wendy's huge publicity, so much so that even its competitors could only acknowledge their success from the side-lines.

Through this Wendy's were able to capture 1.5+ million minutes watched of the event and increased mentions of the brand across all social platforms by 119%. This Campaign took home the Social & Influencer Grand Prix at the Cannes Lions International Festival of Creativity at Cannes 2019. Fortnite also made a permanent change to their game by removing all the freezers – they now too don't do frozen beef.



Instinctive disruptors, we've been pushing the boundaries of traditional research methods and challenging client briefs since 1989. Together with our clients, we have successfully navigated the increasingly complex world and have global offices in the UK, USA and Asia. Never accepting the obvious or mainstream, we unite unique perspectives, research and commercial expertise.

Exploring the current, leading edge and future perspectives, readying clients for future disruptions; from new tech launches to emerging trends hitting the masses. Solving client challenges with creative insights, using a multi-dimensional lens to unlock deep human understanding that drives behavioural change and commercial success.

For further information contact:

James Redden, Managing Director, 2CV Asia

James.Redden@2cv.com, +65 9230 0729



Branded partners with organisations to create, produce, and commercialise integrated online and offline multimedia platforms that connect, engage, inform and entertain consumers.

Its award-winning owned-and-operated platforms include All That Matters, the premiere conference and connections hub for Asia's entertainment, sports and music industry, the Music Matters Live festival, and It's A Girl Thing, an empowerment platform and touring festival for young women. Branded is also the producer of SuperGamerFest, a co-creator of the YouTube FanFest and a partner to global brands, media and organisations.

For further information contact:

Jasper Donat, CEO

jasper@branded.live, +65 9168 1017



WFA is the only global organisation representing the common interests of marketers. It brings together the biggest markets and marketers worldwide, representing roughly 90% of all the global marketing communications spend, almost US\$ 900 billion annually. WFA champions responsible and effective marketing communications.

For further information contact:

Ranji David, Director, APAC Marketing Services, WFA

R.David@wfanet.org, +65 9624 6860



BRANDED



World Federation
of Advertisers