

# Your webinar will begin shortly...

Oct 10th 2019



# Gaming Demystified: Unlocking brand growth opportunities in video gaming

Oct 10th 2019



# More than 100 of the world's biggest brands





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# Introductions...



**Ranji David**

Director, APAC –  
Marketing Services  
WFA



**James Redden**

Managing Director, Asia  
Pacific  
2CV



**Chris Oatey**

Associate Director  
2CV



**Scott Munro**

Managing Director &  
CCO  
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**Jasper Donat**

Co-Founder & CEO  
Branded Ltd



**James Redden**

Managing Director, Asia Pacific

2CV



**Chris Oatey**

Associate Director

2CV

# Gaming Demystified

Unlocking brand growth opportunities in video gaming



BRANDED



World Federation  
of Advertisers

# Before we start...let's see how much you know

1.

How many gamers are there in the world?

- A. 1.2 billion
- B. 2.3 billion
- C. 3.2 billion
- D. 4.1 billion

3.

How many hours of content were watched on Twitch in August?

- A. 48 million
- B. 180 million
- C. 643 million
- D. 932 million

How big is the gaming industry in 2019?

- A. \$16 billion
- B. \$89 billion
- C. \$152 billion
- D. \$227 billion

2.

What was the prize pool for the 2019 Fortnite World Cup?

- A. \$30 million
- B. \$40 million
- C. \$50 million
- D. \$60 million

4.

# The answers...

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4.



**“Feels a whole new world, but it’s been happening around us for a long time”**  
Head of Marketing, Technology Brand

**Humble  
beginnings...**



# Creating a new wave of home entertainment



**Bringing  
like-minded  
people  
together**



**Letting  
everyone be  
a gamer**



# Portable gaming goes mainstream



# Gaming as a viewing medium



A cultural tipping point?

EVERGREEN





**2.3 BILLION**  
gamers globally



Spending  
**\$152**  
**BILLION**  
in 2019



Bigger than  
**TV, FILM**  
**& MUSIC**

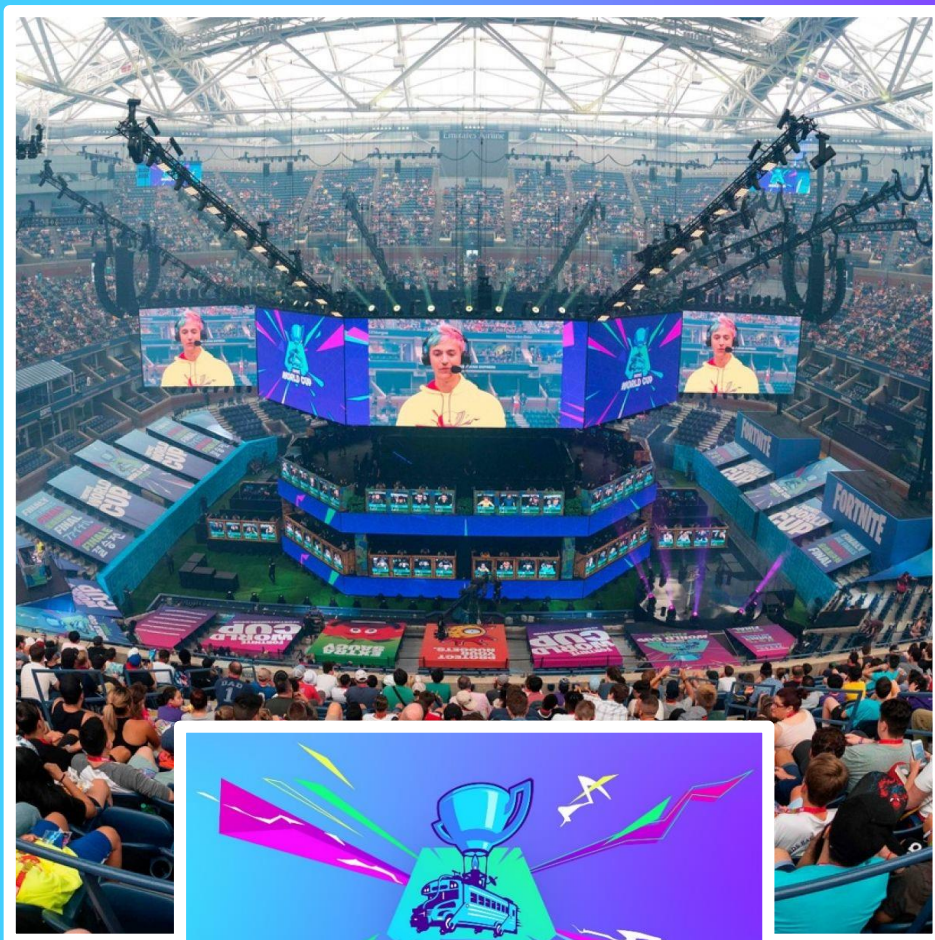




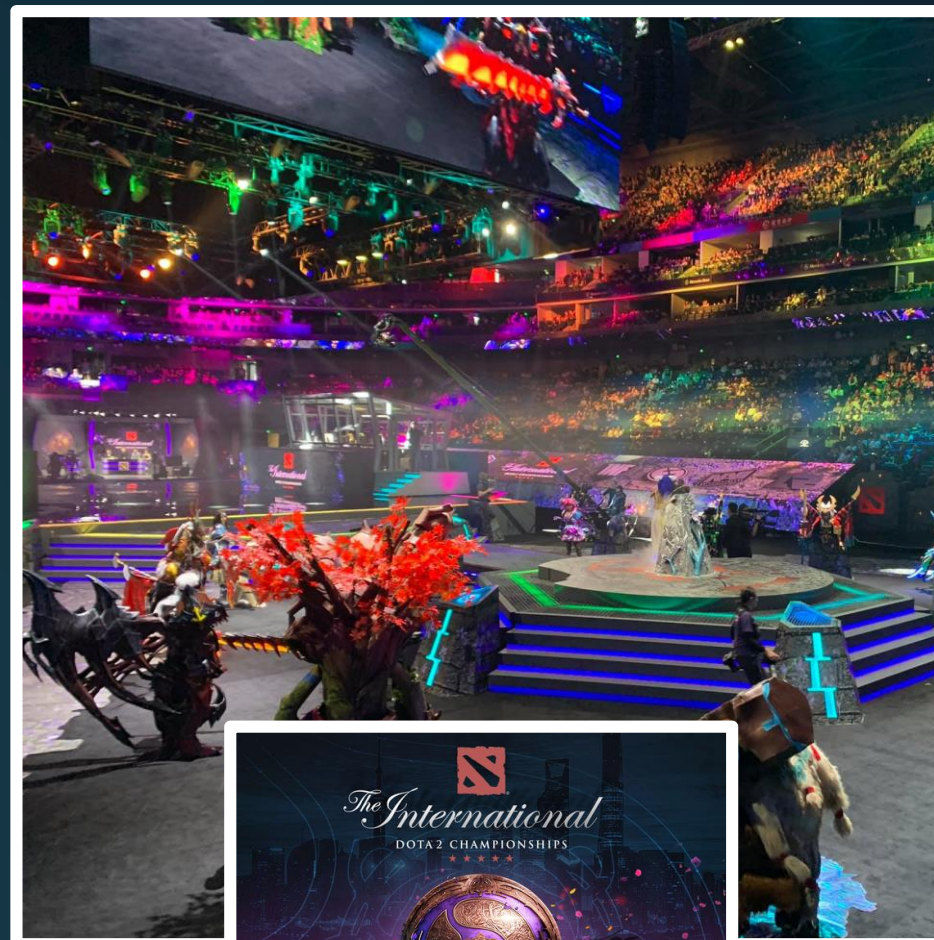
**“Esports has brought gaming into the limelight”**  
Media Agency



\$30 MILLION

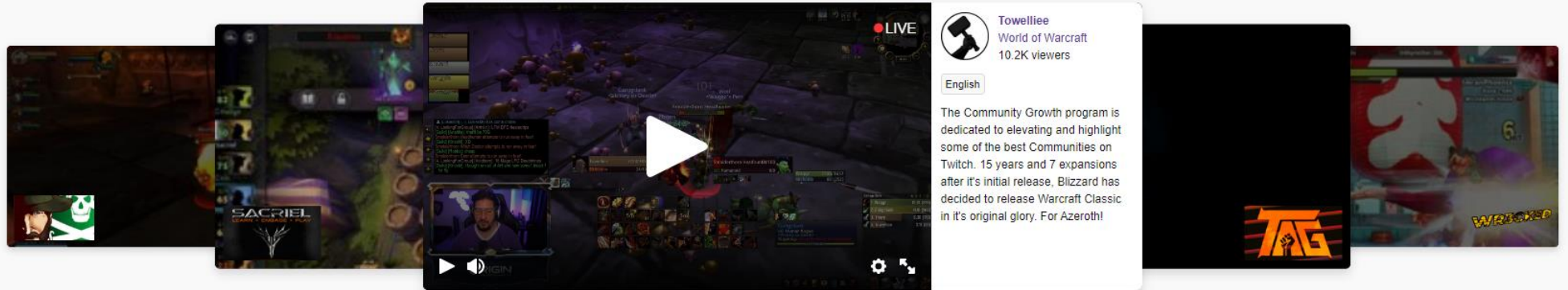


\$34 MILLION



[Twitch Prime](#) Monthly games and in-game loot, exclusives, and access to hundreds of movies & TV shows with Prime Video.

[Start Your Trial](#)



**Towelliee**  
World of Warcraft  
10.2K viewers

English

The Community Growth program is dedicated to elevating and highlight some of the best Communities on Twitch. 15 years and 7 expansions after it's initial release, Blizzard has decided to release Warcraft Classic in it's original glory. For Azeroth!

Join the Twitch community!  
Discover the best live streams anywhere.

Sign up

### Popular Channels

- OverwatchLeague  
Overwatch 12,456
- mrfreshasian  
Fortnite 5,598
- dakotaz  
Fortnite 13,474
- Faker  
League of Legends 21,714
- BananaSlamJamma  
Dota 2 532
- TFBlade  
League of Legends 9,819

### Popular live channels

- ReWatch | 2019 Season | Playoffs ...**  
OverwatchLeague  
Overwatch  
12.5K viewers  
English
- EPIC GAMING | !subtember | USE ...**  
mrfreshasian  
Fortnite  
5.6K viewers  
English
- WE'RE BACK! - Fortnite into Worl...**  
dakotaz  
Fortnite  
13.5K viewers  
English
- T1 Faker**  
Faker  
League of Legends  
21.7K viewers  
Korean
- Rank 1 Global Grind | NA [✓] EU...**  
TFBlade  
League of Legends  
9.8K viewers  
English
- Bob Ross - Weekend Marathon! B...**  
BobRoss  
Art  
2.6K viewers  
English

Show more

### Popular categories

- Overwatch
- Fortnite
- League of Legends
- World of Warcraft
- Just Chatting
- Dota 2
- Monster Hunter Wo...
- Path of Exile
- Grand Theft Auto V
- Art
- Counter-Strike: Glo...
- Apex Legends



**1 week**

**1 million**  
peak viewers

**47.1 million**  
hours watched





# More non-endemic brands investing in gaming



**32%**  
invested last  
12 months

**\$385,000**  
average  
investment

**40%**  
expect to invest  
next 12 months

**\$566,000**  
average expected  
investment



# Marketers see it as a wise investment

**INNOVATIVE** 91%

**RELEVANT** 72%

**IMPACTFUL** 71%

**RISKY** 60%



# What are the benefits to brands?

83%



of marketers see potential benefits



Reaching an engaged new audience

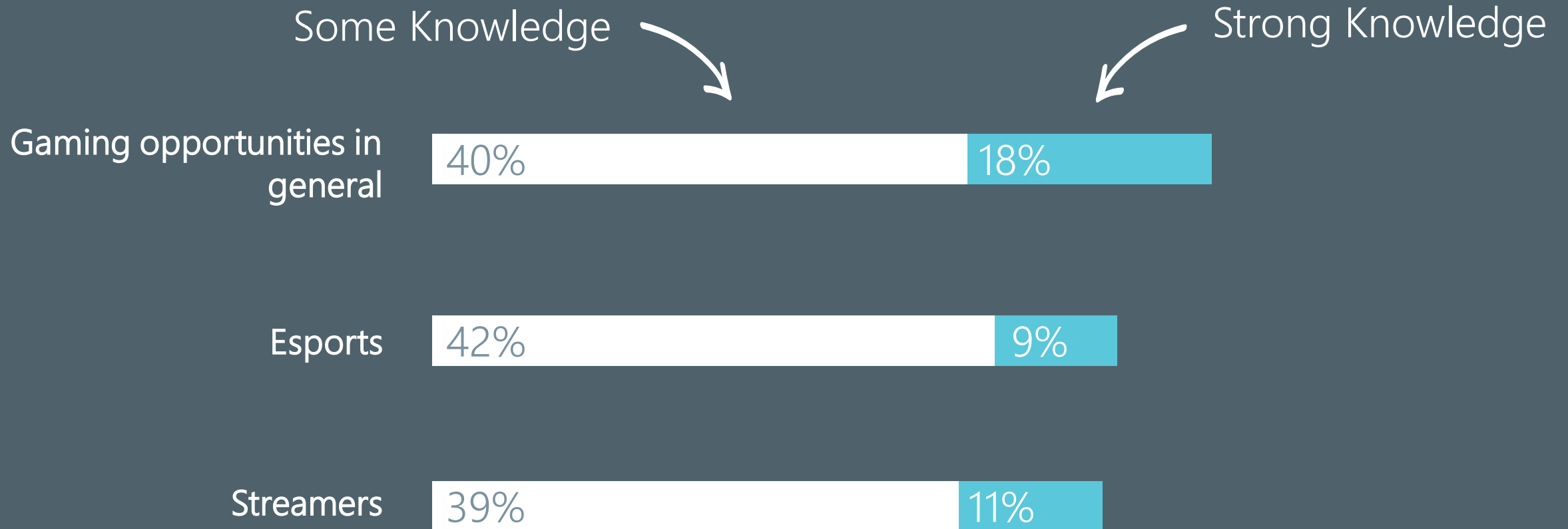


Creating higher customer lifetime value

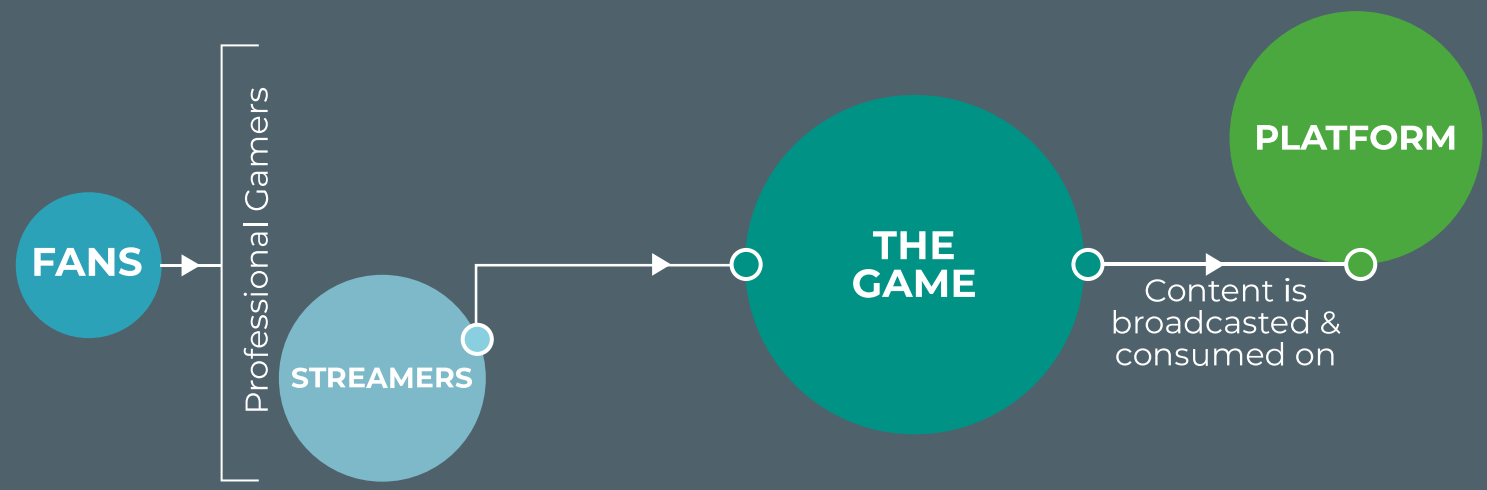


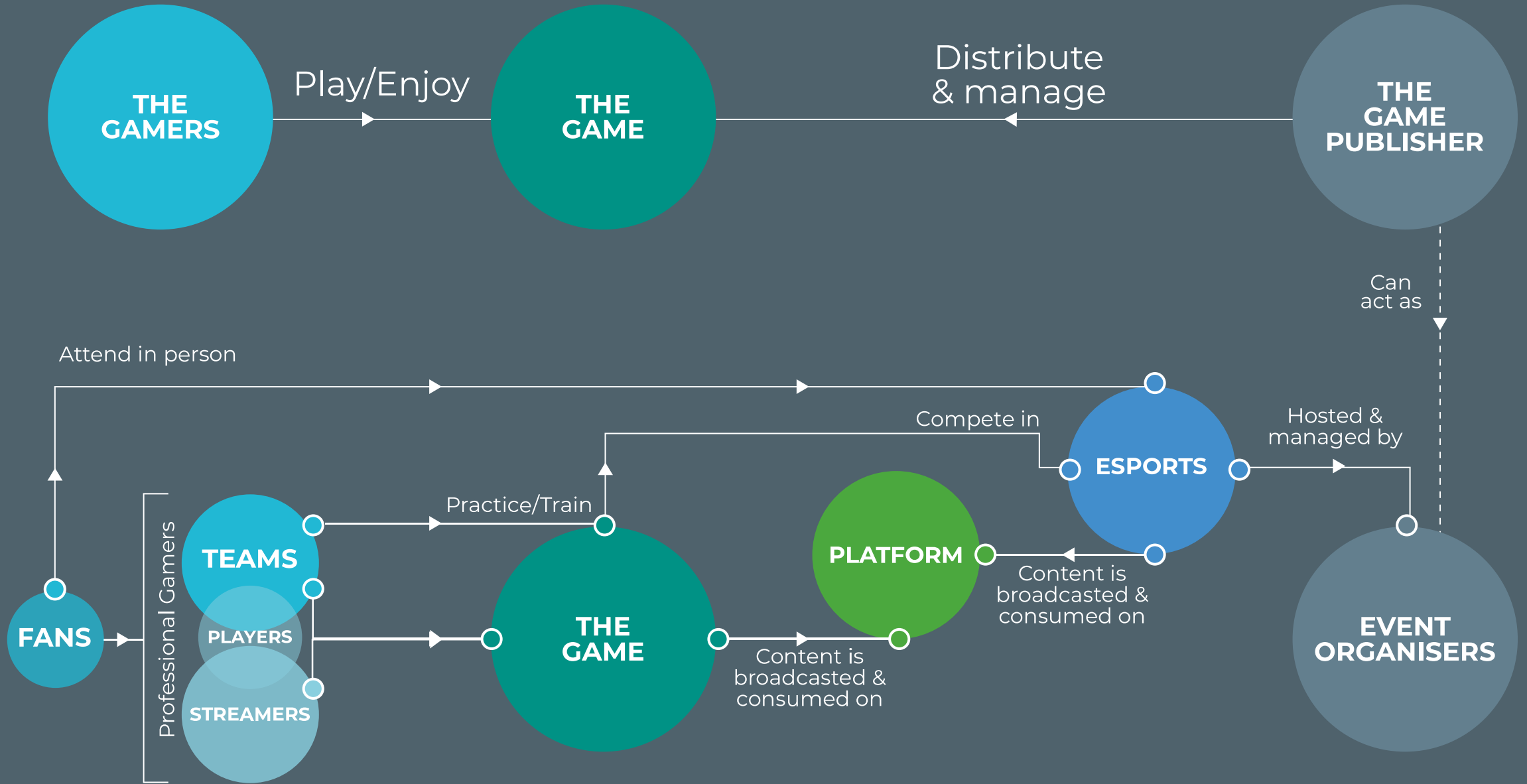
Lower cost

# Lack of knowledge among marketers an issue

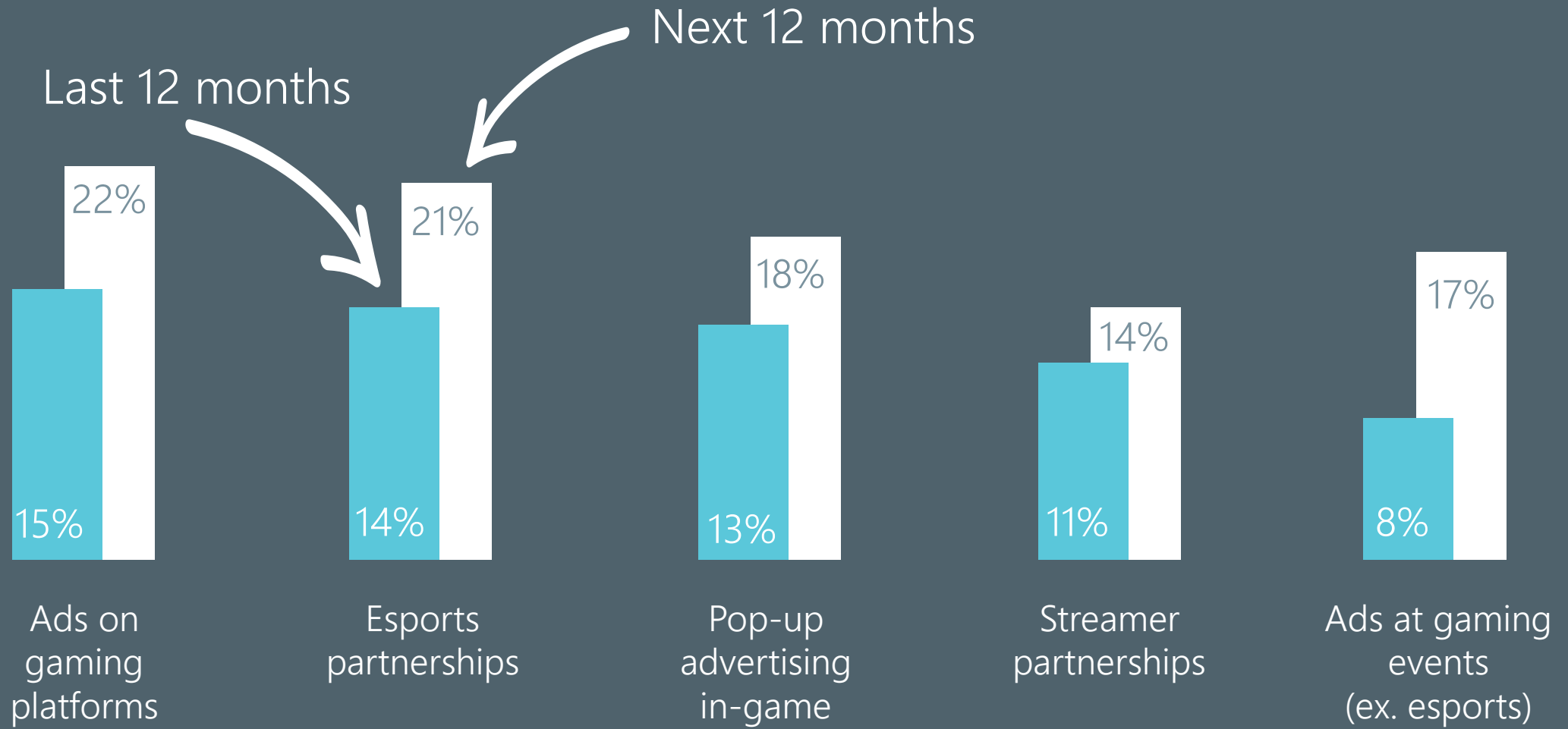








# Brand investments in gaming – now & the future



# Wendy's | Keeping Fortnite Fresh

**1.5+ million**  
minutes watched

**119% increase**  
in mentions on social

**Grand Prix winner**  
at Cannes 2019



# Gillette | Grooming Local Champions

5 million  
Taiwanese reached

Benchmark-  
breaking campaign

Lower investment

战队



子

Gillette® 吉列®

**JOHN DEERE GAMING**

**Think your brand  
is too far away?**



# There are of course concerns



**Wrong  
audience for  
my brand**

**Audience is  
bigger & more  
diverse than  
you think!**



# There are of course concerns



# There are of course concerns



**Insufficient  
industry  
information**

**Use trusted  
platforms  
making strides  
in data quality**



# There are of course concerns



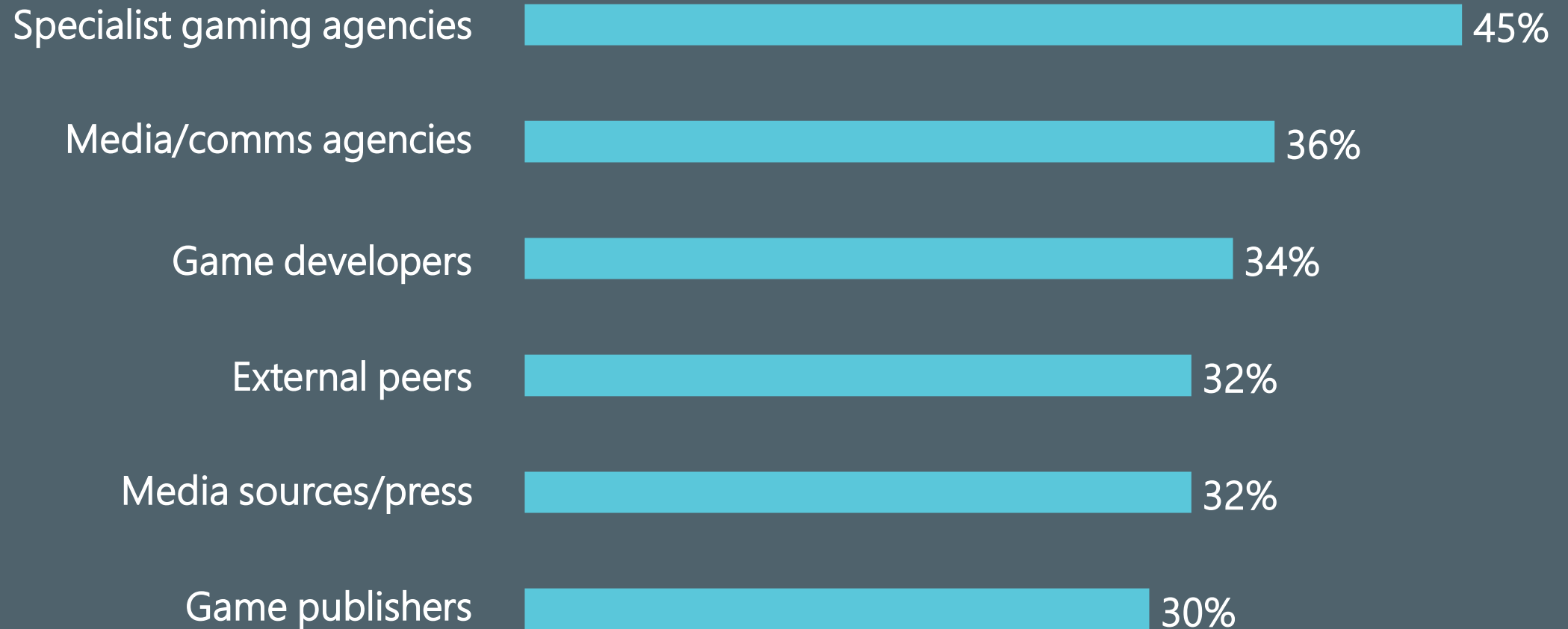
**Lack of  
expertise  
available**



**Use external  
experts & gamer  
colleagues for  
advice**



# Marketers want agencies to bring them gaming opportunities



0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

# So where do you start?



Build your  
knowledge



Find the right  
opportunity

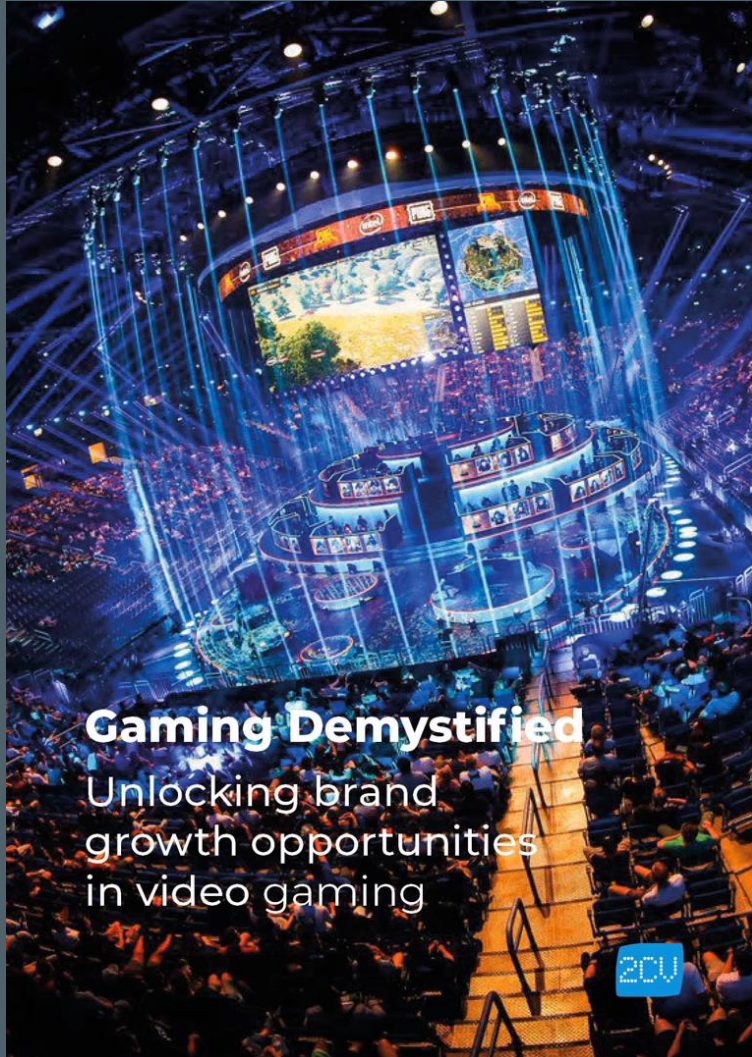


Start  
small



Measure signs  
of success

# More information available in our report...



- ➔ '101' guide to gaming and esports
- ➔ Breakdown of industry numbers
- ➔ Details of opportunities available for brands
- ➔ Example brand executions
- ➔ Starter tips and best practices



**Questions?**





**THANK YOU!**

For more information, please get in touch with:

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