GAMING AS THE NEXT FRONTIER FOR BRANDS: WHY NOW?

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SOME CONTEXT...

OUR SUPERPOWERS

CRAFT
STRATEGIES

BUILD
SOLUTIONS

MAKE
GAMES

THE LAST OF THE NON-DIGITAL NATIVES

Boomers+

(born 1920–1964)

Generation X

(born 1965–1980)

Millennials

(born 1981–1996)

Generation Z

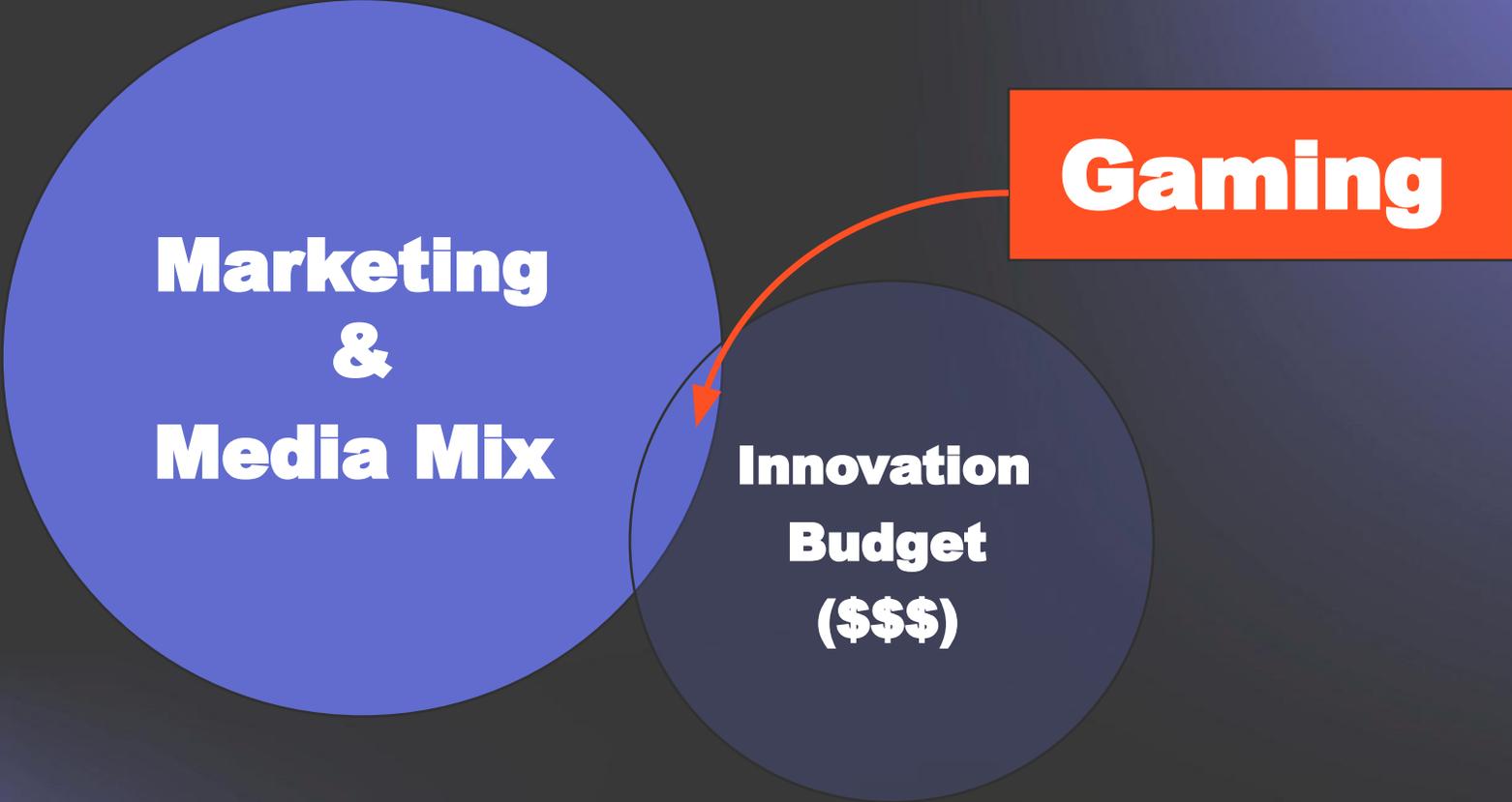(born 1997–2012)

THE LAST OF THE NON-DIGITAL NATIVES

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THE OREGON TRAIL GENERATION

Generation Z
(born 1997–2012)

South Pass
August 24, 1848

#1 THING IS TO HAVE AN INTEGRATED GAMING STRATEGY

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"WHY DOES MY GAMING BUDGET KEEP GETTING CUT BRENT, THIS IS LIKE DÉJÀ VU."

- EVERY CLIENT

Marketing & Media Mix

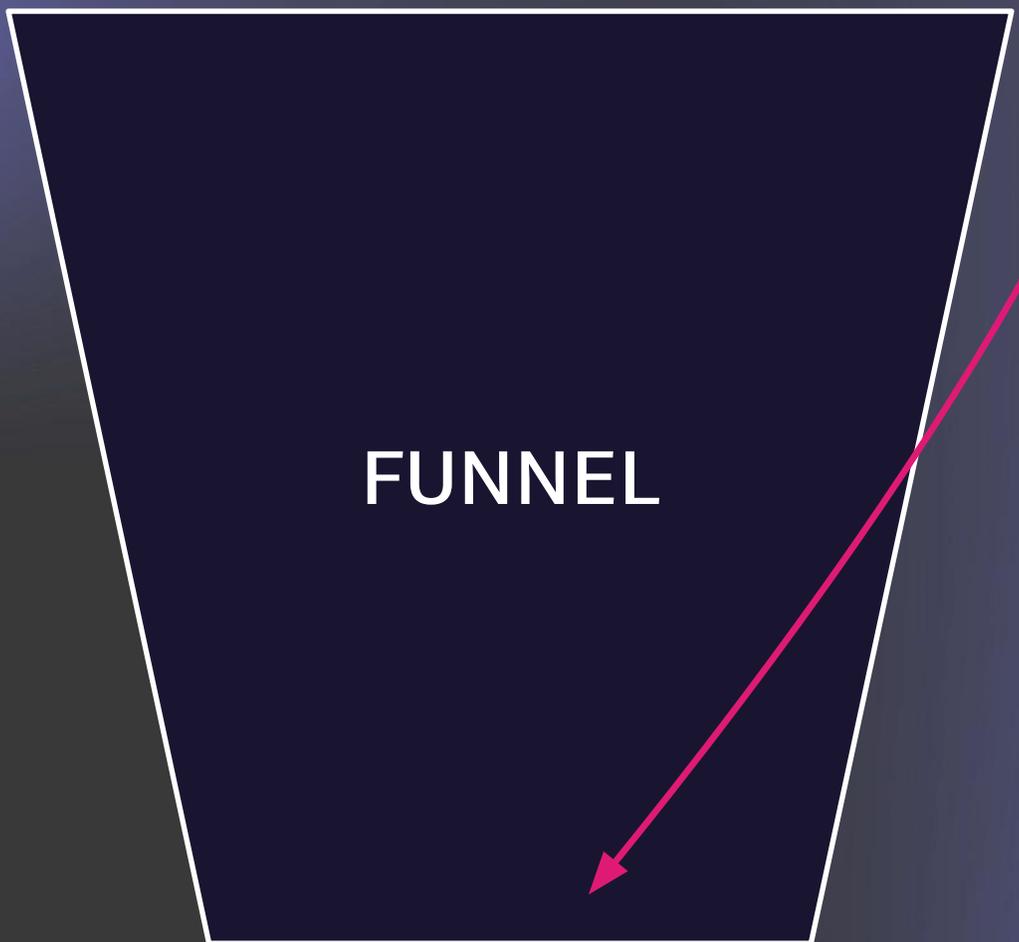Innovation Budget ($$$)

Gaming

"BUT WHAT ABOUT THE DATA BRENT, WE NEED THE DATA ON GAMING, WE HAVE NO DATA!?"
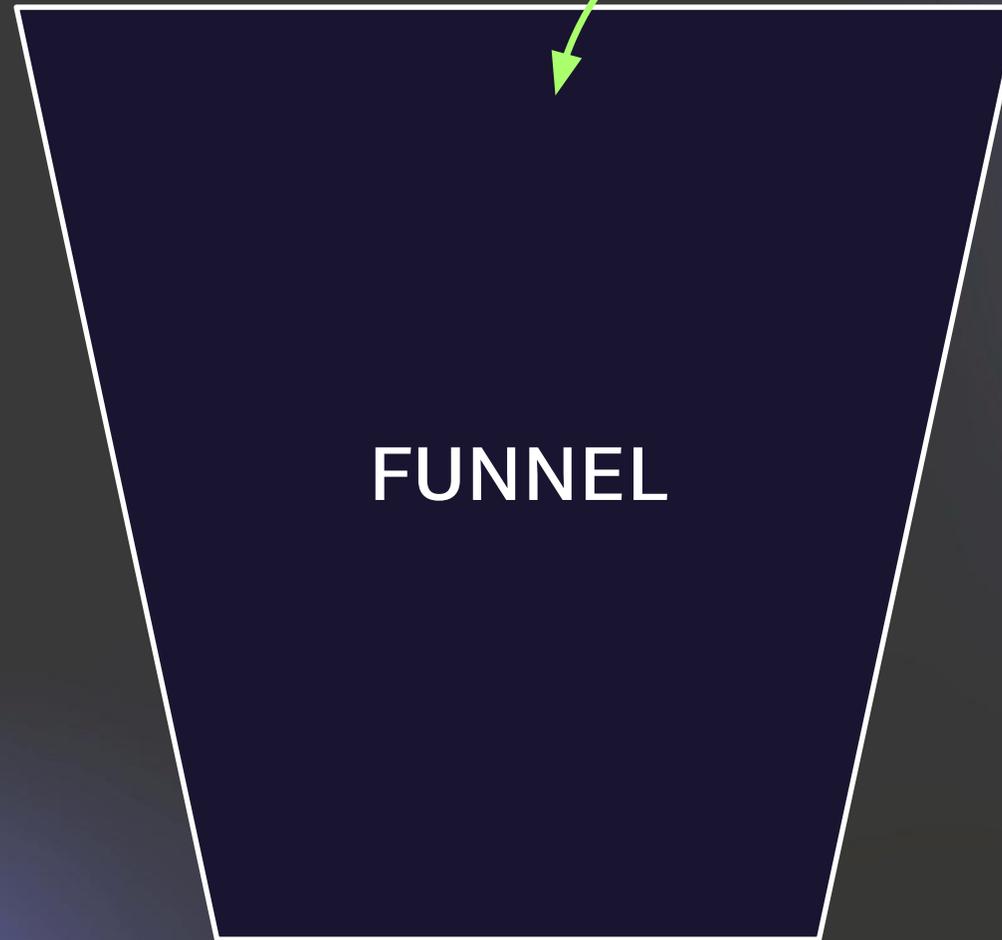
– EVERY CLIENT

FUNNEL

FUNNEL

Gaming KPI's

THE GREAT ATTENTION REBALANCE

GAMING IS EMBEDDED IN THE DAY-TO-DAY

53%
Play daily

70%
of UK adults engage with gaming in some form, across mobile, console, PC and emerging platforms

86%
of people who game now play at least weekly

THE EMOTIONAL ENGINE OF PLAY

42%

Say their main reason for playing is to relax.

21%

Say they play to escape.

8%

Only 8% say competition is their primary motivation.

49%

of UK players feel part of a community around their favourite game.

GAMING REPRESENTS A MEANINGFUL EXPRESSION OF IDENTITY FOR PLAYERS

65–70%
of Gen Z and Millennials who play say they can express themselves more easily in games than in real life
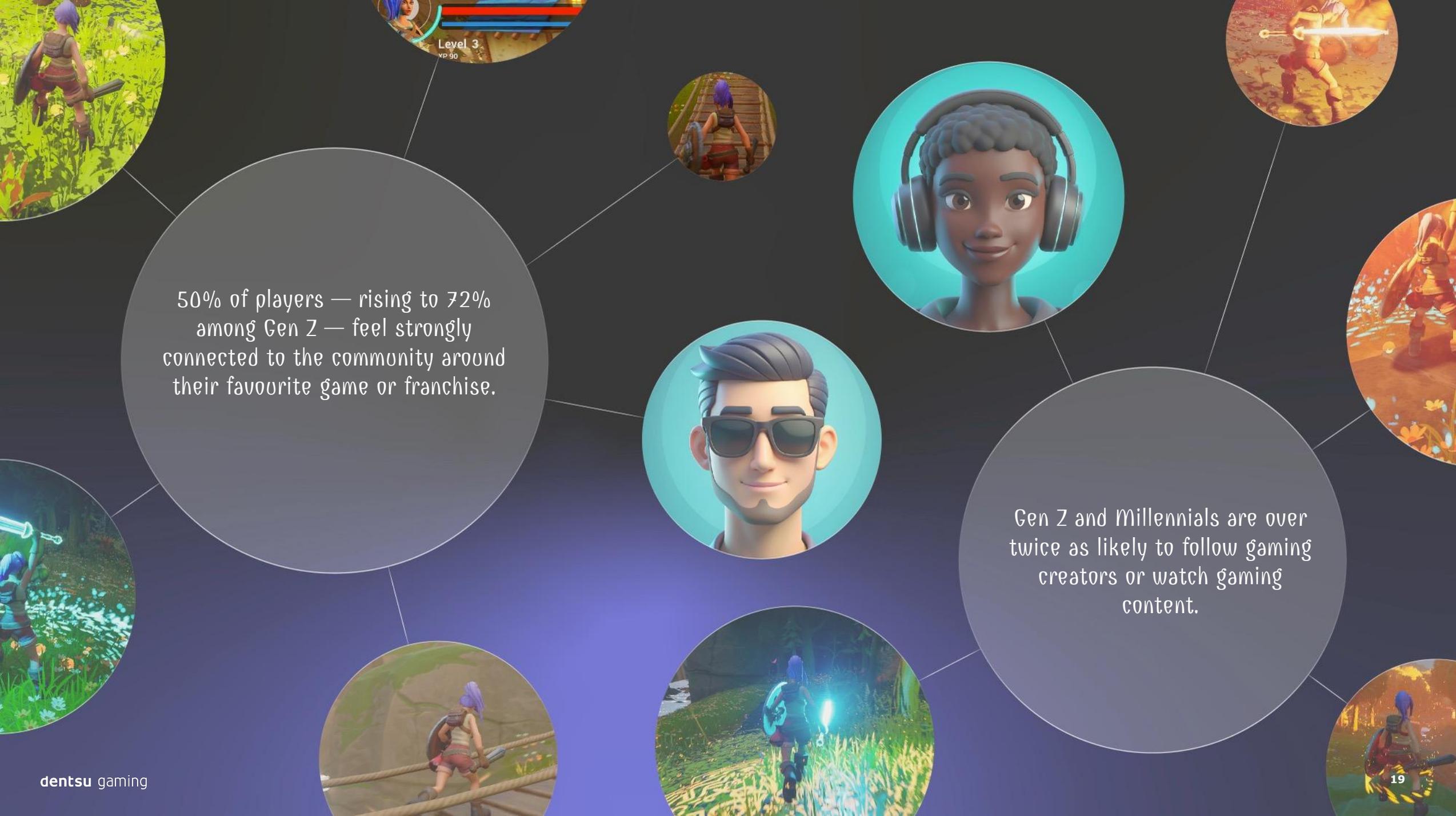
52%
of players report that gaming is a meaningful part of their identity

"Gaming is the format of the future, a true second life for players, with at times much more real and visceral connections than real life."

Shahar Sorek, CMO, Overwolf

overwolf

50% of players — rising to 72% among Gen Z — feel strongly connected to the community around their favourite game or franchise.

Gen Z and Millennials are over twice as likely to follow gaming creators or watch gaming content.

"If you let creators integrate a brand in the way they think works best, the content performs better."

Seb Carmichael-Brown, co - founder of football and esports club, Hashtag United

12%

of players overall state that they actively dislike brands showing up in gaming platforms

54%

of UK consumers are uncomfortable with brands using AI influencers

"Our audience can tell when we're reading from a script or use jargon we normally wouldn't. It is important for brands and creators to have a genuine relationship."

Maddie Mead (@littlebunny_x)

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NEARLY 60%

of gen Z and millennials are comfortable with real-time
AI personalisation when it provides something useful or rewarding.

As AI becomes part of gaming, what excites you most? (18– 45 year olds)

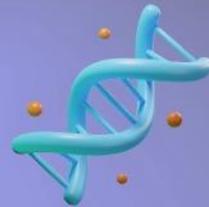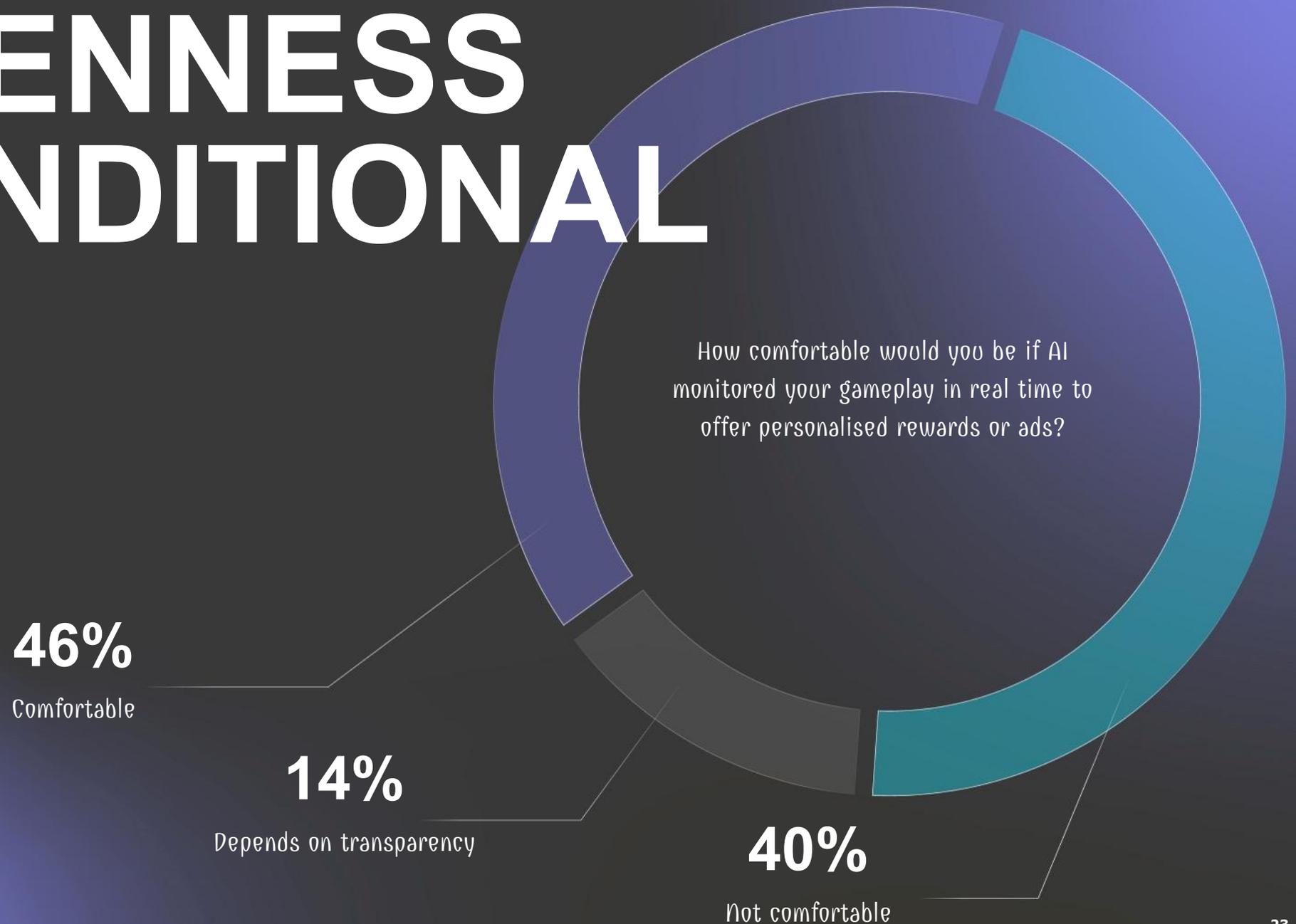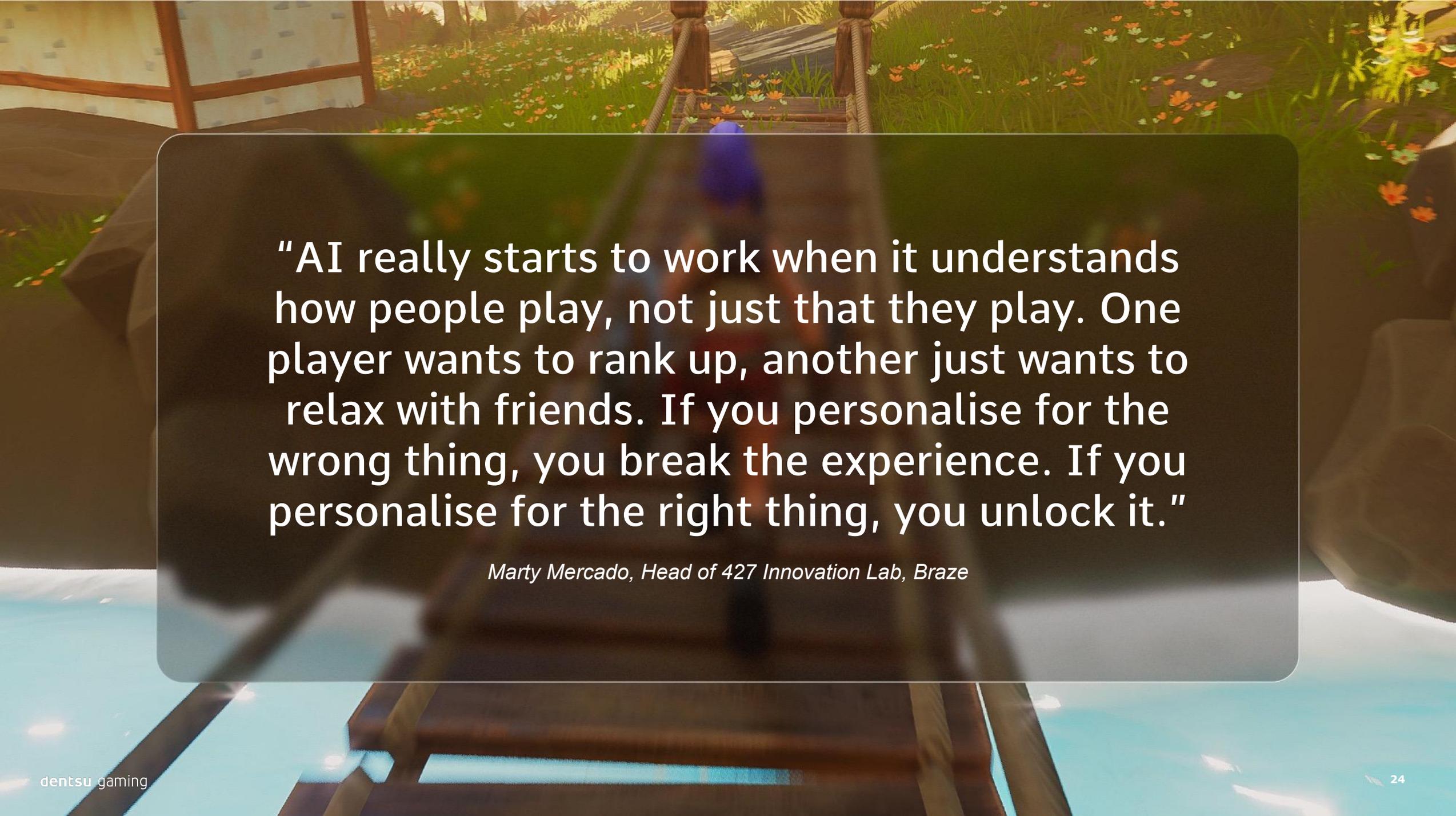| 31%	29%	28%	23%	13%
smarter, more lifelike NPCs	Worlds that adapt to my choices or emotions	Games that learn my play style and personalise stories	AI-generated characters that play with or as me	It makes gaming feel less human

AI OPENNESS IS CONDITIONAL

How comfortable would you be if AI monitored your gameplay in real time to offer personalised rewards or ads?

46%

Comfortable

14%

Depends on transparency

40%

Not comfortable

"AI really starts to work when it understands how people play, not just that they play. One player wants to rank up, another just wants to relax with friends. If you personalise for the wrong thing, you break the experience. If you personalise for the right thing, you unlock it."

Marty Mercado, Head of 427 Innovation Lab, Braze

THE NEW RULES FOR BRANDS

1 START WITH EMOTION, NOT INVENTORY

2 BUILD THROUGH CREATORS, NOT JUST CHANNELS

3 DESIGN FOR PARTICIPATION, NOT EXPOSURE

4 USE AI TO INCREASE RELEVANCE, NOT SURVEILLANCE

5 ORGANISE FOR GAMING AS A CORE ATTENTION ENVIRONMENT

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WINNING BRANDS WILL BUILD WORLDS, NOT JUST CAMPAIGNS

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