



miadi+

ANTON L'AGBESI

GAMING ISN'T A MEDIA CHANNEL



GAMING MARKETING HAS A PROBLEM

44%

OF THE CONTENT PROVIDED BY BRANDS
IS NOT MEANINGFUL TO GAMERS

**MOST BRANDS DON'T HAVE
A GAMING STRATEGY**

THEY HAVE A MEDIA PLAN

PROGRAMMATIC - PRE-ROLL IN-STREAM - SPONSORSHIP - LOGO PLACEMENTS

GAMING ISN'T A MEDIA CHANNEL

GAMING IS CULTURE

CONFESSION TIME

'WAYS IN' SPECTRUM FOR BRANDS

SURROUND CULTURE

BE PART OF CULTURE

CREATE & DRIVE CULTURE

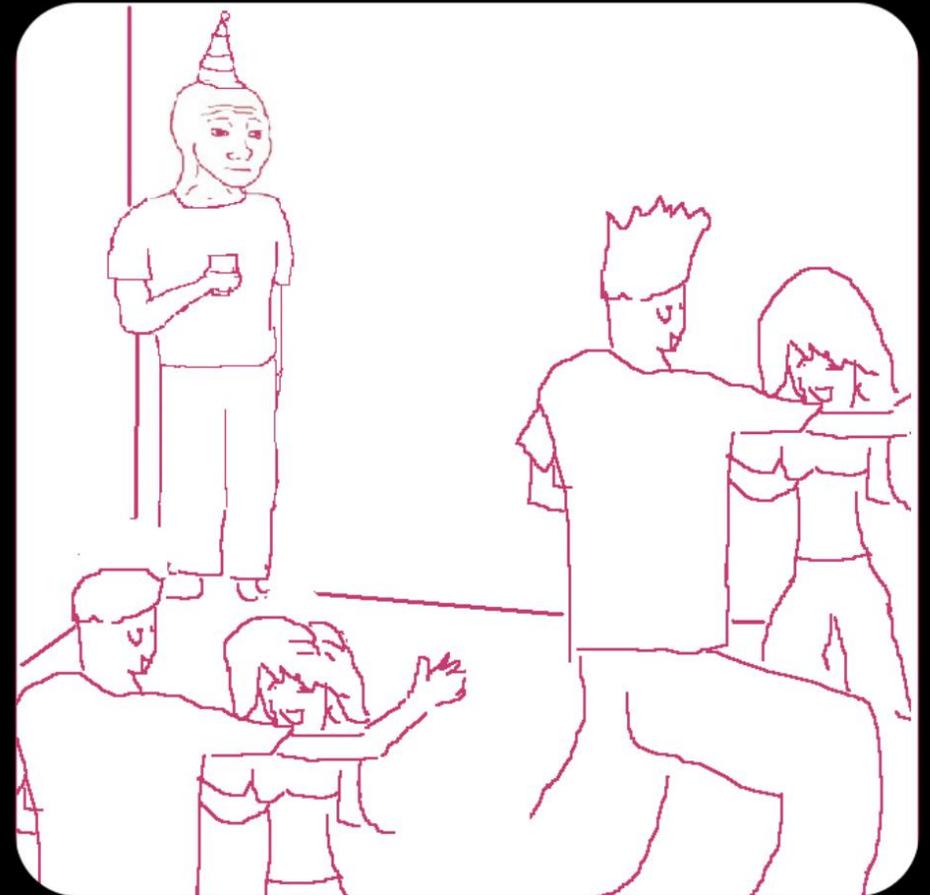


ADVERTISING

CO-DEVELOPMENT

LEAD TIME

**THIS ISN'T
CULTURE,
THIS IS
ADVERTISEMENT
NEAR CULTURE**



THE QUESTION ISN'T

HOW DO WE ADVERTISE IN GAMING?

THE QUESTION IS

HOW DO WE BELONG IN GAMING?

THAT'S WHERE **miai+**
COMES IN

**PEOPLE DON'T TEND TO
FALL IN LOVE WITH ADS.**

**THEY FALL IN LOVE
WITH CULTURE.**

HOW WE DO IT

COMMUNITIES

CREATORS

STUDIOS

FANDOMS

IP

Two lit matches are shown against a black background. The matches are white with red tips, and their flames are bright orange and yellow. The two flames are positioned so that they meet at a point, forming a heart shape. The word "HOW" is written in pink, and "WE DO IT" is written in white, all in a bold, sans-serif font.

HOW WE DO IT

THE BRAND LOVE AFFAIRS MODEL.

1. FIND THE CULTURAL INTERSECTION
2. BUILD A STORY WORTH SHARING
3. CREATE SOMETHING REAL
4. LET CULTURE AMPLIFY IT



**HOW CAN GAMERS
BELIEVE IN YOUR
BRAND**

IF GAMES DON'T?

**DON'T CHASE
THE LATEST,
OR SHINIEST**



LIFE IS STRANGE
DOUBLE EXPOSURE
POLAROID + DR MARTENS





Dr. Martens

WOMEN MEN ALL GIFTS KIDS ACCESSORIE

Home > Originals > Originals Boots > 1460 Lace Up Boots

1460 SMOOTH LEATHER LACE UP BOOTS £170.00

AS SEEN IN LIFE IS STRANGE DOUBLE EXPOSURE

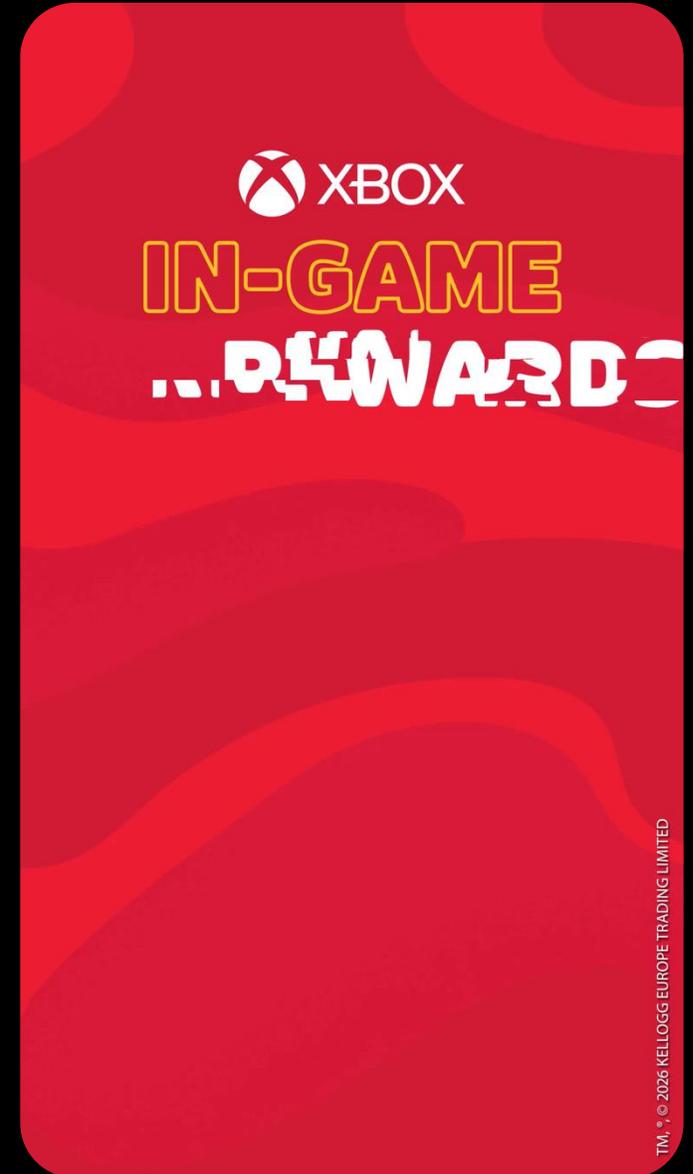
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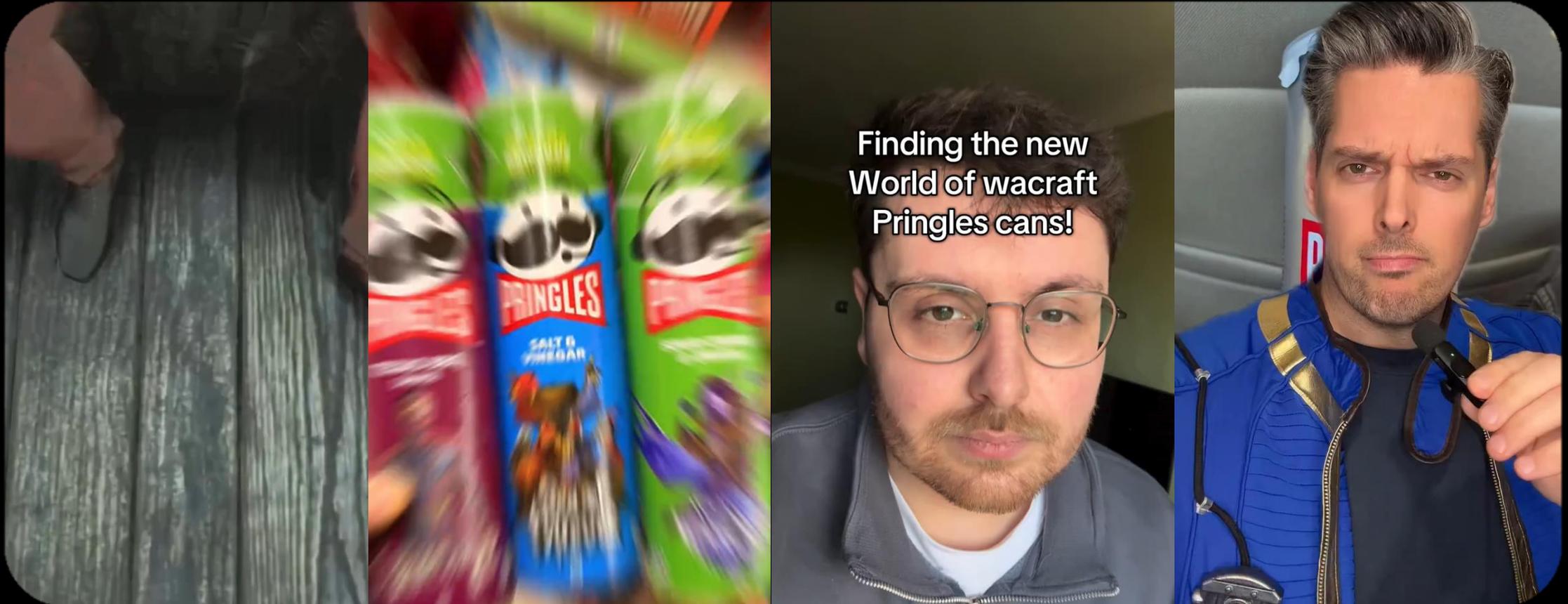
CHOOSE YOUR SIZE



**GAMERS DON'T TEND TO LOVE ADS.
THEY LOVE WHAT ADS ENABLE.
TAP INTO FANDOM.**



THE BEST MARKETING TODAY DOESN'T INTERRUPT CULTURE, **IT CREATES CULTURE**



DEFINING A SUCCESSFUL GAMING PARTNERSHIP



GIVES + GETS



XBOX HANDHELD

SOCIAL

CUSTOM IN GAME CONTENT

WIDER XBOX PRIZING

ROYALTY- FREE IP USAGE

CONTENT

MEDIA SPEND

SOCIAL

MICROSITE

ON-PACK AND NPD

THE RESULT

CULTURAL
CREDIBILITY



NEW
AUDIENCES



SHARED BRAND
EQUITY



EARNED
MEDIA



GAMING ISN'T A **MEDIA**
OPPORTUNITY

IT'S A **CULTURAL**
OPPORTUNITY

THE BRANDS THAT WIN DON'T ADVERTISE

**THE BRANDS THAT WIN
DON'T ADVERTISE**

THEY COLLABORATE

**WE CREATE BRAND
LOVE AFFAIRS**

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