

Entering the Gaming Ecosystem

A how-to for non-endemic brands

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Introducing Gaming at Omnicom Media

- Launched out of PHD in Manchester in 2020
- Provide consultancy, partnerships, creator/community management and paid media
- Support gaming media partners to build out products
- Work with leading endemic and non-endemic brands in the UK and globally



Non-endemic?

**Not from this world
...but want to
connect with it.**



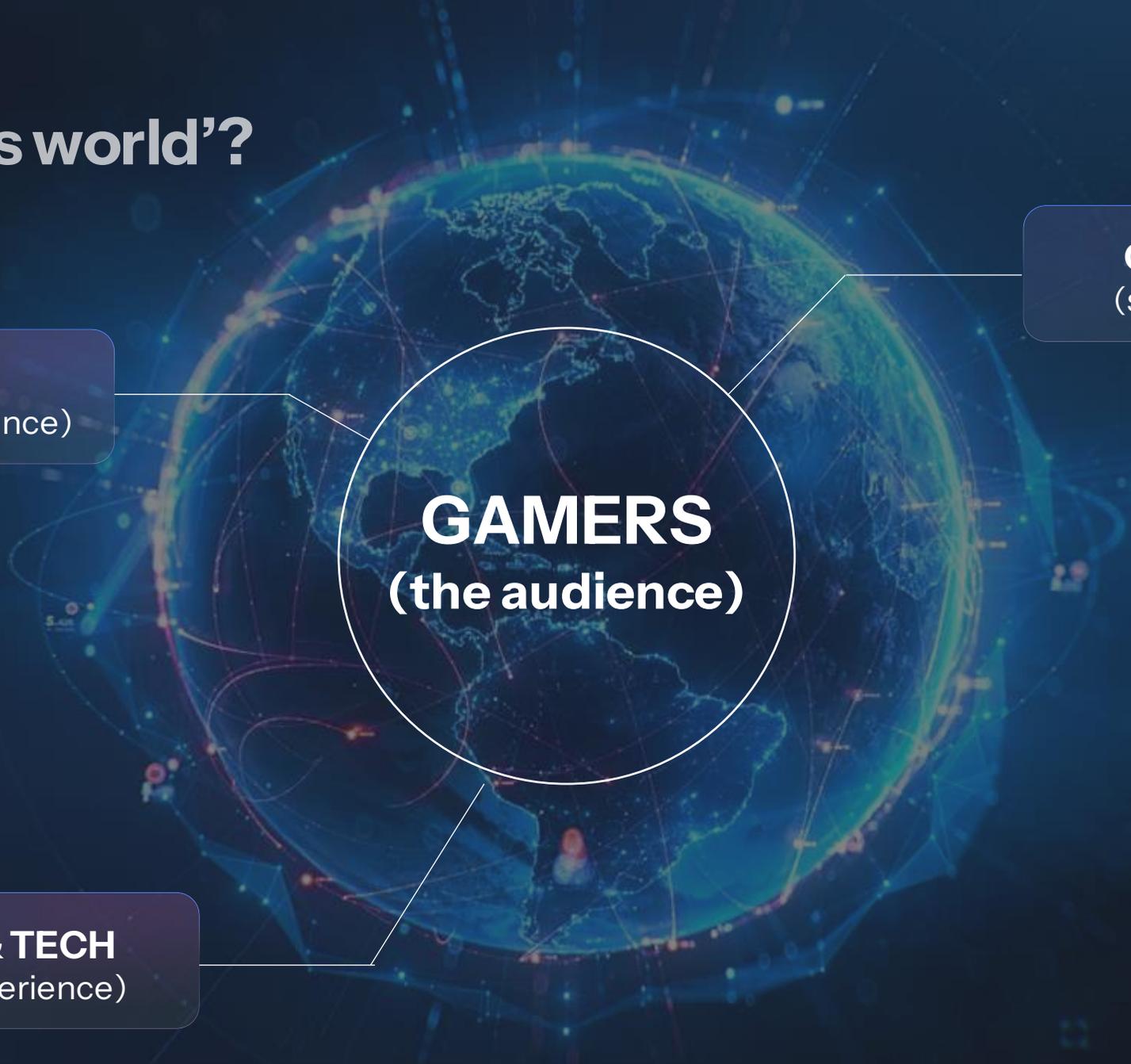
What is 'this world'?

CONTENT
(consumed experience)

COMMUNITIES
(social experience)

GAMERS
(the audience)

GAMES & TECH
(played experience)



Why it matters

**37.7 m UK
gamers in 2024
rising to 59m by
2029**

Statista

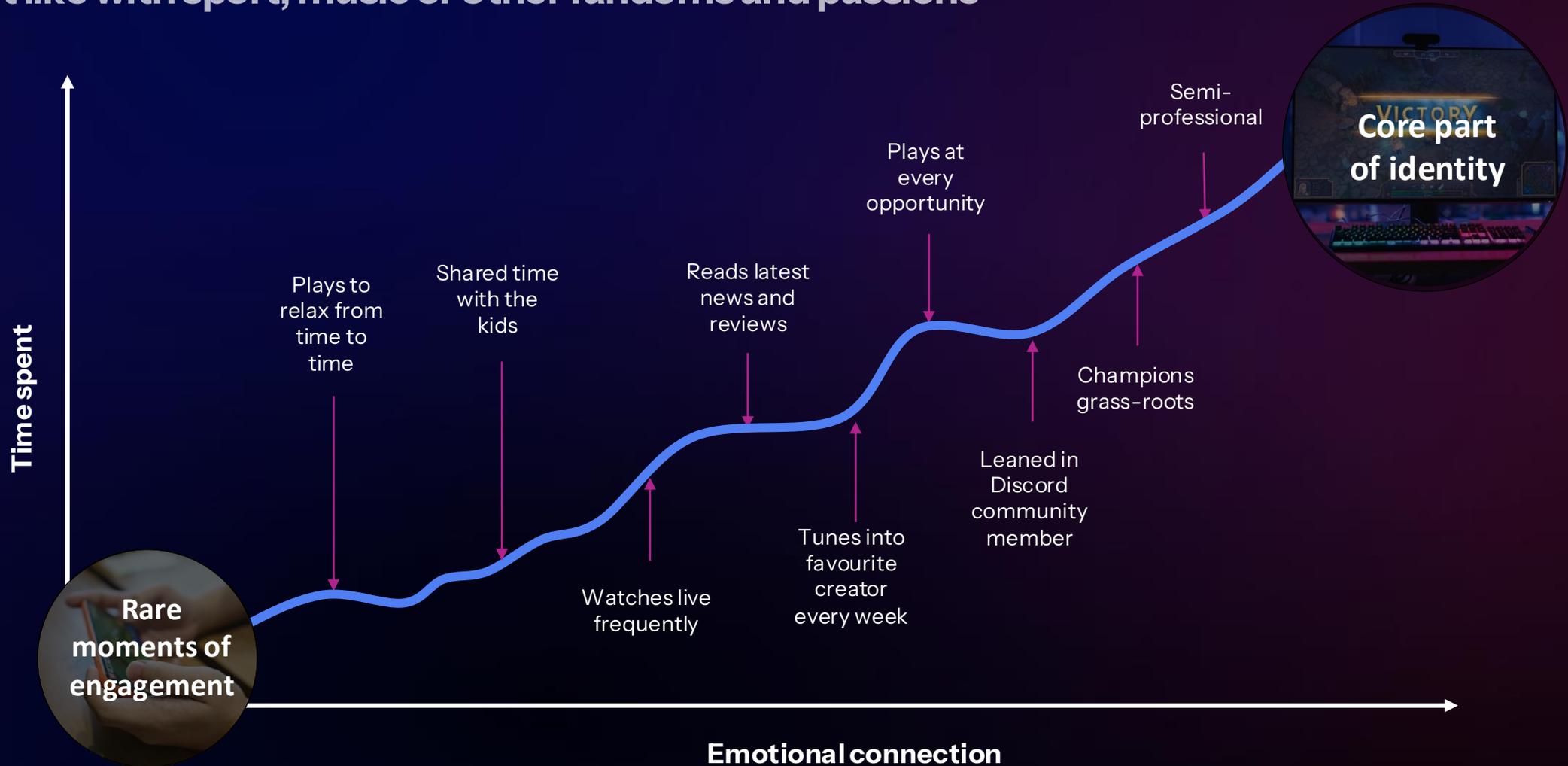
**Averaging 7.5
hours per week
of play**

IAB UK

Against a backdrop of diminishing attention and fragmented media consumption

But what gaming means to someone can vary wildly...

Just like with sport, music or other fandoms and passions



Reach **gamers**

OR

Reach **Gamers**

Let's reduce this down to two fundamental non-endemic brand opportunities ...



Pick your entry path

What role do you want gaming to fulfil?...

A Paid Media Environment



To deliver

Reach/frequency/engagement with gamers

A Passion Point



To build

Cultural equity/connection/advocacy with Gamers

Navigating path 1

Gaming as part of a broader media mix

A Paid Media Environment



To deliver

Reach/frequency/engagement with gamers

Set your goals



Align with an excellent partner or two



Adjust creative to feel native (if possible)



Clarify measurement framework



Go live



Analyse & plan the next phase



Pick your entry path

What role do you want gaming to fulfil?...

A Paid Media Environment



To deliver

Reach/frequency/engagement with **gamers**

A Passion Point



To build

Cultural equity/connection/advocacy with **Gamers**

Navigating path 2

...a little trickier



A hand anyone?

A Passion Point



To build

Cultural equity/connection/advocacy with Gamers

Step 1: Set a clear vision

Who are you hoping to engage?

Are you high or low relevance to them?

Where might you show up?

What role can you play?

Why will this audience buy in?

How will it drive business results for you?

Step 2: Choose your approach

Partner with game publishers

Collaborate with content publishers

Engage Twitch creators

Enter esports

Integrate with UGC game worlds

'Hack' a game or platform

Lean into gaming in other comms

Champion a gaming community

Sponsor events

Launch your own branded game

Step 3: Do your homework



People **really** care about the things they really care about.

That extra hour spent understanding the community can make a world of difference.

 **r/gamesEcultura** · 6mo ago
AMR42 ...
We're seeing terrible companies popping up that are going to ruin the gaming industry if something isn't done.

 **r/MagicArena** · 7mo ago
ChaotixEDM ...
This game makes me unusually angry

 **r/LetsTalkMusic** · 6mo ago
ExotiquePlayboy
What happened to Country music?

 **r/srilanka** · 28d ago
Significant_Cat6853 ...
Anyone else lost interest in cricket once BCCI assumed control?

 **r/LeagueOne** · 3d ago
winstano ...
What is happening to my football club?

Step 4: Define Success

Short Term

KPIs that show positive direction of travel

Medium Term

Demonstrably changed perception or behaviour

Long Term

Advocacy and a relationship with the community

Step 5: Focus on the value exchange

Encourage

Motivate, celebrate or reward



Entertain

Create great content or experiences



Enable

Make something possible



Engineer

Build an experience worth engaging with



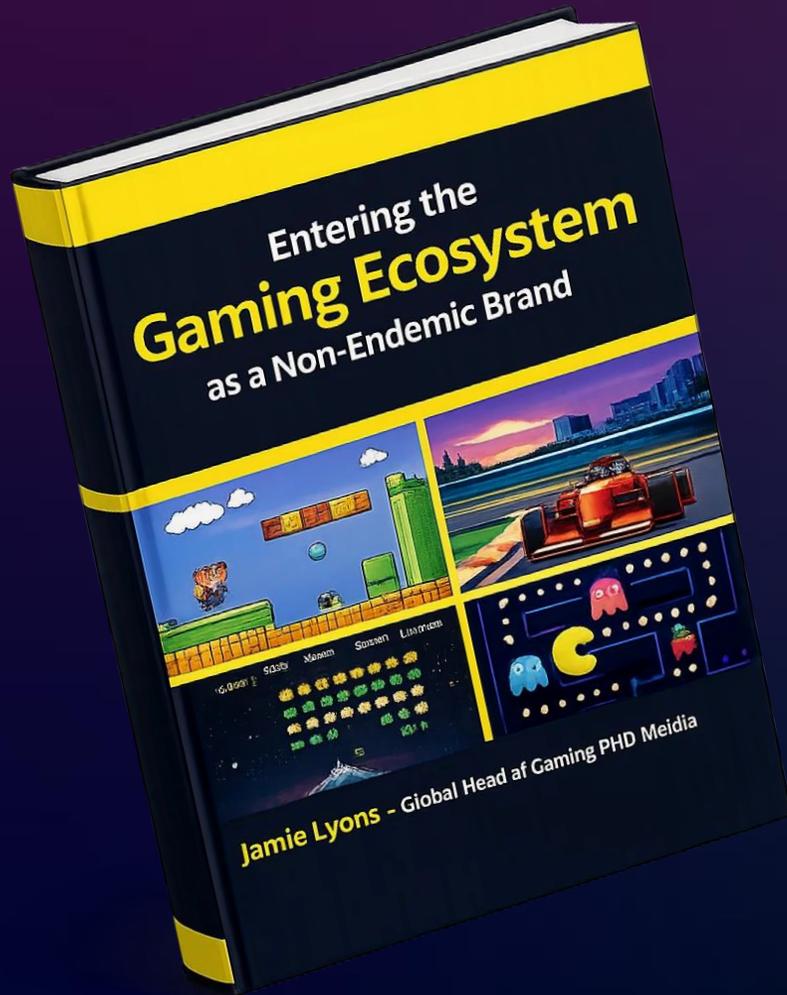
Closing the loop: Iterate & Evolve

Entering culture isn't a one and done thing.

- Be ready to react and adapt
- Deepen connection over time
- Stay the course if you can



In summary:



Use business objectives to determine your entry route into gaming

If you want immediate paid media KPI delivery, then treat the space like a paid media environment

If you want to connect with gaming culture over time:

- 01 set a clear vision
- 02 choose your approach
- 03 do your homework
- 04 define success
- 05 focus on the value exchange
- 06 iterate & evolve

Reach out to Jamie.Lyons@omc.com if you'd like a helping hand

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