

 **MOVEMBER®**

GAMING DOESN'T NEED YOUR LOGO

[CREDIBILITY]
[AUTHENTICITY]
[SENSITIVITY]

[CHANGING THE FACE OF MEN'S HEALTH]

 **MOVEMBER®**

SHOWING UP ISN'T ENOUGH

- DON'T PARACHUTE IN DURING PEAK MOMENTS.
- DON'T TREAT GAMING LIKE PAID MEDIA.
- DON'T LEAD WITH YOUR CAMPAIGN MESSAGE.
- DO UNDERSTAND THE PLATFORM DYNAMICS.
- DO UNDERSTAND CREATOR RELATIONSHIPS.
- DO UNDERSTAND TONE.

Type /help for a list of commands



LEVEL UP! +3

67	0	30	60	40	11	11	4-1
33	32	Q	W	E	R	D	F
0.76	0	790 / 790		11		B	
0	335	405 / 405		1400			



WHAT MAKES GAMING WORTH THE EXTRA EFFORT?

IT'S ABOUT PARTICIPATION - LONGFORM ENGAGEMENT
COMMUNITY-DRIVEN, NOT BROADCAST-LED
EMOTIONALLY IMMERSIVE



WHAT DO MOUSTACHES HAVE TO DO WITH IT?

 MOVEMBER®

[PURPOSE AND FUN - HEALTH BY STEALTH]
[LOAN THE BRAND]

[CHANGING THE FACE OF MEN'S HEALTH]

QUALIFY
08:31
RACESPOT

\$1,145



 **MOVEMBER®**

MEASURING SUCCESS



[PARTICIPATION]
[IMPACT]



[CHANGING THE FACE OF MEN'S HEALTH]



THE BIGGER PICTURE

 **MOVEMBER®**

[SHOWING UP IN THE RIGHT WAY AT THE RIGHT TIME]



[CHANGING THE FACE OF MEN'S HEALTH]