**POWER SPIKE**

We are all gamers. Millions of people play video games every day, many representing diverse and underrepresented experiences. Just as marketers in other industries are working towards more inclusive marketing campaigns, the gaming industry needs to do the same. As the gaming industry continues to grow exponentially, brands need to be aware of the large audiences they can reach and the potential for brand building and engagement they have. In this article, we will discuss how gaming can be a great equalizer, leveraging fandoms and communities to bridge cultural divides, connect people across borders, and bring about meaningful progress. We will also highlight the importance of creating a meaningful, immersive gaming experience that resonates with the target audience. Through the use of real-world examples, we will demonstrate how gaming can be used to drive brand awareness, engagement, and growth.

**DENTSU POV #1**

Gaming is no longer a hobby exclusively enjoyed by young men. While 40% of players today belong to the 18 to 35 age demographic, 21% are 50 years or older. More than half of gamers saw their product codes to unlock in-game features, and 46% of gamers exchanged product codes. When it comes to diversity, equity, and inclusion, the gaming industry needs to be at the forefront to represent and include all. Accessibility, representation, and inclusion should be at the center of our efforts to bring about meaningful progress.

**CMO Perspective**

Gaming has moved from individual play to spectator entertainment. This is in addition to an increase in the number of people playing, with 87% of gamers playing online and 46m more people playing online games than they did last year. The gaming industry is on the cusp of another growth spurt, as 87% of gamers have exchanged product codes. The business model is evolving, with brands looking to cross over into the gaming industry to enhance the user experience and bring in new revenue streams. This includes partnerships with user-generated content, subscriptions or digital currencies, and the potential to turn the entertainment itself into a cost-neutral or profitable opportunity. We must become part of the gaming culture rather than interrupt it. This can include partnering with the world's in which we play. Gaming creates an opportunity to set the standard when it comes to diversity, equity, and inclusion.

**why dentsu?**

Dentsu is a leading global creative advertising, media, and production organization that inspires brand love through fandoms and communities. We are one of the world's largest and most diverse creative agencies, representing 220+ offices in 134 countries. Our experts help game publishers and brands connect more authentically with consumers through culture, content, and entertainment. We offer a wide range of services, from game development and testing to media planning and buying, to help brands reach their goals.

**our work**

Dentsu is dedicated to helping brands connect with consumers, no matter where they are. Our work in the gaming industry includes everything from creating immersive experiences to developing innovative campaigns. We have worked with some of the biggest brands in the world, including Mountain Dew, to create impactful gaming activations that engage fans and drive brand awareness. Our team of experts is constantly looking for new ways to help brands reach their goals, and we are excited to see what the future holds for the gaming industry.