

dentsu gaming

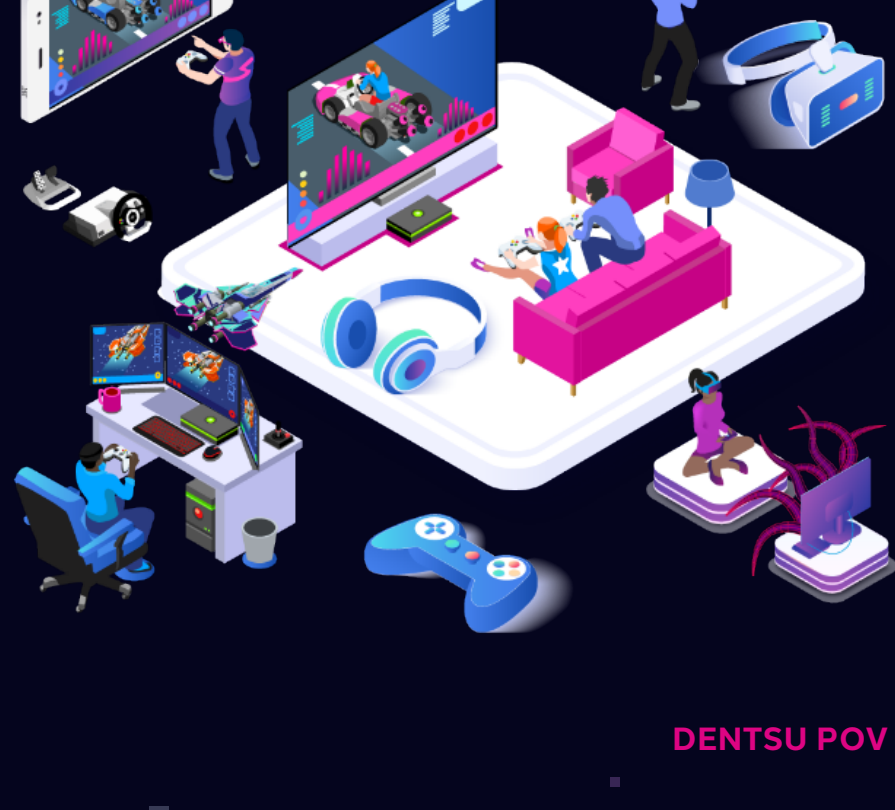
INSPIRING BRAND LOVE THROUGH FANDOM

POWER SPIKE

Gaming is growing exponentially and rapidly becoming the epicenter of culture. This, in addition to an evolving business model, has created almost unlimited opportunities for brands.

As gamers, we get to create the world we live in and build a community connected across borders around the things we love, including brands. Inauthentic interaction is quickly rejected.

At dentsu, our promise is to help clients connect more authentically with consumers through culture, content & entertainment and build a future of gaming that is representative and inclusive of all.



DENTSU POV #1

we're all gamers

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 and older.³ Additionally, the number of U.S. female gamers has risen to as many as 41%.⁴ Not only are there more gamers than ever before but we are also playing longer. We are watching and streaming more and even becoming creators of the worlds in which we play. Gaming creates an opportunity to set the standard when it comes to diversity, equity and inclusion by providing a platform for self-expression, community building and fairness for all.

CMO Perspective

Accessibility, representation and inclusion should never be an afterthought but instead be placed front and center as we build campaigns that reach and interact with this diverse audience.

87%

Internet users played digital games in 2020¹

46m

Video game players struggle with game accessibility²

DENTSU POV #2

gaming = culture

Gaming has moved from individual play to spectator involvement with the meteoric rise of esports and streaming platforms like Twitch. While other sports are on the decline, viewership of esports is expected to grow 11.4% in 2021 from the year prior.⁵ Games have become the new gathering places for social interactions and self-expression. As the gaming industry evolves, its ever-increasing influence on culture shapes adjacent areas of entertainment too. For example, musicians such as Travis Scott or Lil Nas X have turned to gaming platforms for live events and esports organizations such as 100 Thieves have crossed over to become a lifestyle and fashion brand.

CMO Perspective

We must become part of the gaming culture rather than interrupt it. This can include partnering with existing Intellectual Property (IP) or a brand creating the entertainment itself with the potential to turn original game and content development from a marketing expense to a cost-neutral or profitable campaign.

DENTSU POV #3

\$180b

The gaming industry is now bigger than theatrical & home entertainment and North American sports combined.⁹

495m

Esports audience size in 2020¹⁰

DENTSU POV #4

growth is exponential

There will be 3.07 billion video game players worldwide by 2023 and advertising revenue is catching up, with mobile, video, in-game and esports all up over 100% over the last five years.⁸

The advent of 5G and the advancement of cloud computing are going to further the dissemination of gaming and empower the industry to push the boundaries with richer and deeper experiences that are increasingly accessible and interconnected.

CMO Perspective

Most brands should now consider gaming a table-stakes channel within their comms mix, think social media 10-15 years ago. Brands should have a clear strategy and roadmap on how to best engage this ever growing and increasingly influential audience.

the business model is evolving

We've moved away from console and cartridge towards Gaming-as-a-Service, with users able to upgrade their experience with the latest patch or make in-game purchases to improve their avatars plus many gamers have now become the creators of the worlds in which we play.

CMO Perspective

Think about how your brand can enhance the user experience. Which digital versions of your products and services can exist within gaming environments and how can you transact within new financial constructs like subscriptions or digital currencies?

why dentsu?

Dentsu gaming is a global network of experts – built to bring gaming's explosive growth to our clients through innovative partnerships, products & solutions. We help game publishers and brands connect more authentically with consumers through culture, content & entertainment. Underpinned by our mission to champion meaningful progress, we believe gaming can be the great equalizer – leveraging fandoms and communities to bridge cultural divides, connect people across borders and create a more inclusive world.

Our Clients | P&G | SUBWAY | Foot Locker | T A C H A | Royal Caribbean International | intel

our work

As a long-time client, Mountain Dew has worked with dentsu teams on multiple interactive, high-octane and award-winning campaigns that were oftentimes first-of-their-kind. Our partnership enabled them to create authentic gaming experiences leveraging some of our capabilities such as original IP development, AR/VR app-design, wide-ranging promotions, in-game integration and engaging social media activations.

Call of Duty: Fuel up for Battle

NATIVE INTEGRATION | ON-PACK PROMOTIONS

To gear up for the much-anticipated release of the next Call of Duty title, Mountain Dew offered gamers the opportunity to earn in-game rewards and exclusive content through special packaging codes. We created a gamified experience that allowed fans to redeem their product codes to unlock in-game features such as exclusive Call of Duty gear, double-XP and rapid supply points. Activision Blizzard trusted us to build upon existing Call of Duty IP, building a master interface complete with a customizable soldier that greeted fans upon code redemption.

As part of a wider campaign, we designed a series of exclusive vignettes which added context and color to some of the key characters in the game, by leveraging customers' webcams and facial recognition technology.

5m

product codes exchanged

DEWcision

PROMOTIONS | MIXED REALITY

Mountain Dew wanted to give fans the chance to vote for their favorite LTO Dew flavor, Baja Blast or Pitch Black, to decide which would become a permanent fixture in the soda aisle. We created a gamified, integrated campaign with a VR gaming experience as the show-stopping, press-grabbing centerpiece. Visitors were directed to a custom-designed microsite and could click to register their vote. Through social media, we created sharable asset packs turning fans into advocates and allowing DEW drinkers to wear their vote with pride across their social channels.



50k+

Event Attendees

900m

Impressions

#1

Most Viewed on Gear VR

learn more

At dentsu, our promise is to help clients navigate, progress and thrive in a world of change and be the champions for meaningful progress.

Visit dentsugaming.com to discover our full range of capabilities and explore more examples of gaming activations we delivered to leading global brands.

Follow us @dentsuUSA

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