



Gaming Demystified 2021

Unlocking brand opportunities in video gaming

Video gaming has risen to become bigger than other forms of entertainment. Its growth has been further super-charged by COVID-19, during which many people turned to gaming while stuck at home.

With this growth, more marketers are looking to gaming to promote their brands. To facilitate this, global research agency 2CV, partnering with the WFA and Branded Ltd, have again produced 'Gaming Demystified', a report that provides a 'how to' guide for marketers looking to invest in video gaming.

This report provides extensive details on how brands can get involved in gaming. It also provides a snapshot of how Asia-based senior marketers view gaming as a marketing channel; this is based on a survey of over 100 non-endemic marketers, which we executed first in 2019 and again in 2021. The result is a report made for marketers, providing crucial information and recommendations on how to create value in this growing space.



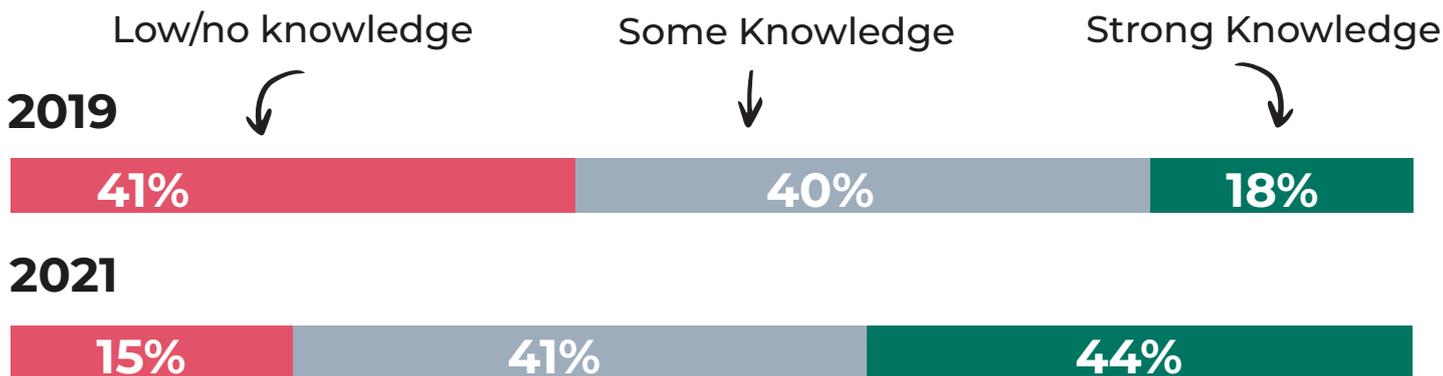
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Report Highlights

Marketers are more knowledgeable of opportunities in gaming

A lack of knowledge was a significant barrier in the 2019 research, with just 18% of marketers being strongly knowledgeable about the opportunities available. This has however grown strongly to 44%, showing more marketers have educated themselves about the industry. However, over half of marketers still do not have strong knowledge, so there is still scope for more education and learning.



Investment in gaming is growing

With the amount of coverage gaming's growth has gained in the last 2 years, it is not surprising that more marketers have taken the step to invest – 62% had done so in the last 12 months (rising from 32% in 2019). The amounts being invested have also risen strongly since 2019.

The rise in investment is reflected in more marketers (85%) seeing gaming as relevant to them (rising from 72% in 2019). In addition, fewer marketers see gaming as risky (48%, down from 60% in 2019).

2019 2021

RELEVANT ↑



RISKY ↓



Brands are investing in both media spend and more involved activations

While half of marketers reported placing advertising on gaming platforms, a similar number also reported more in-depth investments, such as sponsoring streamers or esports teams, or including their brand within games.

Marketers see several benefits to investing in gaming

The top benefits were consistent with marketers' views in 2019 – allowing brands to reach attractive audiences (e.g. younger, harder-to-reach) at a lower cost. In addition, more marketers in 2021 saw strong ROI as a benefit, relative to 2019.

Marketers however do want to know more about the industry and any risks

Marketers most often want to know about the profile and the reach of the gamer audience, the likely ROI and opportunities to invest with content creators/streamers. Increasingly they also want to understand any potential brand risks that may be involved.

They expect to hear about gaming opportunities from both general and gaming-specific agencies, as well as direct from gaming companies (e.g. esports organisers, game developers).



Gaming Demystified is complimentary for WFA members.

For information about purchasing the full report,
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