

# eSCon Brand Briefing



**Attendee Preview**  
**August 25, 2017**

# Esports Ad Bureau - Overview

- ▶ Dedicated to accelerating ad spending on esports opportunities by U.S. based marketers, by reducing risk and providing confidence in the category and Ad Bureau Member offerings
  - ▶ Facilitates **value proposition** messaging common to all Members
  - ▶ Provides esports **ad landscape education** and guidance to agencies and brands
  - ▶ Promotes **best practices** and **accepted metrics**
  - ▶ Fields **research studies** that support the value proposition of our Members



# Esports Ad Ecosystems



Magid

esports  
Ad Bureau



# Brand Integrations and the U.S. Esports Audience

A Study Commissioned by the Esports Ad Bureau and Conducted by Magid Advisors

April 2017

# STUDY BACKGROUND

# This Study's Objectives

1. Determine the value of the esports audience to brands
2. Understand which brand categories and products could be most effective to promote to the esports audience
3. Explore current and potential brand engagements at live esports events

# This Study's Methodology

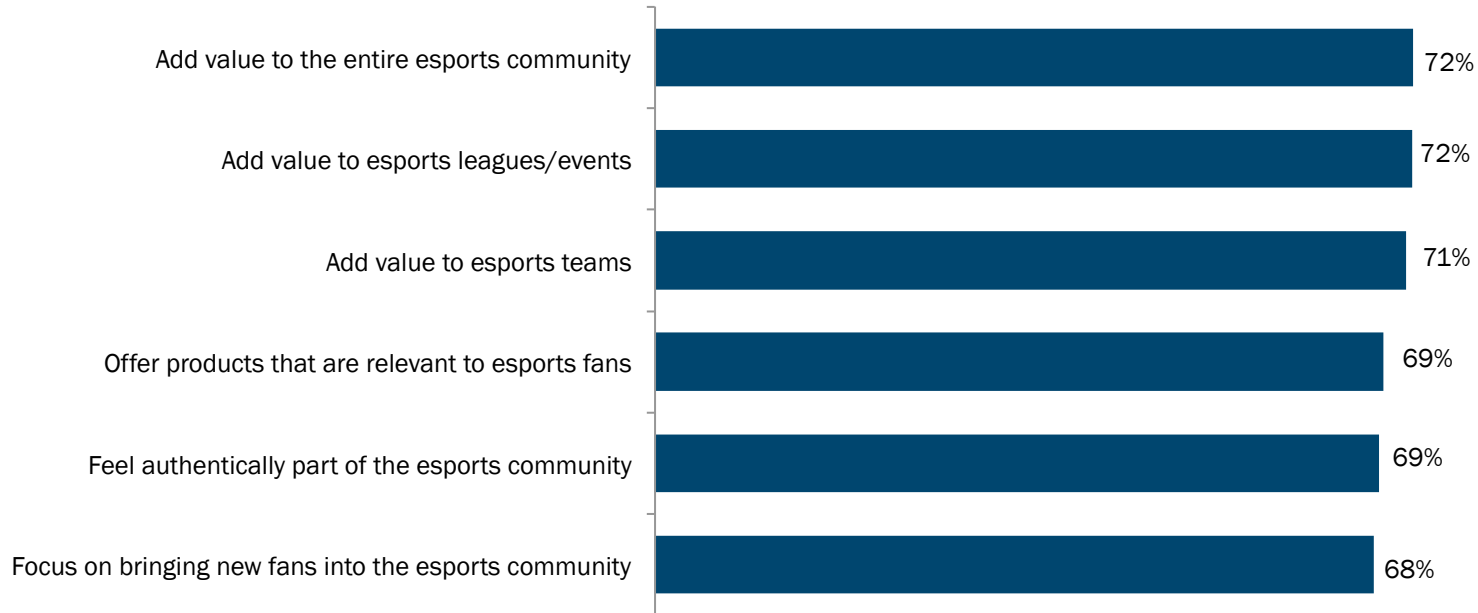
- Conducted March 2017
- Sample of 1,000 16 to 45 year-olds who watch TV, movies, sports, or play video games
  - Three buckets of esports viewers
    - Active – Viewed in last three months
    - Lapsed – Have viewed, but not in last three months
    - Potential – Interested in viewing the next three months
    - Total - All three of the above

# CATEGORY & BRAND INTEGRATIONS



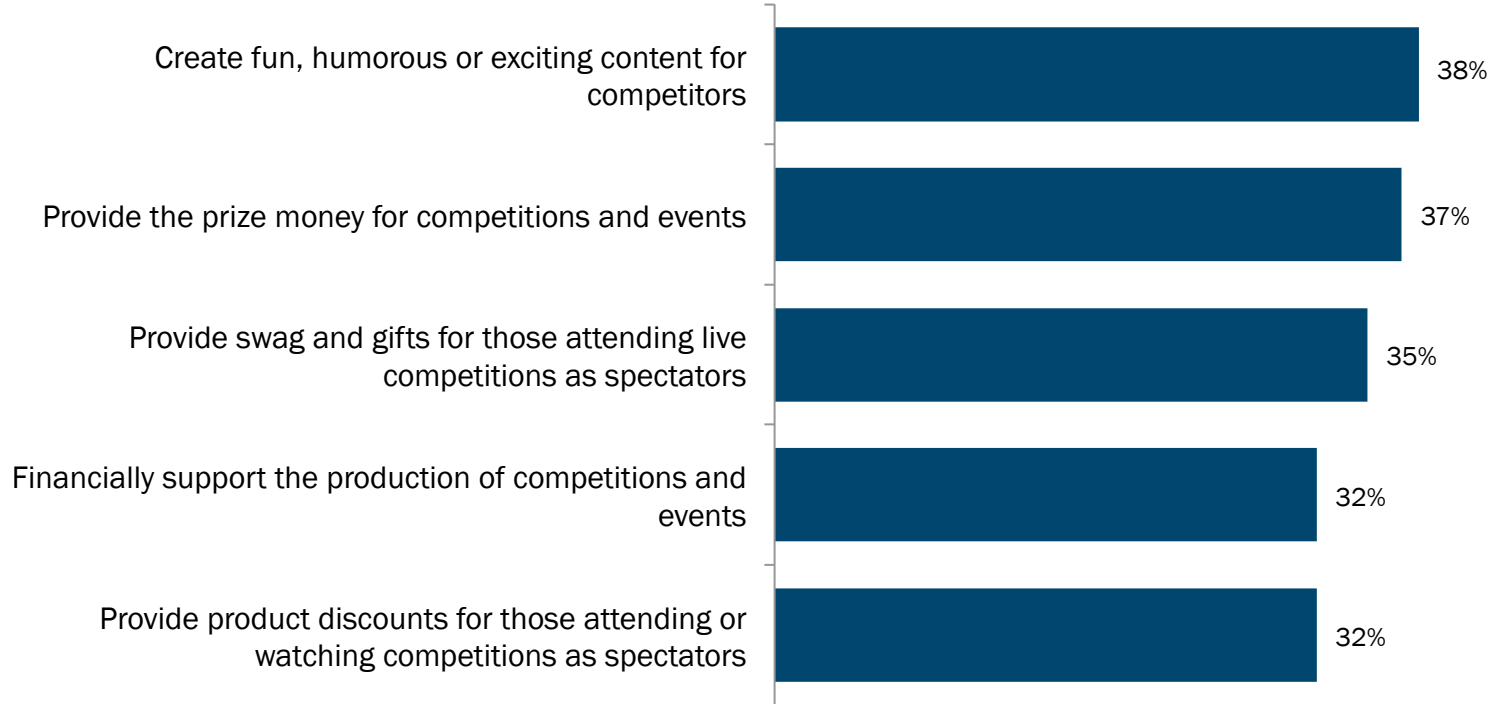
# Brand Integrations Need to be “Authentic”

## How Important Is It for Esports Advertisers to...?



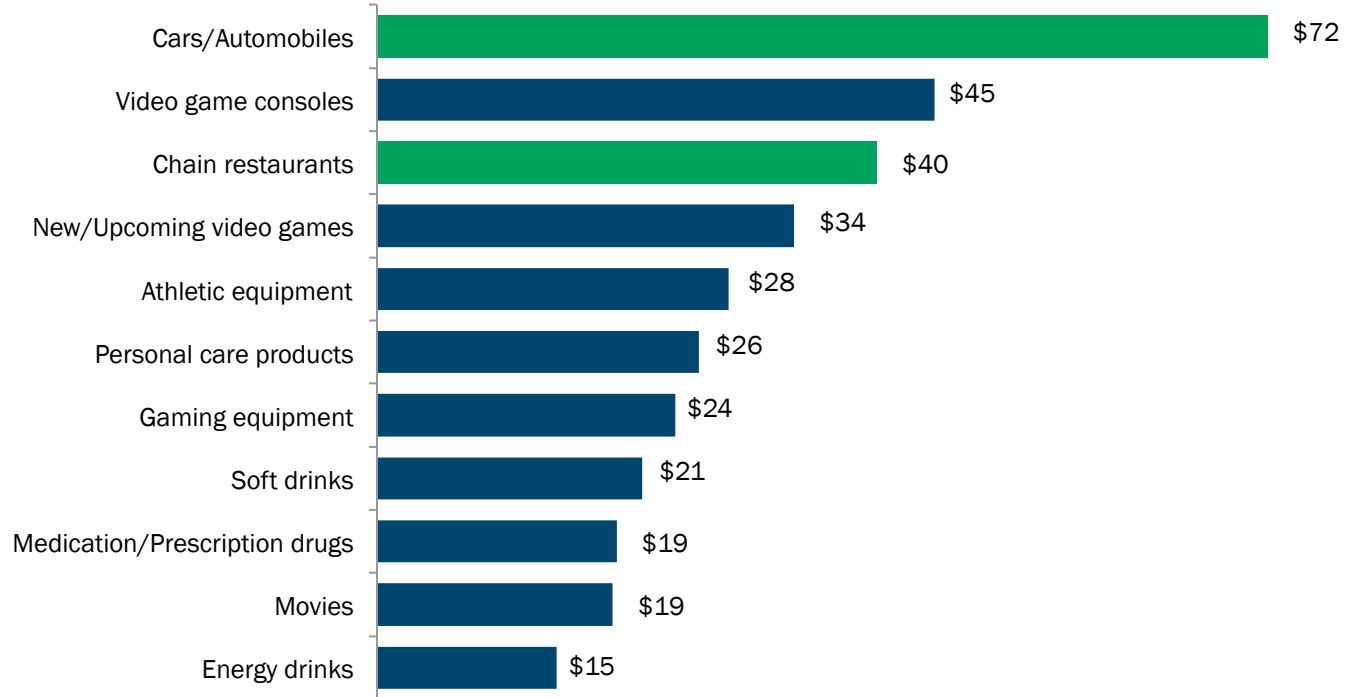
# Acceptable “Authentic” Brand Integrations

## What Do You Want Esports Advertisers and Sponsors to Do?



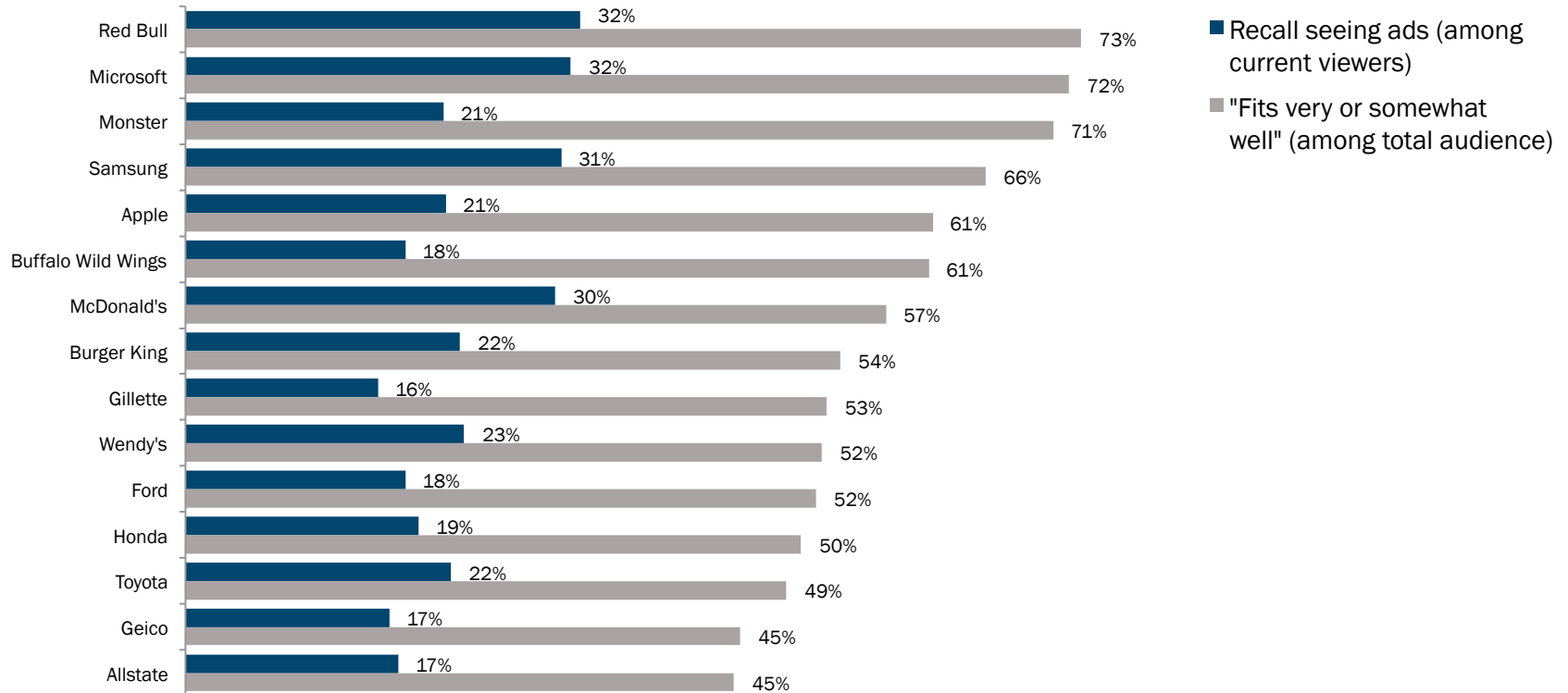
# Viewers Spend on a Variety of Product Categories

## Average Monthly Spend by Product Category



# Non-Endemic Brands Viewed as a “Good Fit”

## Which Do You Recall as an Esports Advertiser? How Well Does Each Fit?



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**We Look Forward to Seeing you in Los Angeles  
for the Complete Presentation and Discussion**

**Thank You!**