# 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 Bureau

### **Esports Ad Ecosystems**







### **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



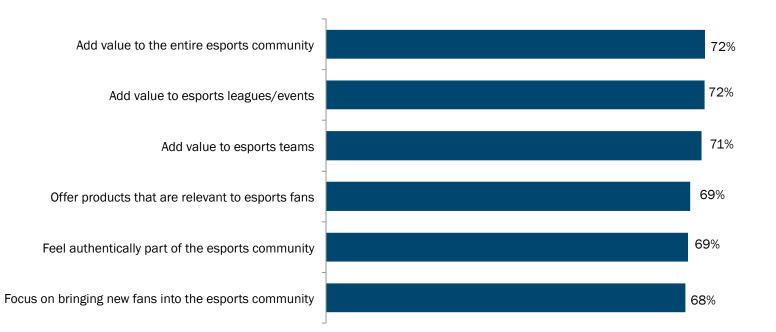


# **CATEGORY & BRAND INTEGRATIONS**



### **Brand Integrations Need to be "Authentic"**

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



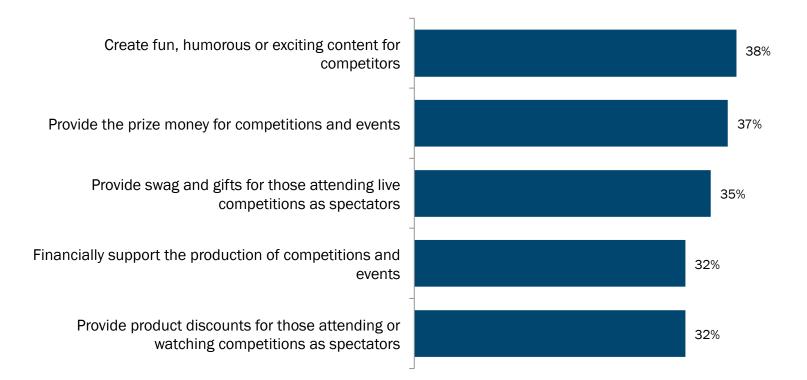
Magid

Bases: Total Esports Viewers, N=713 X.5 Thinking about the potential for brands and companies to sponsor and partner with esports teams and events, how important are each of the following for a sponsor or partner to accomplish?



### **Acceptable "Authentic" Brand Integrations**

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



Base: Active and Lapsed Esports Viewers, N=713;

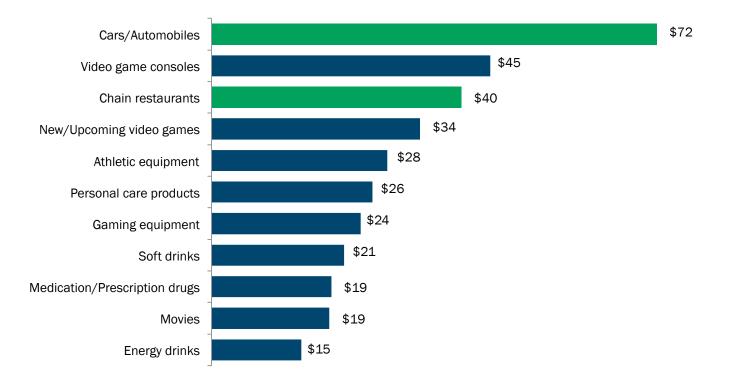
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X.7 Which of the following would you like to see brands and companies do as sponsors and partners of esports teams and events? Please select all that apply.



### **Viewers Spend on a Variety of Product Categories**

Average Monthly Send by Product Category

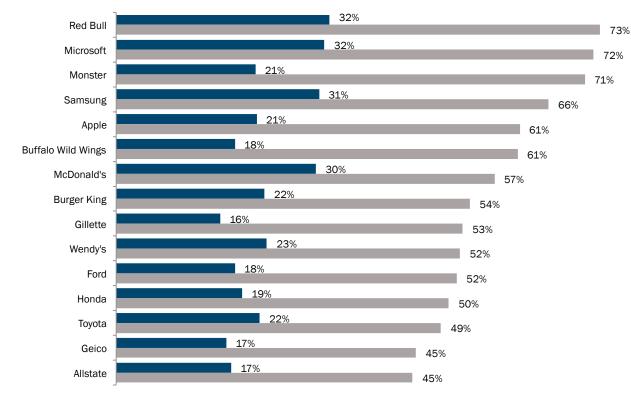




Bases: Total Esports Viewers, N=713; (Excluding Outliers: fewer than 10 in each category) B.3 How much money would you estimate that you spend on each of the following types of products in a typical month?

### **Non-Endemic Brands Viewed as a "Good Fit"**

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



- Recall seeing ads (among current viewers)
- "Fits very or somewhat well" (among total audience)

Base: Total Sample, N=1000, Esports Viewers, N=539;

Magid

B.1 In the past 3 months, which of the following specific companies or brands, if any, do you recall advertising during esports events you were watching? B.4 How well do you think each of the following specific companies or brands, would fit as advertisers or sponsors of esports matches and events?



## eSCon Brand Briefing



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

### Thank You!