

E-SPORT – SPORT, THAT WILL SURVIVE

HOW DO WE TURN E-SPORTS' FANS INTO BRAND'S FANS?

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BRAND: EVANGELISM

next^m

E-SPORTS GROW
WHILE SPORT
RESOURCES FACE
VISITATION DECREASE

-52%

av. drop of
top sport
sites' traffic



+30%

TWITCH.TV
visitation

+125%

new unique
audience of
gaming streams

Source: Similarweb Russia Feb-Apr; Maincast broadcaster data

BRAND: EVANGELISM



**GAMING IS THE
LIFE SAVING
FACILITY FOR
CONVENTIONAL
SPORT AND
LITERALLY ANY
OFFLINE**



A promotional banner for the NHL 20 video game. It features two hockey players: Wayne Gretzky on the left in a blue and orange Edmonton Oilers jersey, and Alex Ovechkin on the right in a white Washington Capitals jersey. The text reads "THE GREAT ONE vs. THE GREAT EIGHT" and "HEAD-TO-HEAD IN NHL20". It also includes the date "Wednesday, April 22 | 8:00 P.M. ET" and the streaming location "Twitch.tv/Capitals". Logos for TekSyrup, PMSI, and "Benefitting COVID-19 Relief" are visible at the bottom.



HOW TO ESTABLISH EFFICIENT COMMUNICATION WITH E-SPORTS FANS?



We interviewed gamers and e-sports enthusiasts to define ad perception and attributes' impact

General partner **WINSTRIKE** AGENCY

cyber.sports.ru **MAINCAST**

канобу **ruplay** **GameGuru**

КИБЕР СПОРТ **@esportsindustry** **ЧЕМПИОНАТ** **CS**



**NON-ENDEMIC
PRODUCTS ARE FINE
TO GO WITH**



**CELEBRITY
ENDORSEMENT IS
JUST AS GOOD**



**SLANG IS NO SILVER
BULLET**



**FOR PROFIT GAIN YOU
MUST ENTERTAIN**



“

Don't try to be a cool dad. Be a bro!

BRAND: EVANGELISM

CHALLENGE

Launch
communication
of NIVEA MEN
in Gaming

Catch gamers'
attention despite
high clutter and
ad resistance

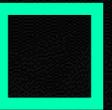


BRAND: EVANGELISM

SOLUTION

New in-game
format hacking
fans' activity –
donations

Rewarding
streamers for
high scale game
performance



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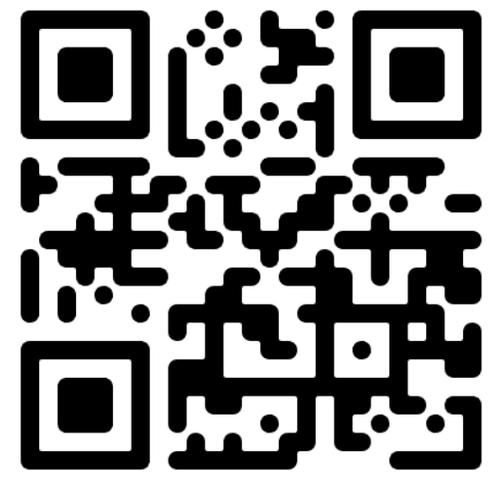
**Make the brand a
gaming evangelist**



**Skillful usage of
celebs and slang**

E-SPORTS
OFFER

Got the brief?



CONTACT US

THANK YOU!



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