# E-SPORT – SPORT, THAT WILL SURVIVE

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

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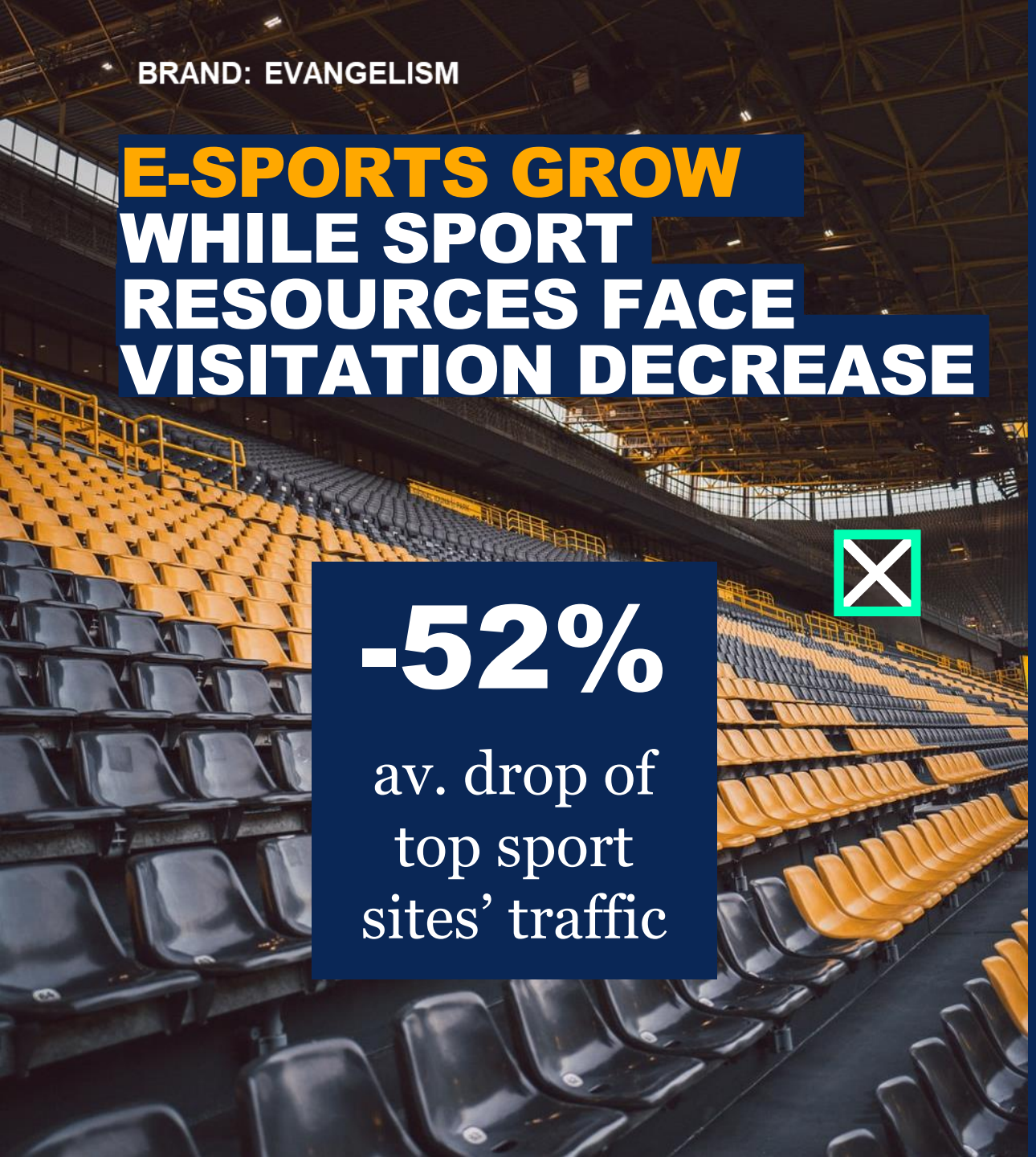

BRAND: EVANGELISM

# 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

# 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

nextm

## 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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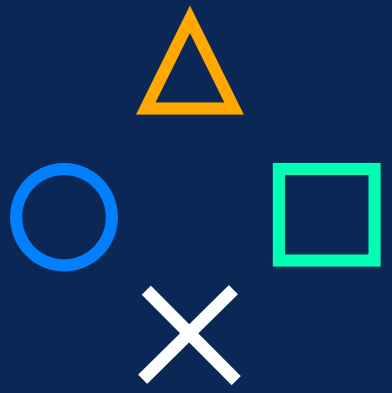

Make the brand a gaming evangelist

Focus on entertainment

Skillful usage of celebs and slang

E-SPORTS OFFER

# THANK YOU!

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**Got the brief?**

CONTACT US