

Branding in the gaming industry

A case study - lunchbreak webinar

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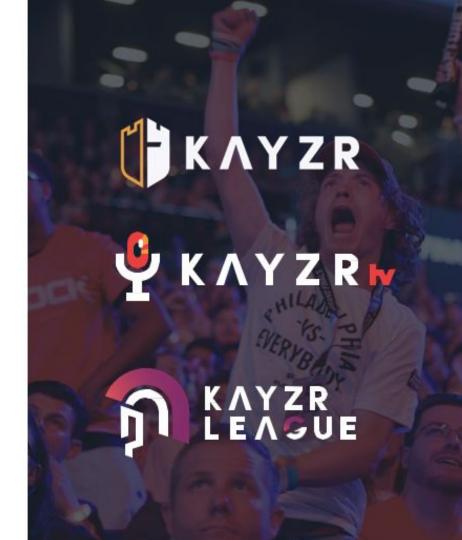


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- 4. Challenges in new media consumption
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ABOUT KAYZR

Through purposeful marketing & data-driven, we assists brands in connecting with local esports enthusiasts





"Facilitating a gamer-centric platform where like-minded gamers enjoy connecting, engaging and sharing their gaming experiences"



100.000+

Unique users
> 200.000
estimated
end 2021

87% between 16-30 year 2.000.000+

Monthly page views

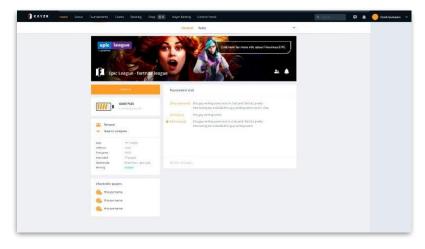
1h+

Per session on the platform

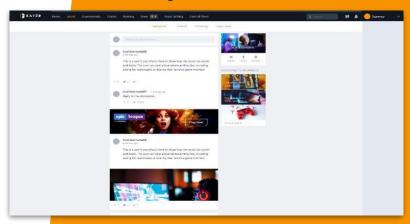
Kayzr HUB



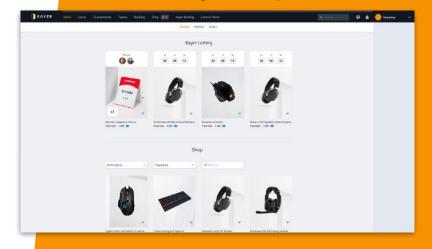
Kayzr Tournaments



Kayzr Social Feed



Kayzr Shop





A sounding board for content creators who want to create entertaining content

Kayzr on Twitch

3.000.000

Livestream views (98% Benelux) 15min.

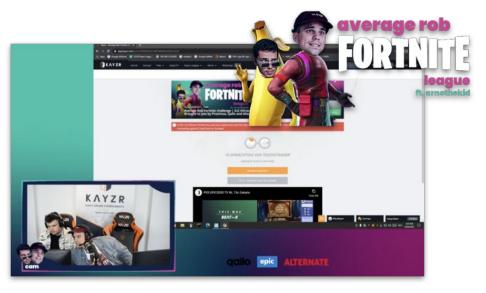
Average eyeballtime per unique viewer 90.000+

Monthly live views

5 days

Minimum 5 days/week live

Kayzr tv







A league that offers gamers their first step towards a professional esports career.

Kayzr League

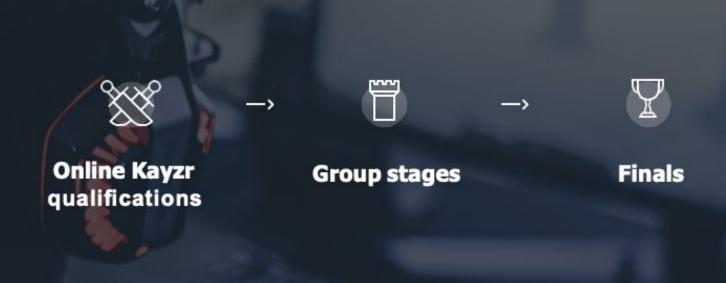
260.000+

Live views per year (98% Benelux) 15min.

Average eyeballtime per unique viewer 650.000+

Minutes watched per season € 4.000

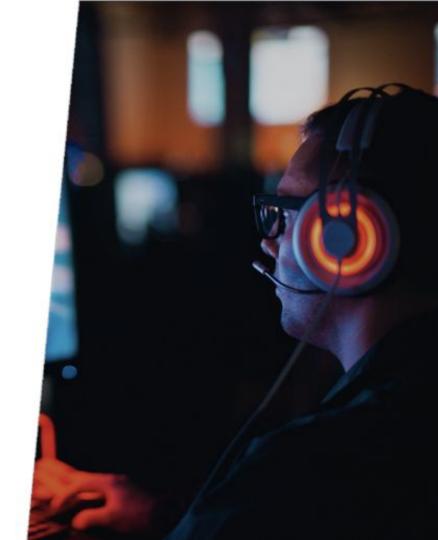
Per season, per game



Kayzr League finals

Offline event possible with strategic partners like:

Kinepolis, FACTS, Esports Game Arena, Comic Con Brussels, R.A.V.E.N.,...



Brands we've worked with...









ALTERNATE





































ABOUT ADSHOT

Next-Gen influencer marketing

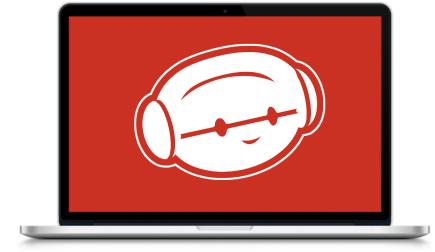
Adshot offers technology and services that allow brands and creators to deliver impactful content to the next generation of consumers.







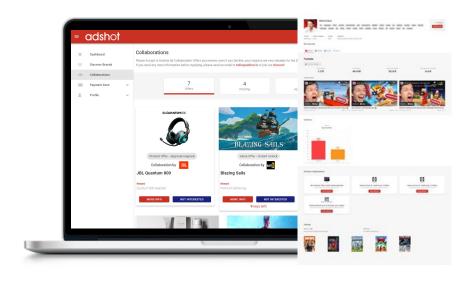




Professional life companion for creators

Adshot offers 6.000+ creators/influencers a place where they can organize their professional life.

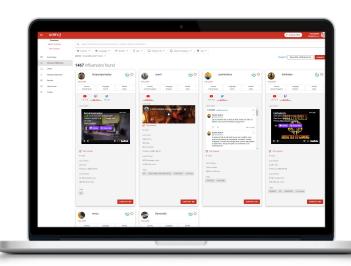
- Monitor their channel performance
- Network with brands and other creators
- Create a real-time media kit
- Find and manage collaborations with brands from start to payment



Agency services

Adshot combines in-house created technology and expertise to make your influencer marketing campaigns more effective and efficient

- Data-driven matchmaking & onboarding
- Campaign performance forecasting
- Campaign management
- Campaign assessment



Brands we work with

































THE RISE OF GAMING AND INTERACTIVE MEDIA





The esports market

495м

Esports enthusiasts in 2020

compared to 235M in 2015 22%

Of all millennials watch esports







Esports are video games that are played in a highly organized competitive environment.

These games can range from popular, team-oriented multiplayer online battle arenas (MOBAs), to single player first person shooters, to survival battle royales, to virtual reconstructions of physical sports.





1.2 Billion Gaming content viewers worldwide

Source: Nielsen 2021

Gaming video content





Video content on demand Tutorials, playthroughs, commentary, episodes, ...



Live streaming content gaming broadcasts by streamers, esports athletes & events





Interactive live streaming





ADVERTISING CHALLENGES TO NEW MEDIA

Interactive media is on the rise





Gen Z & Y are binging user-generated content on social media platforms aimed to trigger interaction from its viewers

Traditional Advertising is not





Most advertising remains intrusive and disrupts the interactive experiences created on social media platforms, creating brand aversion amongst Gen Z & Y.

New generations bring new challenges



Adblockers



Authentic approach

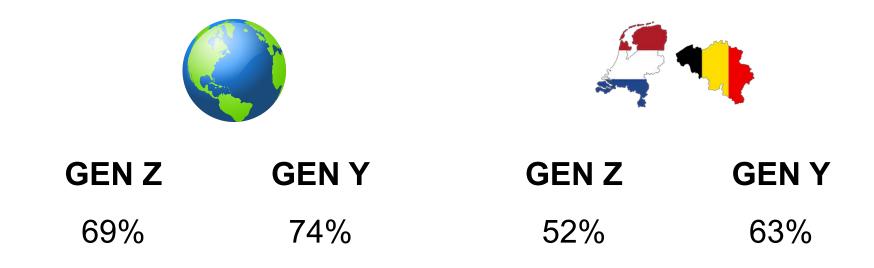


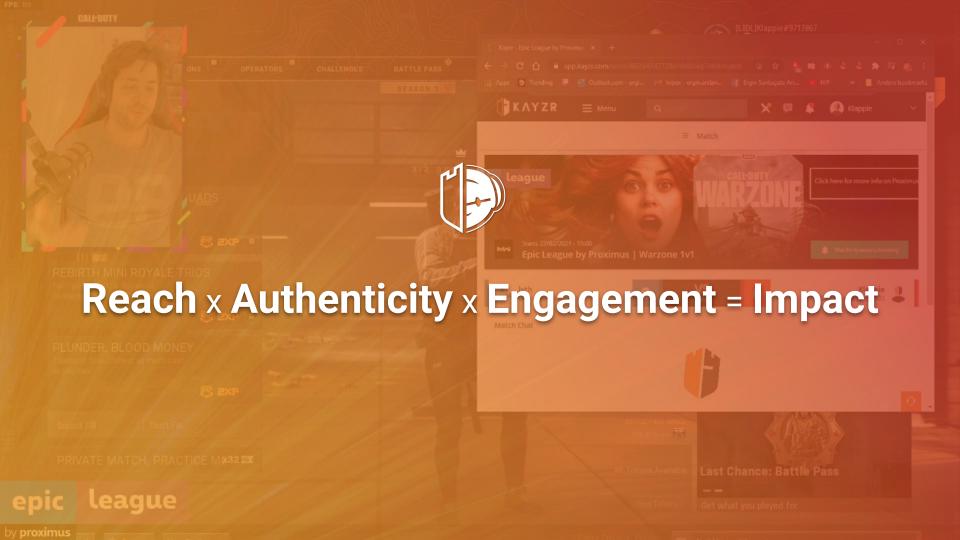
Interactive communication



Lots of unused data

Adblock usage amongst Gen Z & Y



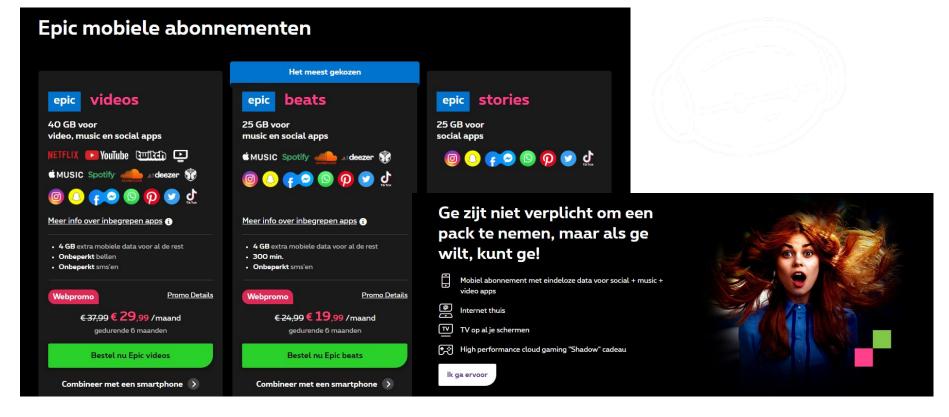




OUR APPROACH PROXIMUS CASE

Proximus Epic Case

Paving the path towards Gen Z & Y in Belgium



Proximus Epic Case

Paving the path towards Gen Z & Y in Belgium



LT Influencer Marketing

Proximus endorsed live streamers for multiple months, which resulted in permanent branding and custom activations via branded content.



LT Engagement Marketing

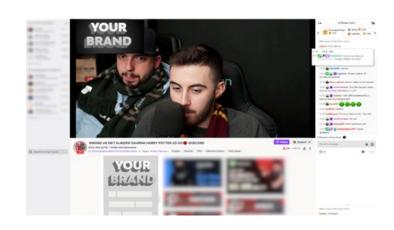
Kayzr implemented always on tournaments (24/7 leagues) and branding throughout the entire Platform + Always-on visibility on the KayzrTV Twitch channel

6-month ambassadorship





Monthly content
Branded live streaming content,
dedicated to sponsorship.



Always-on brandingPermanent visibility on channel of sponsored influencer.

Monthly content







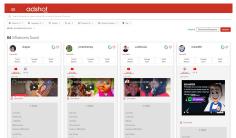




Onboarding relevant live streaming ambassadors

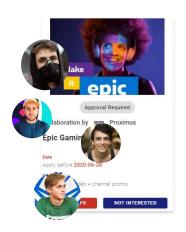
1. Define persona

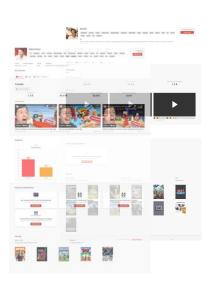




2. Database matching

3. Invitation & onboarding

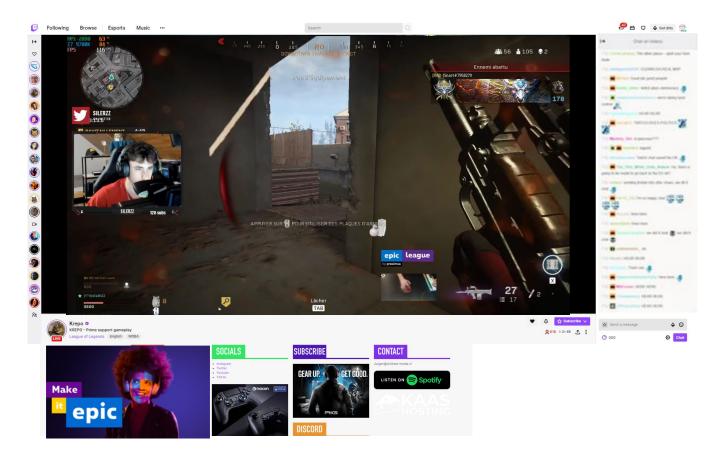




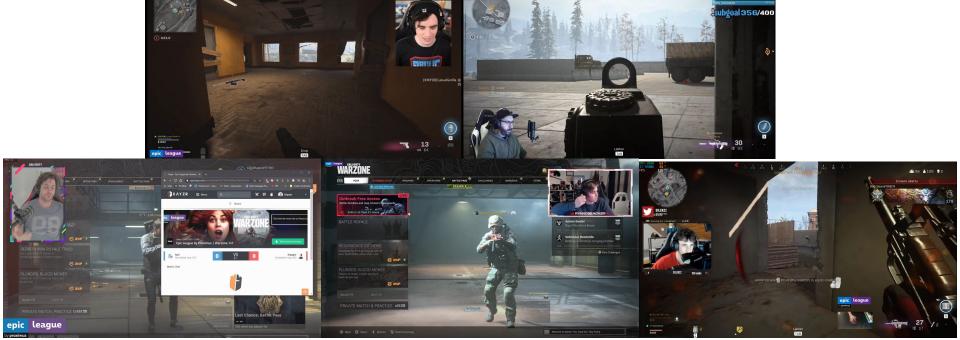
4. Selection





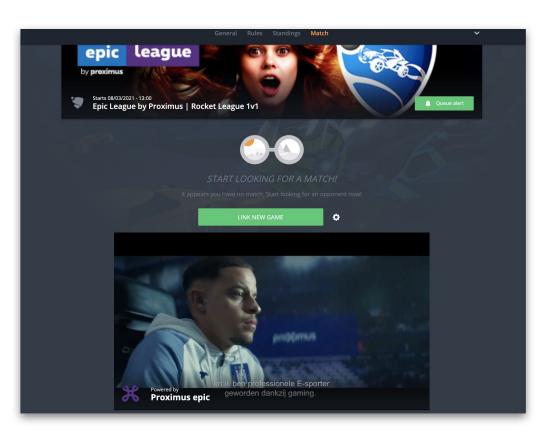


5 ambassadors with almost 300K combined followers played against viewers





Branded Leagues







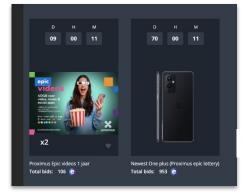
Shop & currency integration



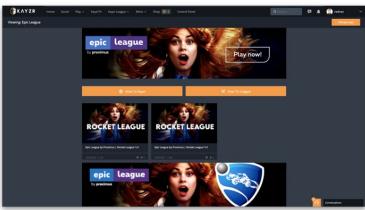




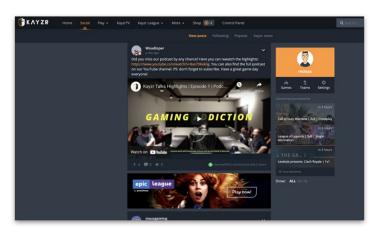
Tournament page



Lottery prizes



Epic League Page



Social feed

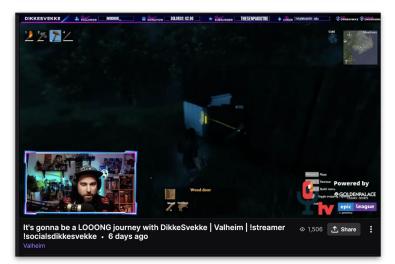
KAYZR

KayzrTv









Results (3 months)



2.7M page views

324K live views

15K Matches Played

2.15M views

484K live views

10K views on tournament







in Xander Van Buggenhout

□ xandervb@kayzr.com

Q&A

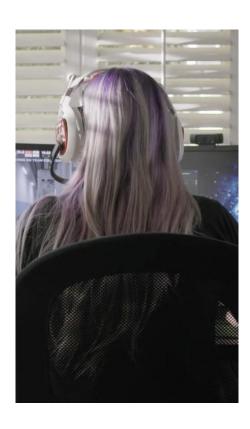


in Axel Gekiere



□ axel.gekiere@adshot.io

Live Streamers, not your average influencers



- Sterke focus op community, daarom veel invloed als hoofd van de community
 - marketing
 - Image building
 - Sales
- Veel income van hun doelpubliek
- Daarom meer kritisch op inkomsten
- Willen enkel content dat leuk is voor hun audience
- Full-time profession



100.000 +

Unique users > 200.000 estimated end 2020

2.000.000+

Monthly page views

1h+

Per session on the platform

87% between 16-30 year



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Unique users
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Per session on the platform

87% between 16-30 year

1H + session time

Through the use of gamification techniques like...



Levelling system

Achievements & Badges

Leaderboards





1H + session time

Through the use of gamification techniques like...



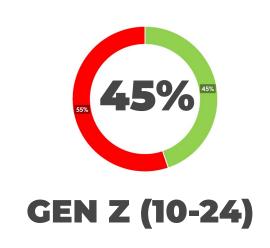
Offline to online Treasure Hunt Online to Offline

(50K visitors in 1 weekend)





Gaming video content BENELUX







Gen Z users: 850K/5,06M Gen y users: 1,6M/5,55M Gen Z users: 1.4M/5,06M Gen Y users: 1,5M/5,55M YΤ

Gen Z users: 5,01M/5,06M Gen Y users: 5,2M/5,55M

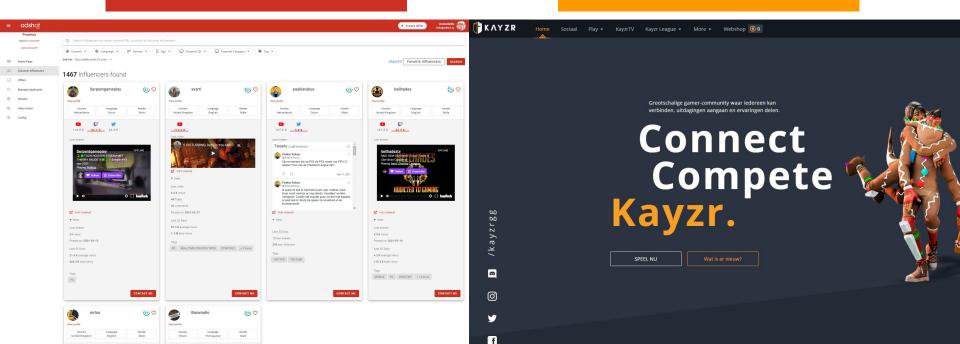
Reach

6.000+ creators reach 550M eyeballs per month

1.7K+ Benelux creators reach150M eyeballs per month

15.000 players per month play over 10.000 matches

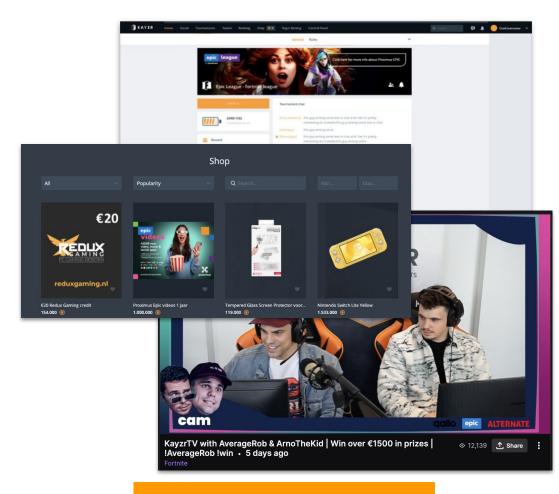
KayzrTV achieves over 90.000 monthly live views



Authenticity

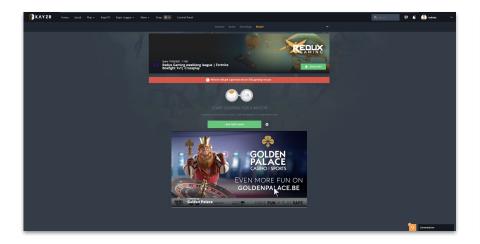


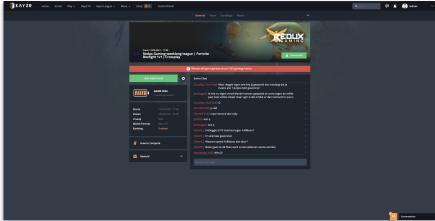
Relevant creators with a strong commitment to their community



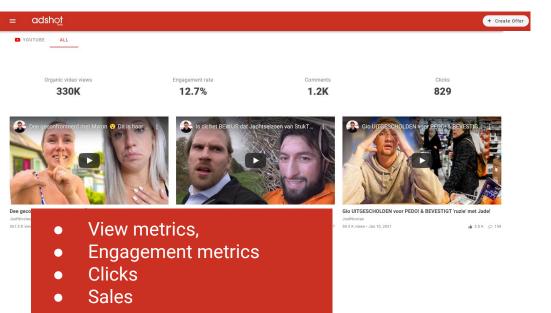
Authentic ad formats

Engagement





Impact



Metrics Kayzr