



GAMING INFLUENCERS

and why they matter



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INTRODUCTION

Over the last decade, the entertainment industry has been revolutionized by digital advancements, with gaming becoming a major factor in this growth. Particularly in Canada, studies by the Entertainment Software Association of Canada show that about 61% of the population engages in video gaming in 2023.



61%

Canadians playing
video games in 2023

The era of solo play of 2D games like Donkey Kong, Contra, etc. at home is over. Today's gamers are not just players; they actively engage in online communities and interact with creators across various social media platforms, making gaming a social experience. You play with friends, colleagues and even strangers. This evolution has paved way for the emergence of gaming influencer marketing, a strategy that forges new connections between audiences and brands in previously unimaginable ways.



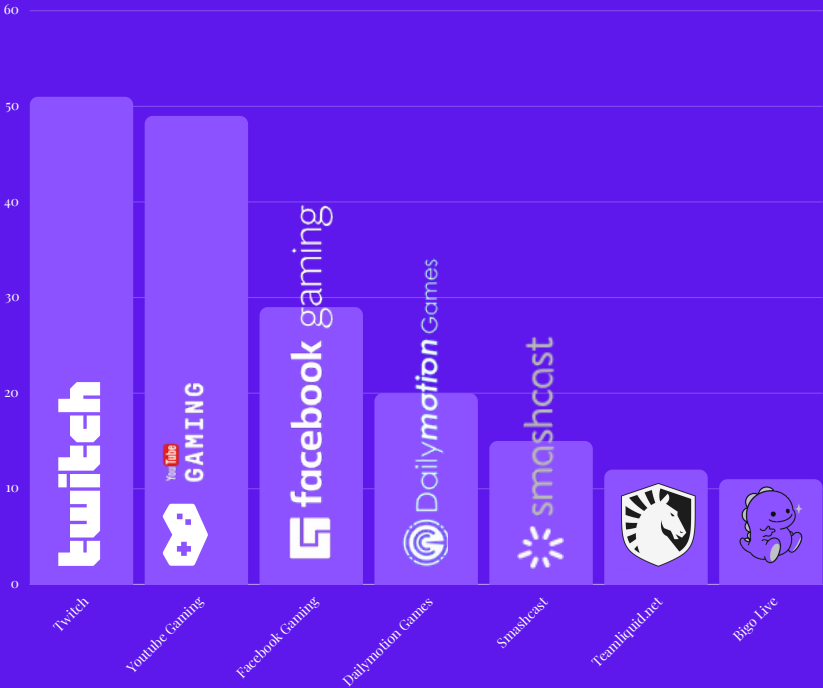
5 Million

Canadians watched /
broadcast on streaming
sites in 2022

INTRODUCTION

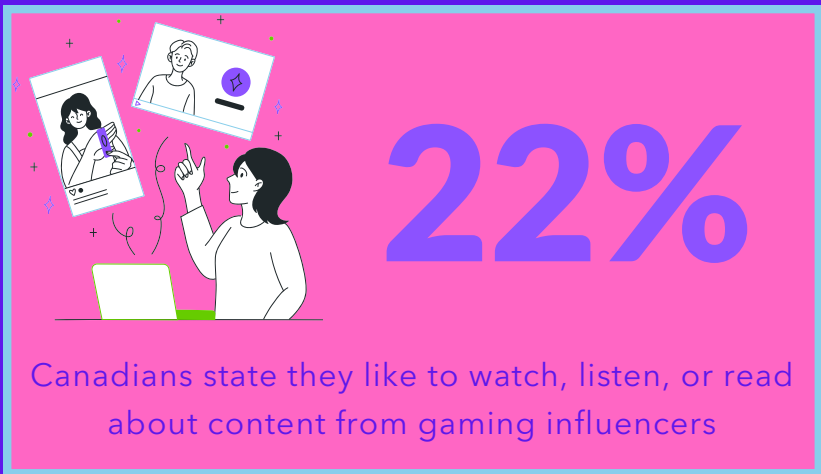
In this eBook, we will explore how this marketing approach works and its significant effect on the gaming industry. We will also discuss the advantages of this strategy and spotlight a campaign that has left a lasting impact. Curious? Stick with us to the end to learn how this powerful marketing tool can help you write your own success story.

MOST-USED STREAMING SITES IN CANADA



RISE OF GAMING INFLUENCERS

Gaming influencers have transformed from niche entertainers to mainstream media personalities. Their rise is fueled by platforms like Twitch and YouTube, where they connect with millions of viewers through live streams and engaging content.



22% Canadians aged 18-64 stated that they like to engage in content shared by gaming influencers and about 5 million actively watching content on streaming platforms like Twitch, YouTube Gaming, Facebook Gaming, etc.

That said, brands have a great potential available in front of them to be able to tap into this space with the objective of increasing brand awareness as well as brand loyalty.

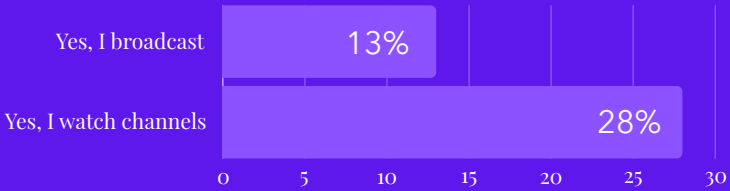


RISE OF GAMING INFLUENCERS

With the surging popularity of live-streaming services like Twitch and with more people turning to online content due to the boredom and restlessness brought on by the COVID-19 pandemic, these online personalities garnered large fan bases.

They emerged as prominent characters in the gaming industry, holding tremendous influence over their followers' purchasing decisions through their suggestions, viewpoints and their own purchase behaviours.

VIDEO GAME STREAMING SITES USAGE IN CANADA IN 2022



TYPES OF GAMING INFLUENCERS

The gaming industry's rapid expansion is significantly attributed to a diverse group of trendsetters and influencers propelling its progress. This section will delve into these key players, highlighting their distinct traits that have made a lasting impact on the field.

Professional Gamers

These people are top players in video game competitions, often playing in big tournaments around the world. They are really good at their games because they understand the strategies well and are very dedicated. They don't just play; they also share tips and tricks about playing better, which makes a lot of people follow them.

Examples from Canada:



Artour Babaev

Known as Arteezy, is a Canadian professional Dota 2 player for Shopify Rebellion. He is also one of the most popular streamers among the community.



Kurtis Ling

Known as Aui_2000, is a Canadian professional Dota 2 player and coach for Tundra Esports. Kurtis was a member of the Evil Geniuses team that won The International 2015.

TYPES OF GAMING INFLUENCERS

Gaming Streamers

These influencers focus on streaming their gameplay live, offering commentary and engaging with their audience directly. They build communities based on their own personalities and the types of games they prefer, frequently streaming for extended periods.

Examples from Canada:

1. Mike 'Shroud' Grzesiek (CSGO, Streamer)



Image Credit: Dot Esports

2. Artour 'Arteezy' Babaev (Dota 2, Streamer)



Image Credit: Join DOTA

3. Tyson 'TenZ' Ngo (Valorant, Streamer)



Image Credit: Upcomer

TYPES OF GAMING INFLUENCERS

Gaming Critics

These content creators provide detailed evaluations, criticisms, and examinations of video games. They are essential in educating consumers about the quality of games, how they are played, and their entertainment value. The opinions they share can greatly affect a game's success.

Examples:

1. Angry Joe



2. Jim Sterling



YouTube Vlogger/Gamers

These influencers provide a combination of playing games, commentary, and personal thoughts. Their content features game guides, Let's Play series, and video blogs that cover different elements of gaming culture and industry updates.

Examples from Canada:



1. Corey Tonge
(12M Subscribers)



2. Banjan Canadian
(6M Subscribers)

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WHAT MAKES AUDIENCES TRUST STREAMERS?

AUTHENTICITY

ENGAGEMENT

EXPERTISE

PERSONALIZATION

TRANSPERANCY

PRODUCT DEMOS

PEER INFLUENCE

PURCHASE INFLUENCE



CASE STUDY

A GAMING INFLUENCER
MARKETING SUCCESS STORY

CASE STUDY

AGN embarked on a strategic campaign to elevate brand awareness for a motorsport division of a Japanese car manufacturer in Canada. This detailed case study explores the strategies employed and the outcomes achieved, offering insights into the power of influencer marketing in the gaming industry.

OVERVIEW

To achieve the goal set, AGN partnered with 6 influencers across Twitch and YouTube based in Canada, with a combined following of 1.2 million. These individuals were carefully selected based on the audience that was planned to be targeted.



TARGET AUDIENCE

- Age - Over 30 years old
- Male Focused
- Automotive Enthusiasts
- Over-indexing in motorsports and adrenaline enhancing activities

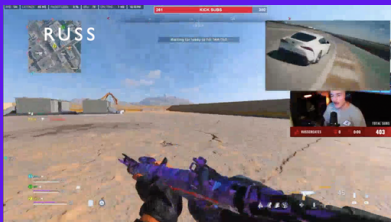
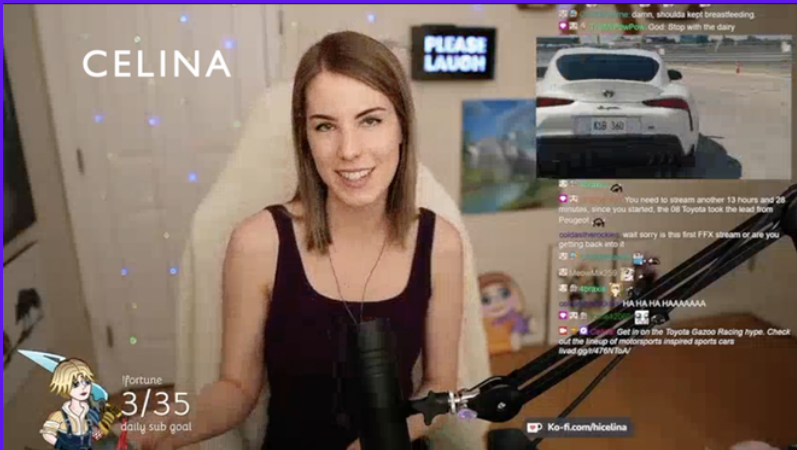
TECHNOLOGY UTILIZED - INTERACTIVE OVERLAY

Using LIVAD's AI-powered algorithms that automatically find the best moments for the brand's creatives to be displayed in a non-intrusive and elegant manner using an interactive overlay.

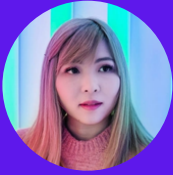


CASE STUDY

HERE'S HOW THEY DO IT:



CASE STUDY



Yvonne

Twitch Streamer
565K Followers



Dreads

Twitch Streamer
37K Followers



Russ

Twitch Streamer
29K Followers



Celina

Twitch Streamer
19K Followers



Squillakilla

Twitch Streamer
184K Followers



Ginomachino

Youtube Streamer
305K Followers

STREAMERS USED

CASE STUDY

CAMPAIGN RESULTS



Live Views

604,112



Link Hovers

6,191



Link Clicks

1,048



Engagement

9,307



Chat Reactions

2,067



Engagement Rate

1.53% Benchmark = (1% - 2%)



Screen Time

11.3 hrs

Among live streamers who love the brand.



Watch Time

5082.7 hrs

Among various live streamers

DEFINITIONS

Engagement:

Refers to the level of interaction measured through link clicks, link hovers and chat messages including relevant keywords

Engagement Rate:

$(\text{Link hovers} + \text{link clicks} + \text{chat messages incl. relevant keywords}) / (\text{total views})$

Link Hovers:

Total number of users that hovered over the link in chat

Screen Time:

Ad length * total placements (total time the creative was on the screen)

Watch Time:

Ad length * total views (total time the viewers watched the ad)

BENEFITS OF GAMING INFLUENCER MARKETING

The impressive outcomes of utilizing gaming influencers for marketing underscore its strategic benefits. After witnessing its impact through our case study, we'll delve into the primary advantages that establish this approach as highly effective:

Customer Acquisition in a crowded market:

This method is notably efficient in drawing in new users to the brand. The natural exposure and recommendations from these gaming personalities often lead to a lower acquisition cost than traditional advertising methods. And with the gaming market more crowded than ever, achieving visibility is a formidable task. Partnering with gaming influencers can boost a game's presence, attracting players on the lookout for fresh gaming experiences.

Long-term Engagement:

Continuous collaboration with gaming influencers can cultivate a loyal player base. Their constant support and content production maintain player interest, fostering lasting engagement and allegiance.



CONCLUSION

Advertising your brand through gaming influencers can prove to be an effective and efficient way of marketing. It is a niche way of increasing brand awareness and a tool that not many brands have explored yet. The engagement that streamers have is premium and has an element of trust that no other form of influencer advertising can provide.

When looking at target demographics, gaming influencers are entertaining a part of the audience that is hard to reach by other forms of marketing. The much-coveted 18 to 34 year target demographic is notoriously difficult to reach with traditional marketing, and even digital platforms like Facebook and Instagram struggle to find a way to connect with it.

Although gaming influencers hold 10th place when it comes to the overall number of followers, if we take a closer look at the age range of 18 to 34 in males – gaming influencers are number one, according to a research by YouGov.

The future of gaming is bright. As mentioned earlier, it is now a growing social activity - just like you go bowling or for a sports game or to the theatres for a movie. And as gaming grows, so will the gaming influencers and streamers.

Sources:

Statista

- Influencer / content creators followed by type in Canada in 2023
- Video game streaming sites usage in Canada in 2022
- Most used video game streaming sites by brand in Canada in 2022
- Video game streaming site purchases in Canada in 2022

Real Canadian Gamer Essential Facts Report

The Global Impact Of Gaming Influencer Marketing

Game-changers: the power of gaming influencers (YouGov Report)

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