

COVID19 Analysis Gaming



Facts & Opportunities

Summary.

Video gaming is seen as a second or third option after subscription movie and TV services. This includes **mobile app gaming and live sharing services** like Twitch and Steam which have hit over 20 million users since quarantines took effect worldwide. Now that the industry has gone completely online, **gaming has become very accessible for people in this opportune moment.**





Marketing Strategy

In the teenager to young adult age group, there is potential in continuing to promote downloadable games. Even more so now, the opportunity exists to **convert hardware buyers to go online**. Games releases will not stop as the lockdown continues which means developers can take advantage of the situation to continue marketing their products to people who currently have a lot of downtime. **The same applies for mobile apps** who can **target older age groups** who prefer to game on their phones.



Industry losses

Hardware requirements for console and PC gaming and **limited physical purchasing**, plus **production and supply shortages**, leave the industry not completely unaffected. In 2019, hardware game sales comprised 20% of total sales which means there remains a percentage of gamers who have not yet shifted completely online.



Social Media Rol

Twitch and similar platforms would be the **ideal marketing location for gamers**, but **Twitter** and **Snapchat** are also effective as this audience normally has accounts on both platforms. Both **branding and conversion campaigns** work for this category.



Market notes

Italy's Telecom Italia said that it has seen a **70% increase in network traffic since the start of the quarantine** and Chinese live-streaming service Douyu experienced increased viewership of the country's most popular games.

Sample companies



ACTIVISION



Gaming ad spend is up 25% as we all shelter in place



Source: Singular

Some tips from our Team.

Short Term

Transparency and empathy will be key in all forms of communication with customers, from online interactions to receiving feedback. The objective should be to survive the crisis but not at the expense of people, their health and their resources.

Mid Term

Remaining relevant and top-of-mind with customers, ensuring that their needs can be fulfilled. This is also a great time to start assessing the different channels of marketing and sales, and whether you are present at every touchpoint.

Long Term

Brands will have to plan on how to recuperate from these setbacks. The positive side is that the crisis is occurring early in the year which gives brands time to readjust their strategies to move forward stronger. Marketing investments will have to be flexible and adaptable, and contingency plans should be set in place to mitigate any future crises.



How brands are reacting.

EA Sports

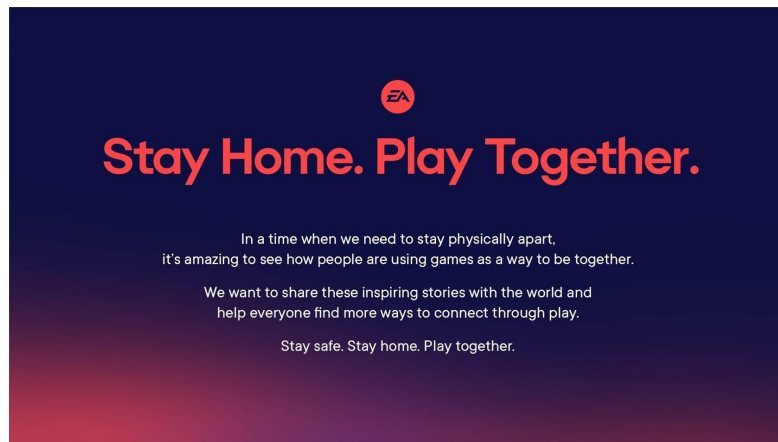


Promo Code:

- 75% Sims 4
- 50% Sims pack

EA Claim for this days is focused on engaging interaction with players showing their concern during lockdown:

Stay Home, Play Together



Contact us

Thank you

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