

dentsu gaming

GAMING, YOUR MARKETING CHEATCODE

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FOREWORD

GAMING ISN'T JUST A TREND — IT'S A CULTURAL SHIFT. AND IT'S NOT GOING AWAY.

Brands know they need to show up in gaming. But the truth is, too many still see it as a one-off sponsorship, a media buy, or something ‘for the younger demo.’ That mindset misses the bigger picture.

Gaming today is where fandoms are built, identities are explored, and communities gather. It’s not a vertical — it’s a horizontal layer that cuts across content, commerce, and connection. And it’s changing how people experience culture.

At dentsu, we believe that if you want to win the future, you need to earn your place in the worlds that people care about. That’s what this report is about. It’s not just another data dump. It’s a strategic map for brands who want to play smart — to create plans adapted from moment-based marketing to fandom-first thinking.

You’ll find insights on gaming motivations, behavioral data across regions, and the most important part: how to connect gaming to your marketing funnel in a way that drives relevance, resonance, and return.

We’ve built this with input from the best — our partners at GWI, Anzu, Stream Hatchet, Newzoo, Activision Blizzard Media, Discord, PlayStation, Roblox, and our teams on the ground around the world. And we’re just getting started.

With all this newfound power and knowledge — let’s stop testing and learning — and get going!



BRENT KONING

EVP, Global Gaming Lead at dentsu



GAMING IS THE GROWTH ENGINE FOR THE NEXT GENERATION OF BRANDS

THIS REPORT IS YOUR GUIDE TO NAVIGATING A GROWING, AND MORE COMPLEX, GAMING LANDSCAPE, UNLOCKING THE STRATEGIES, MOTIVATIONS, AND CHANNELS THAT WILL DRIVE THE NEXT WAVE OF MARKETING SUCCESS.

- 01** **Gaming IPs are fuelling the transmedia boom** with adaptations like A Minecraft Movie, The Last of Us show, and upcoming Angry Birds 3 movie, are turning games into global storytelling engines. As franchises expand across screens and formats, fandoms deepen and cultural relevance compounds.
- 02** **Time spent in gaming continues to rise**, especially among Gen Z and Millennials, making it one of the most dominant engagement platforms today.

- 03** **Relaxation and Achievement** now drive the majority of gameplay and livestreaming motivations, redefining how and why players engage.
- 04** **New formats like Discord Quests, Rewarded Video, and immersive UGC** worlds are unlocking mid-funnel and conversion-stage opportunities for brands.
- 05** Despite massive attention, **gaming still captures less than 5% of global media investment** — leaving significant white space for brands willing to build nuanced, full-funnel strategies.

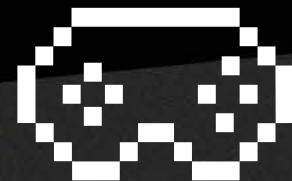




**GAMING
POWERS
GROWTH**

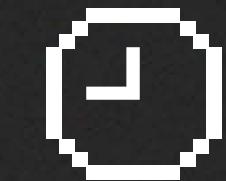
A GROWING INDUSTRY WITH UNTAPPED POTENTIAL

A LARGE INDUSTRY WITH A SIGNIFICANT WHITE SPACE FOR BRANDS:



3.4B

GAMERS WORLDWIDE¹



+6%

YOY TIME SPENT IN GAMES²



<5%

TOTAL MEDIA INVESTMENT³

GAMING IPS FUEL THE TRANSMEDIA BOOM



In 2024, video game adaptations surged, with over 60 game-based productions in development, including major titles like Mario Bros. and God of War. This trend continues into Super2025, with at least 44 video game movies actively in the works¹.

A standout example is *A Minecraft Movie*, which broke records with a \$301 million global opening weekend², becoming the biggest Hollywood movie of the year. Simultaneously, Minecraft's daily active players increased by 17% week-on-week following the film's release³.

GAMING IS A CULTURAL ROCKETSHIP — TIME SPENT IS CLIMBING FAST, AND THE BIGGEST GROWTH OPPORTUNITIES ARE STILL UP FOR GRABS. THE BRANDS WHO BOARD NOW WILL DEFINE WHAT COMES NEXT.



**GAMING
POWERS
FANDOM**

GAMING IS THE NEW SOCIAL PLATFORM

Forget fan followers, connection now happens through gameplay. Platforms like Discord, Twitch, and in-game chats are making gaming a more social experience. The emergence of VR and AR also offers immersive experiences to enhance social interaction in gaming.

70% | OF GAMERS SAY GAMES HELP THEM CONNECT WITH OTHERS¹

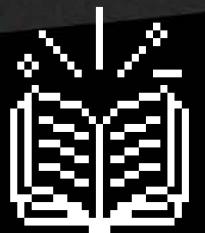
36% | WATCH GAMING CONTENT TO LEARN, LAUGH, AND BELONG²

GAMING FANDOM IS THE NEW FUEL FOR SOCIAL CONNECTION

In today's landscape, gaming isn't just a way to play, it's how people connect, belong, and build culture. It has become the new social network, not because it replaces platforms like Instagram or TikTok, but because it gives fans something richer: shared experiences.

WHY IT'S DIFFERENT, AND WHY IT MATTERS

Traditional social platforms are built around observation. Gaming is built around immersion, interaction, and identity. It's not just where fandom lives, it's where fandom deepens, spreads, and sticks.



68%

OF PLAYERS TRY GAMES
BECAUSE OF A SHOW, MOVIE,
OR BOOK¹



49%

FEEL MORE POSITIVE ABOUT A
FRANCHISE WHEN IT EXPANDS
FORMATS FROM GAMES TO
SHOWS, OR VICE VERSA²



45%

GEN Z & MILLENNIALS ARE
INTERESTED IN BUYING
PHYSICAL PRODUCTS
WHILE GAMING

CONNECTION HERE DOESN'T JUST DRIVE ENGAGEMENT,
IT DRIVES ACTION.

GAMING IS GEN Z'S SOCIAL GLUE AND FANDOM ENGINE

In gaming, connection happens through participation. Platforms like Roblox, Discord, and Twitch are where Gen Z:

SPENDS TIME

2.5 hours/day on Roblox¹

FORM FRIENDSHIPS

1.62 billion friendships are made each month on Roblox²

BUILD IDENTITY

And trust through play & co-creation

Gen Z gamers are 32% more likely than the average gamer to play for the purpose of socializing with friends. Over half agree that gaming is a great way to make friends and socialize³.

Expanding entertainment IP into gaming is a powerful way to engage and grow fandom, especially among Gen Z. According to dentsu's entertainment research, global consumers are 10 times more likely to feel positively about entertainment franchises when a video game adapting the franchise IP is released⁴.

These adaptations don't just entertain, they activate communities, spark social connection, and drive shared identity through play.

In a world where gaming is Gen Z's social glue, transmedia expansions become the connective tissue between culture, community, and commerce. Fueling a fandom flywheel that travels across platforms, stories, and screens.





**GAMING
POWERS
COMMERCE**

THE NEW FRONTIER FOR CONSUMER INFLUENCE AND BRAND DISCOVERY

If your brand plays in fashion, beauty, food, retail, or entertainment, gaming is already where your customers are shopping with their time, attention, and dollars.

It's where people shop, self-express, and get influenced. From in-game purchases to real-world product drops, players are active consumers.

43% | SAY A GAMING PARTNERSHIP IMPROVES THEIR PERCEPTION OF A BRAND¹

44% | OF TWITCH VIEWERS HAVE PURCHASED A PRODUCT BECAUSE THEIR FAVORITE STREAMER RECOMMENDED IT³

Gen Z and Millennial gamers are 64% more likely than Gen X and baby boomer gamers to discover new brands and products through ads seen in mobile games, and 82% more likely to do so through celebrity/influencer endorsements⁴.

45% | OF GEN Z & MILLENNIALS ARE INTERESTED IN BUYING PHYSICAL PRODUCTS WHILE GAMING²



Source: ¹ Dentsu Consumer Navigator; ² GWI Core Q3 - Q4 2024. Base: 168,709 aged 16+ who use any device to play games.

³ Social Narrative Survey, Twitch Research Power Group (RPG) Fielded Feb 2023. US data. A18+. N=792 ; ⁴ GWI Core Q3 & Q4 2024 Base:

168,709 internet users aged 16+ who use at least one device to play games. Market: Global

GAMERS SHAPE LIFESTYLE TRENDS



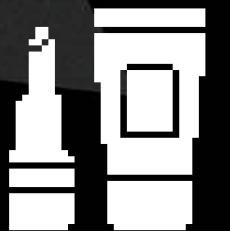
FOOD & DRINK

54% of gamers show an interest in food and drink. 43% of people look up recipes online weekly while 12% share their opinions about fast food each month¹.



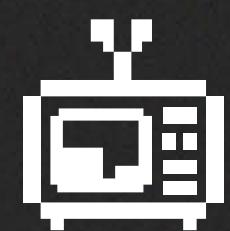
FASHION & STYLE

29% are interested in fashion, and 27% see themselves as fashion-conscious. More than half (52%) purchase clothing monthly, and 13% post fashion-related opinions online².



BEAUTY & GROOMING

45% say they take care of their appearance, and 32% are interested in beauty or cosmetics. 23% buy cosmetics each month, and 19% watch beauty or make-up tutorials on a weekly basis³.



ENTERTAINMENT

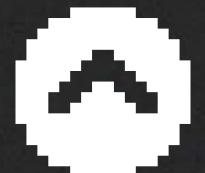
50% are interested in film and cinema, and 46% are into TV. 1 in 5 share their opinions online about movies or television each month⁴.

WHY PLAYERS SPEND



42%

FOR SELF-EXPRESSION³



43%

TO GAIN AN ADVANTAGE¹



44%

TO KEEP UP WITH OTHERS²



**BUT YOU NEED TO
ACTIVATE PURPOSEFULLY...**



**BECAUSE EVERYONE IS
A GAMER BUT NOT ALL
GAMERS ARE THE SAME**

MOTIVATIONS TO PLAY GAMES DRIVE HOW & WHERE TO ACTIVATE

88%

RELAXATION

55% game for the fun of it, and
45% game to pass the time.

This group skews older
compared to other gaming
motivation segments, with 29%
aged 45 and over.

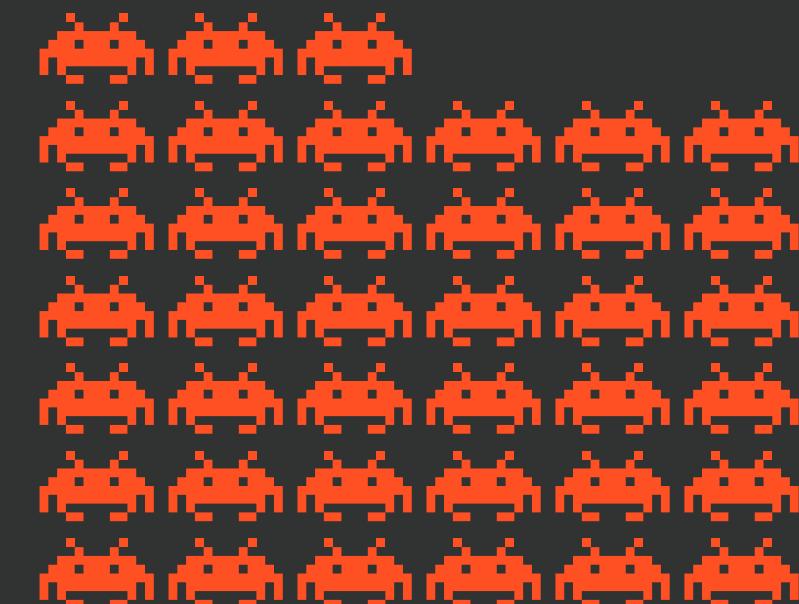


39%

ACHIEVEMENT

20% game to learn new skills,
and 16% game to compete
online. Those who game for
these reasons are 45% more
likely than the average gamer
to be from India, and 20% more
likely to be from the Philippines.

They're also 64% more likely to
use a gaming/smart TV to game,
and 74% more likely to use a
media streaming device.



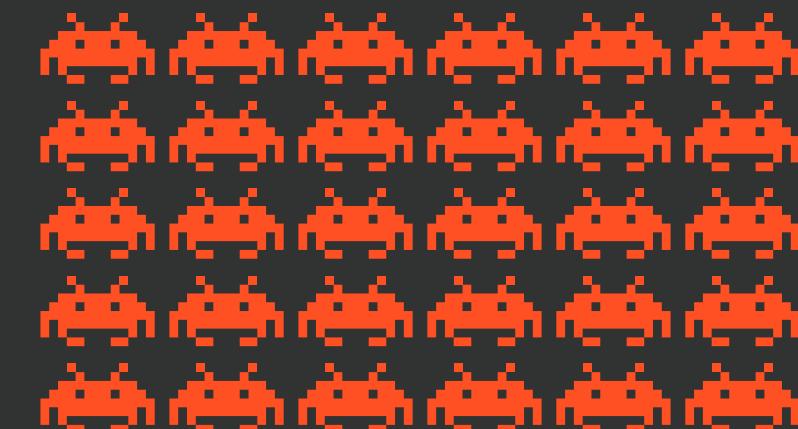
30%

IMMERSION

19% game to escape from
reality, while 17% game for the
storylines / narratives.

They're 19% more likely to be
from Australia, and 18% more
likely to be from the UK.

They're 73% more likely to use
a VR headset to game, and 52%
more likely to use a console.



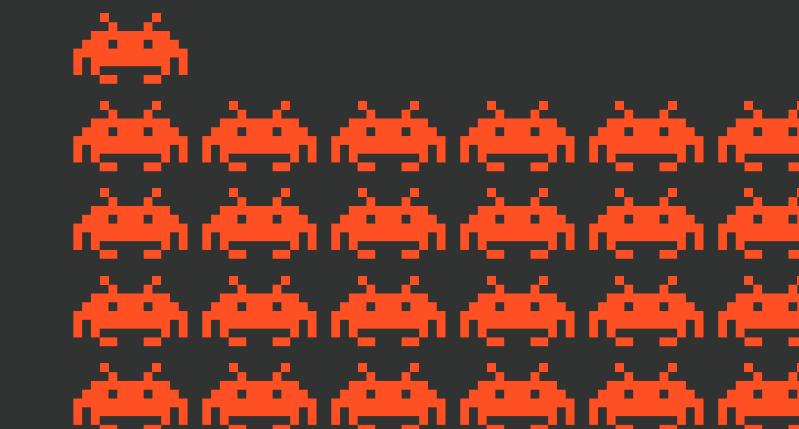
25%

SOCIAL

25% game to socialize with
their friends.

They're 13% more likely to be
from Indonesia, and 12% more
likely to be from China.

They're 33% more likely to use a
laptop to game, and 32% more
likely to use a PC.



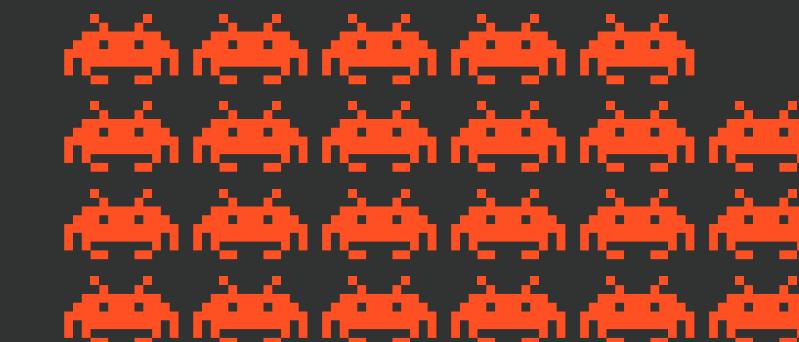
23%

THRILL

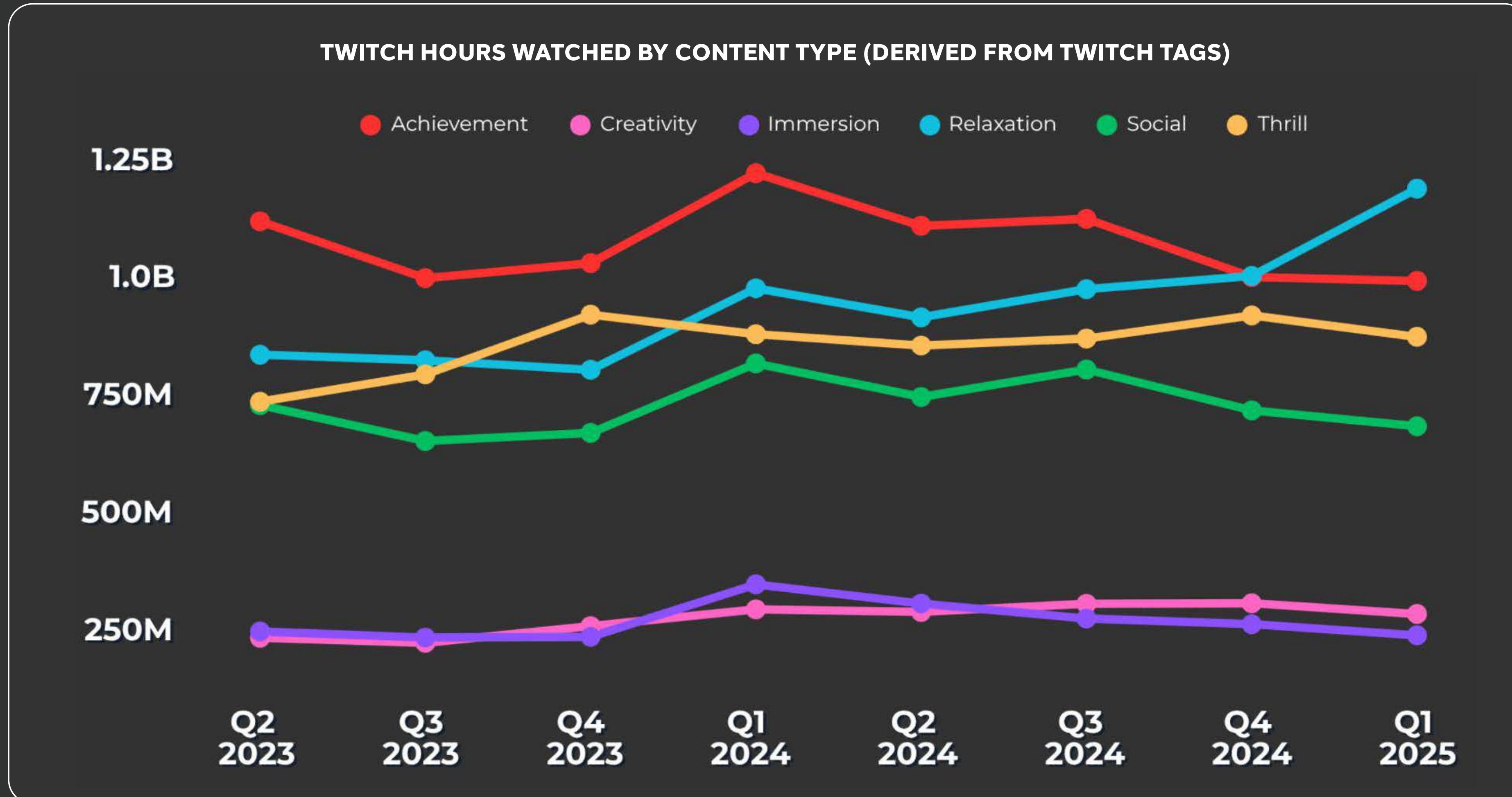
23% say they game for
the challenge.

They're 28% more likely to be
from Brazil, and 20% more
likely to be from the US.

They're 45% more likely to
use a handheld gaming device
to game.



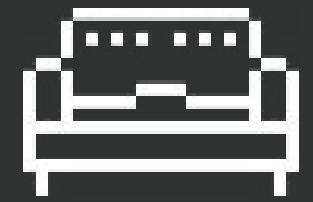
THE SAME MOTIVATIONS THAT DRIVE PLAYING, ALSO DRIVE VIEWING



In 2025, relaxation is the #1 motivator (viewership up +22% YoY). Achievement is #2 with over 4B livestreaming hours watched in the last year, which aligns with the playing motivations. Whereas the Thrill motivation ranks higher in livestreaming vs playing.

BREAKING DOWN PLAYER MOTIVATIONS & BRAND OPPORTUNITIES

MINDSET



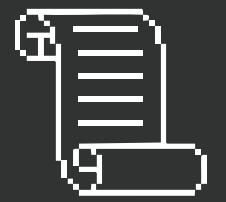
RELAXATION

Seeking calm, distraction, and low-stress engagement



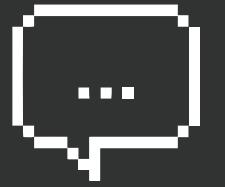
ACHIEVEMENT-DRIVEN

Focused on learning new skills and competing to progress



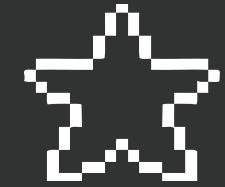
IMMERSION-DRIVEN

Drawn to deep stories, characters, and emotional connection



SOCIAL-DRIVEN

Gaming to socialize and connect with friends



THRILL-DRIVEN

Seeking challenge, adrenaline, and excitement

ACTIVATION

Casual mobile games, ambient branded placements, rewarded video ads

Progression-based brand experiences (e.g., leveling up to unlock prizes), tournaments, leaderboard sponsorships

Branded story arcs, cinematic integrations, narrative-based formats

Social UGC campaigns, multiplayer experiences, in-game social hubs (e.g., Discord)

Competitive events, speed challenges, time-limited rewards, action sponsorships

MOTIVATION ≠ DEMOGRAPHIC

Each motivation isn't just about what players play — it's about why they stay, engage, and eventually convert.

Understanding motivation, mapping mindset, and activating in the right format is the way to unlock an effective gaming strategy.

**BECAUSE GAMING
IS BOTH GLOBAL
AND LOCAL**

BRANDS THAT LOCALIZE THEIR STRATEGY UNLOCK DEEPER ENGAGEMENT, BETTER ROI, AND CULTURAL RELEVANCE

MORE THAN HALF OF GAMERS ARE BASED IN APAC AND THEY PLAY WITH PURPOSE

53% of total global players are in APAC¹. They are more likely to play with a purpose compared to the global average (16% more likely to play to improve reflexes and coordination)².

IN NORTH AMERICA, GAMERS LEAN INTO GAMING AS A BREAK FROM REALITY

38% more likely to play to escape reality and are 64% more likely to play word/trivia games³.

YOUTUBE HAS BEEN GROWING FOR GAMERS IN JAPAN

28% year-over-year growth in Japan in YouTube gaming hours watched⁴.

IN MENA, LIVESTREAM IS ON THE RISE DRIVEN BY REGIONAL INVESTMENT IN ESPORTS & CREATORS

149% YoY growth on Arabic-language game streams⁵.

WINNING IN GAMING MEANS ACTIVATING WITH CULTURAL FLUENCY — NOT JUST MEDIA DOLLARS.

Gaming is global and it's deeply local. Global scale means little without local nuance.

Cultural Events like Golden Week and Ramadan cause seasonal CPM fluctuations and spikes in engagement.

**YOU NEED A STRATEGY
THAT FITS WITHIN YOUR
MARKETING FUNNEL**

GAMING ISN'T A ONE-OFF CAMPAIGN CHANNEL, IT'S A FULL FUNNEL ENGINE



Note: This framework is meant to be illustrative and does not represent an exhaustive list of partners or tactics. It is not intended to replace a full media plan. Final partner and tactic selection should be guided by the specific objectives of the brief. For tailored recommendations, please reach out to Dentsu Gaming.

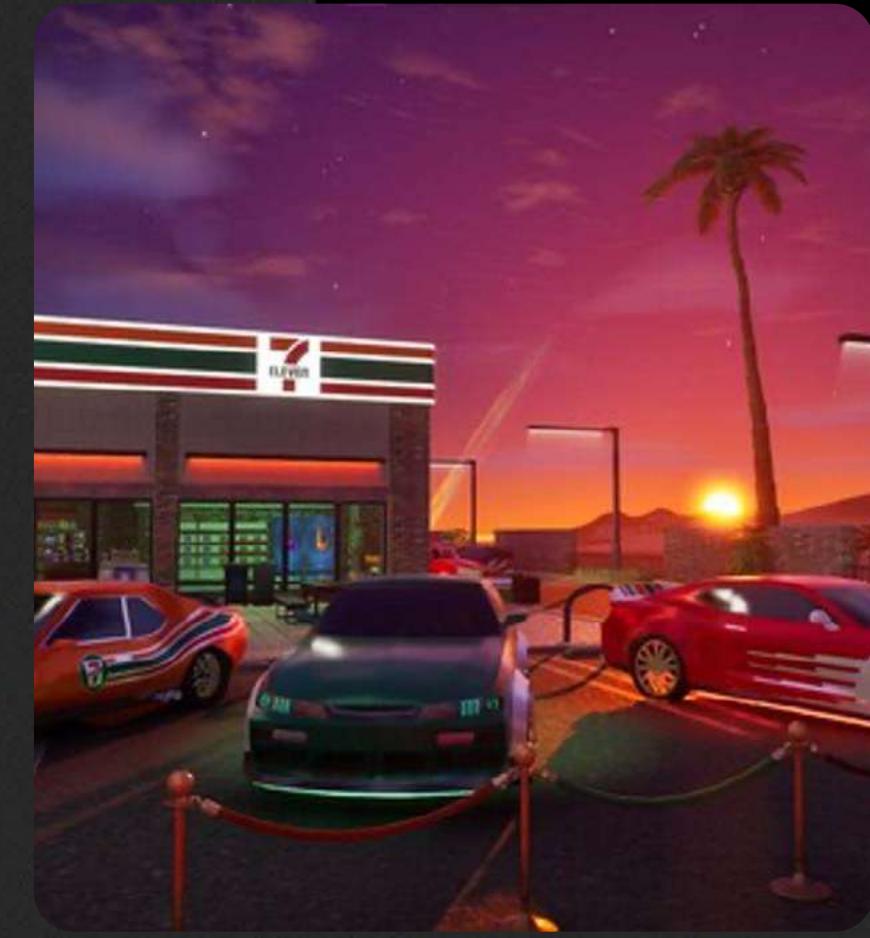
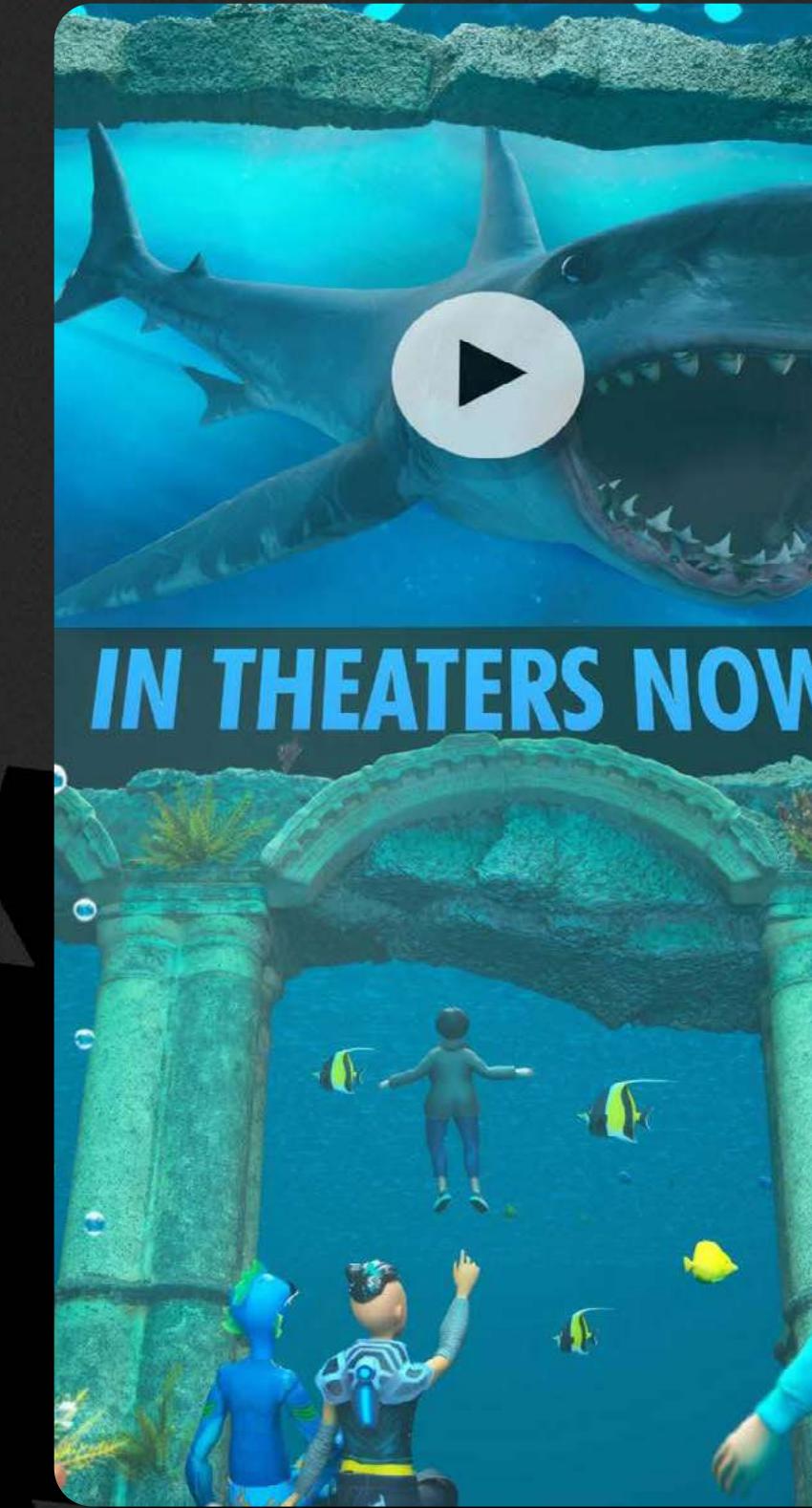


HOW TO DO AWARENESS

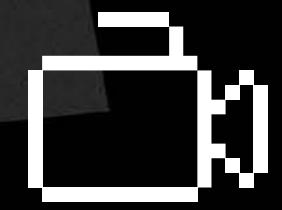
BUILDING AWARENESS IN THE WORLD OF PLAY

GAMING'S TOP OF FUNNEL IS FUELED BY COMMUNITY, CREATORS, AND CULTURE.

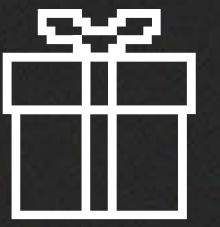
THIS IS WHERE BRANDS EARN VISIBILITY BY BECOMING PART OF THE CONVERSATION — NOT INTERRUPTING IT.



AWARENESS



PREMIUM
VIDEOS



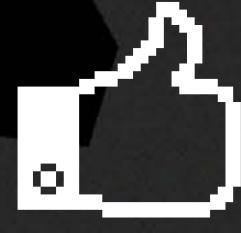
REWARDED
VIDEOS



HIGH IMPACT
TAKEOVERS



CUSTOM
PARTNERSHIPS



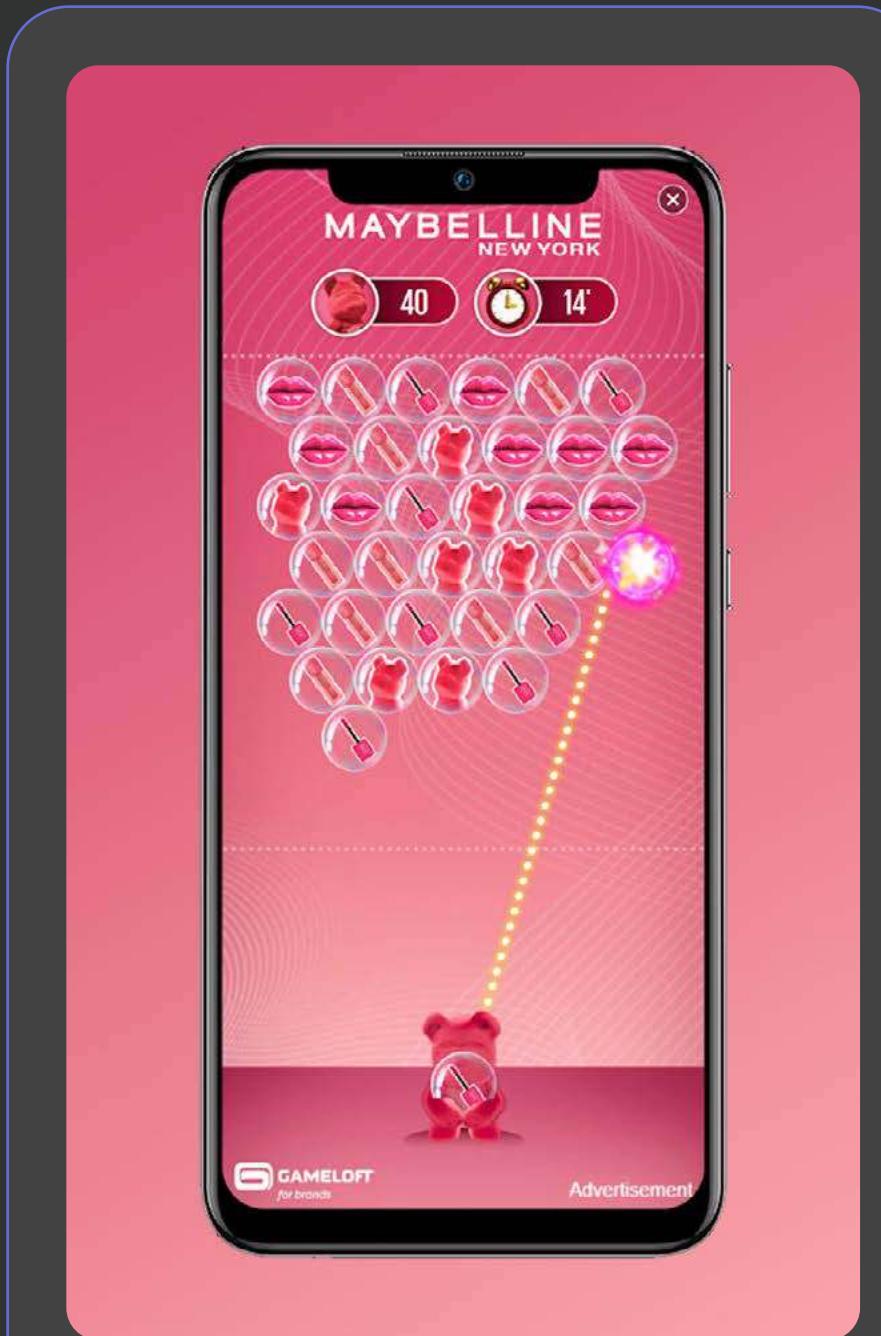
GAMING
INFLUENCERS

AWARENESS: PREMIUM VIDEO

Your current video asset could be reused in these formats – vertical video for mobile and landscape for desktop experiences.

PRO TIP: Any contextually relevant asset would perform better but testing can take place with your current video asset.

IN-GAME



**KING GAME PORTFOLIO:
REWARDED VIDEO**

95%+

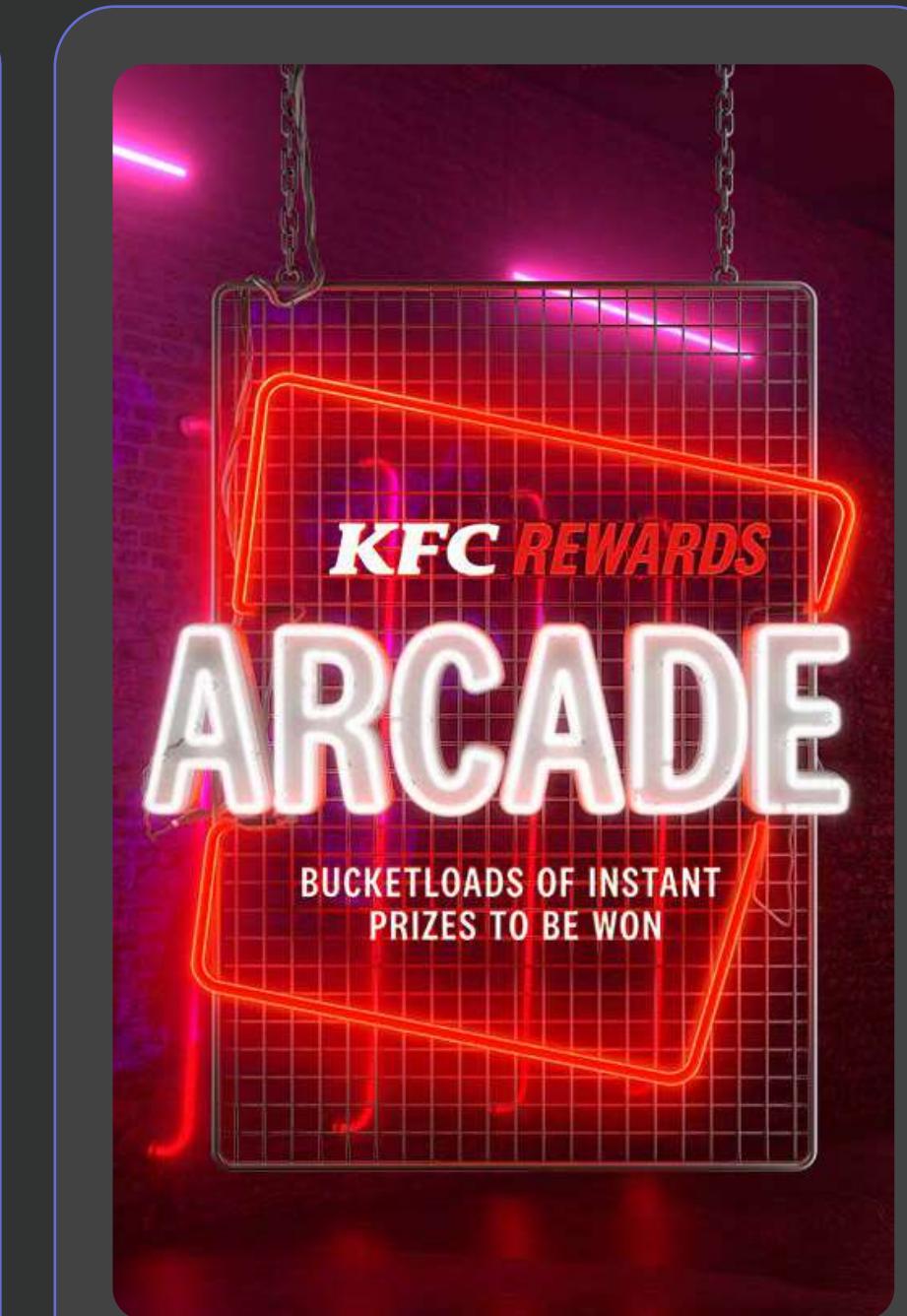
VCR on King games
(e.g. Candy Crush)¹



**ROBLOX: IMMERSIVE
VIDEO**

75%

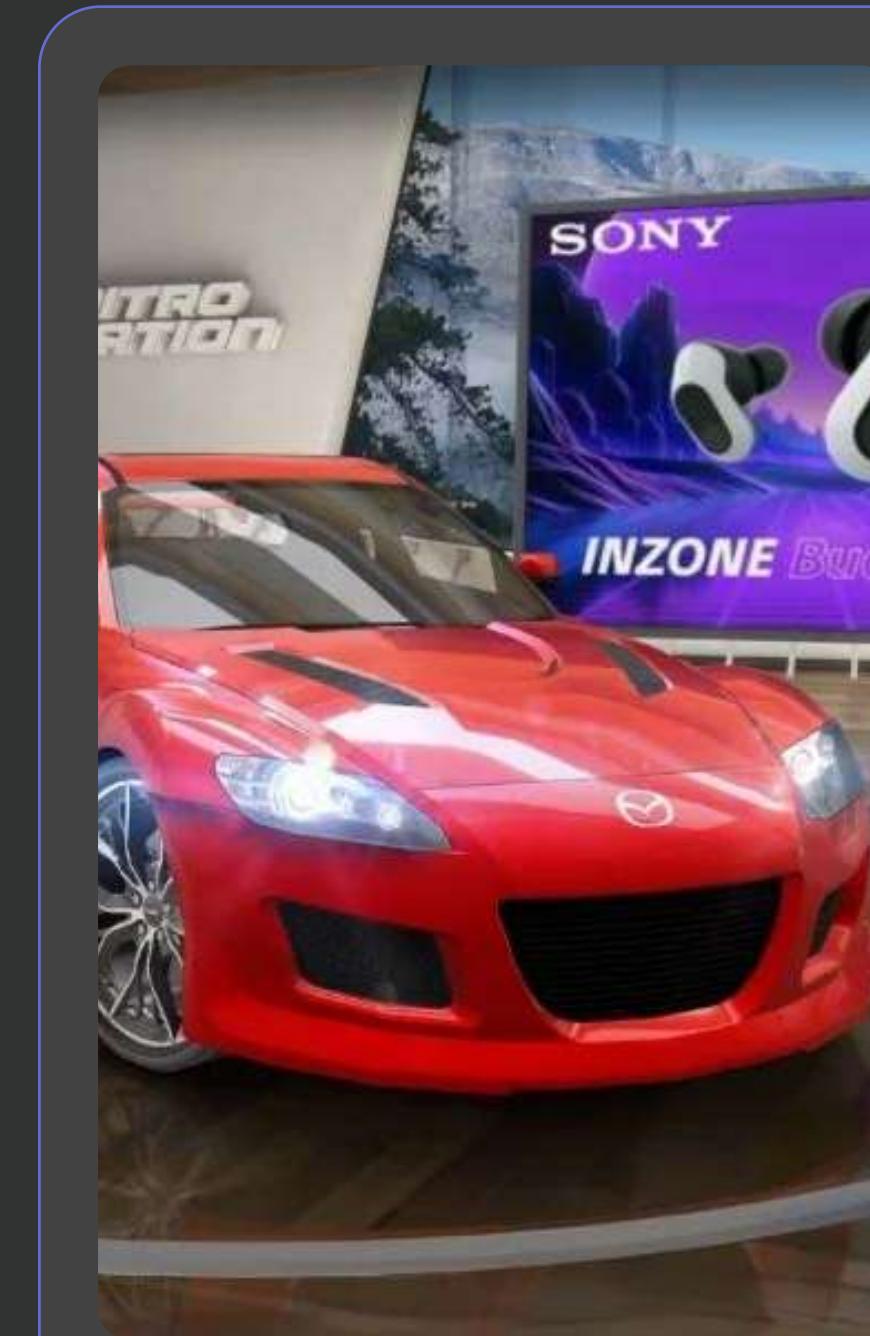
of Roblox users say they are more
likely to notice brands advertised
on Roblox vs. elsewhere.²



**OVERWOLF: IN-GAME ADS &
MOMENT TRIGGERED ADS**

85%

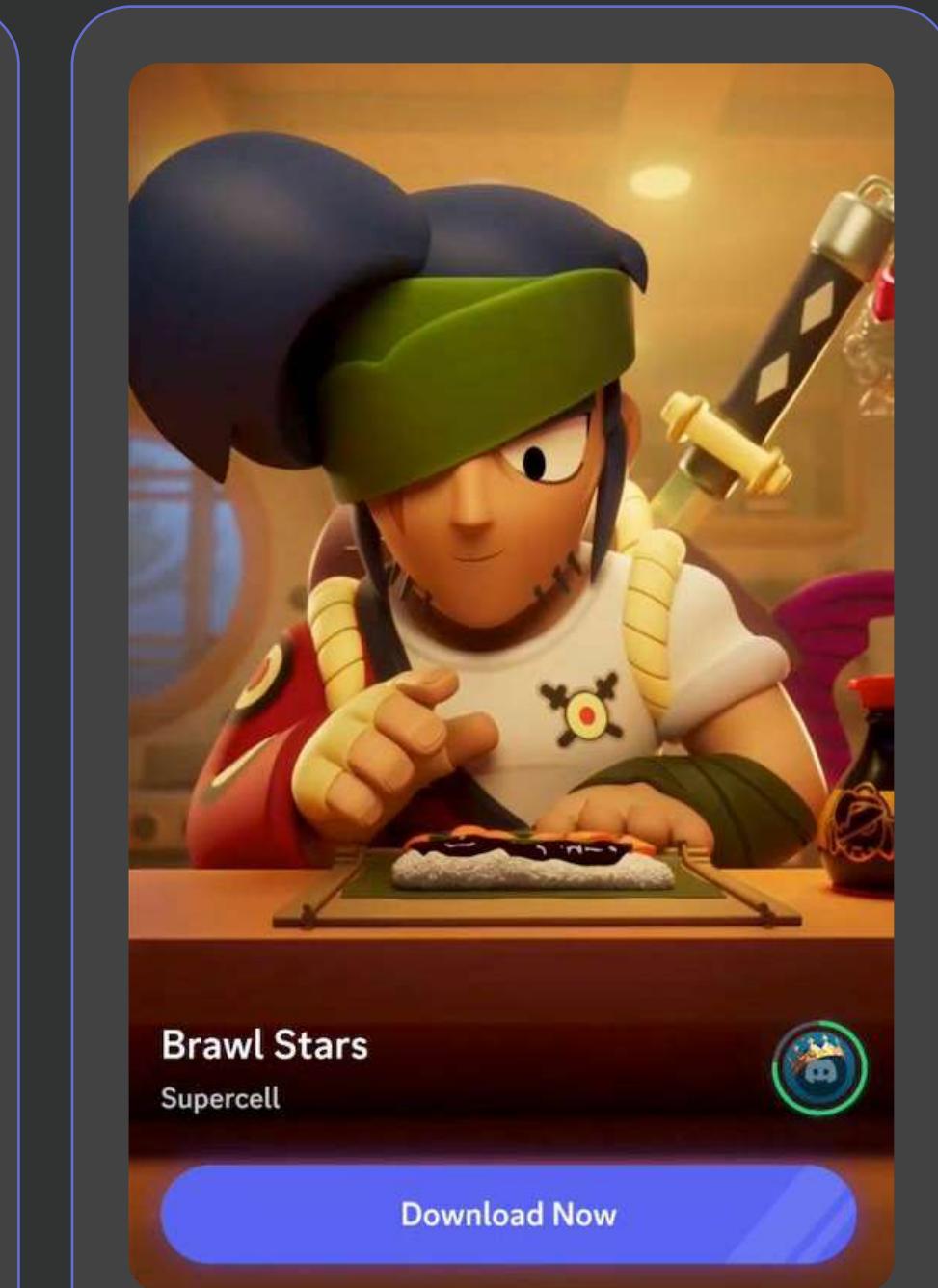
Avg VCR³



**ANZU: INTRINSIC DISPLAY
& VIDEO**

13pt

higher recall than other
digital media



**DISCORD: VIDEO
QUESTS**

80%

VCR on video quests⁵

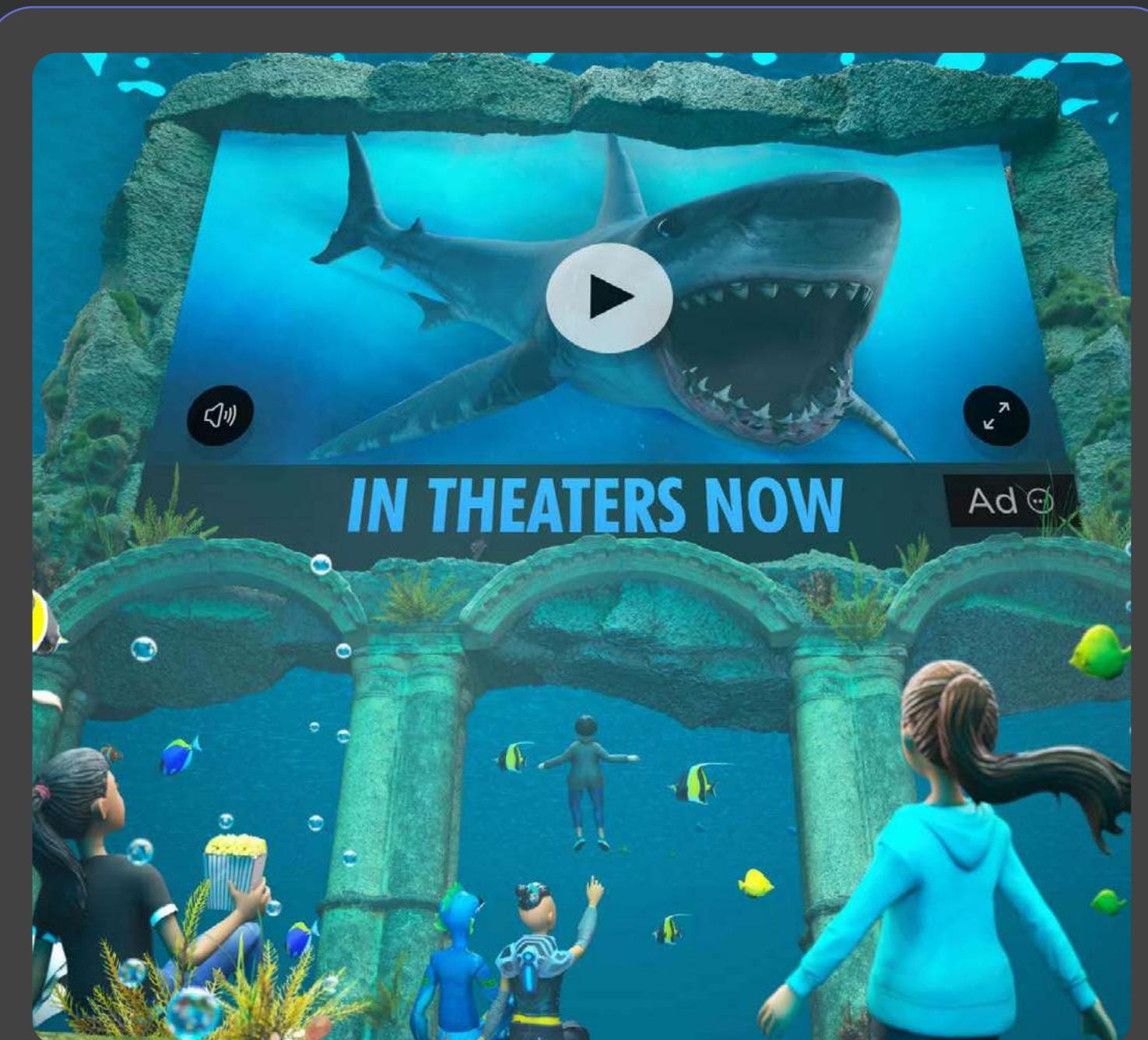
Source: ¹ Activision Blizzard Media First Party Data; ² Roblox Audience Impact and Brand Lift Study in partnership with Latitude. Fielded March 2024.

n = 2100. A13-49. US. Among monthly Roblox users; ³ Overwolf First Party Data; ⁴ Anzu Full-Funnel Impact of intrinsic in-game ads; ⁵ Discord First Party Data.

AWARENESS: REWARDED VIDEO

Rewarded video in-gamer are a great scale play: 1 in 4 smartphone gamers watch ads in exchange for in-game rewards¹. And just like an unskippable ad on social, it's important to manage the types of games and ad load in order to ensure you're still viewed as premium.

WATCH OUT: Partners like King will have a better sense of what the right ad load is but if you're buying through programmatic players, it's worth considering frequency capping on the platform.



ROBLOX

87%+

of Roblox users have a favorable opinion
of Roblox Rewarded Video ads²



KING'S GAME PORTFOLIO

0.63%

CTR on King games (e.g. Candy Crush)³



MICROSOFT CASUAL GAMES

96%+

VCR on MCG (e.g. Solitaire, Mahjong, etc.)⁴

AWARENESS: HIGH IMPACT TAKEOVER

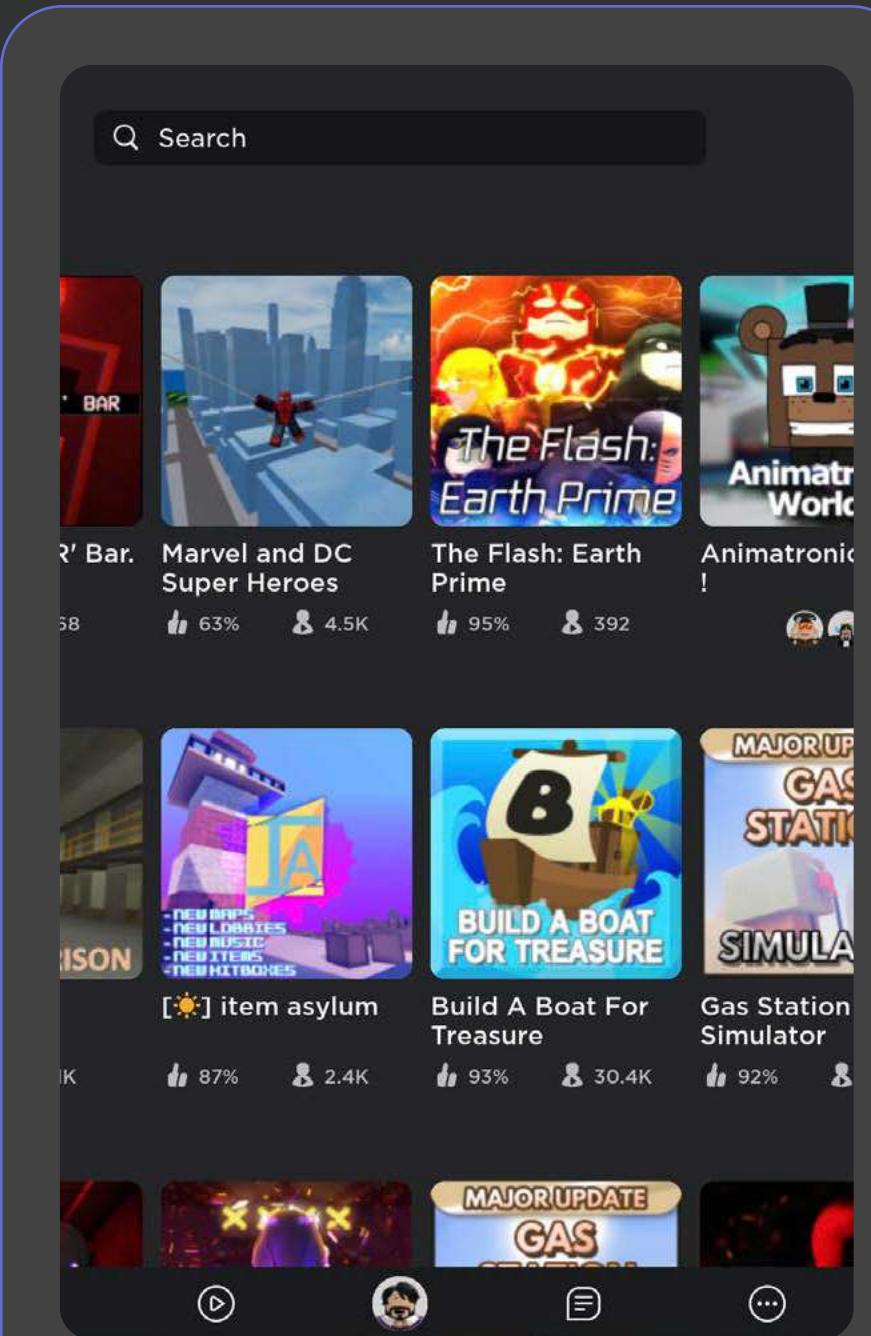
Focus on meeting users where they are, even if they don't immediately convert. The real value comes from consistent brand visibility in high-attention environments. Much like TV, it's about being present in the moments that matter. High reach and visibility drive long-term brand impact.

IN-GAME



KING: GAME TAKEOVERS

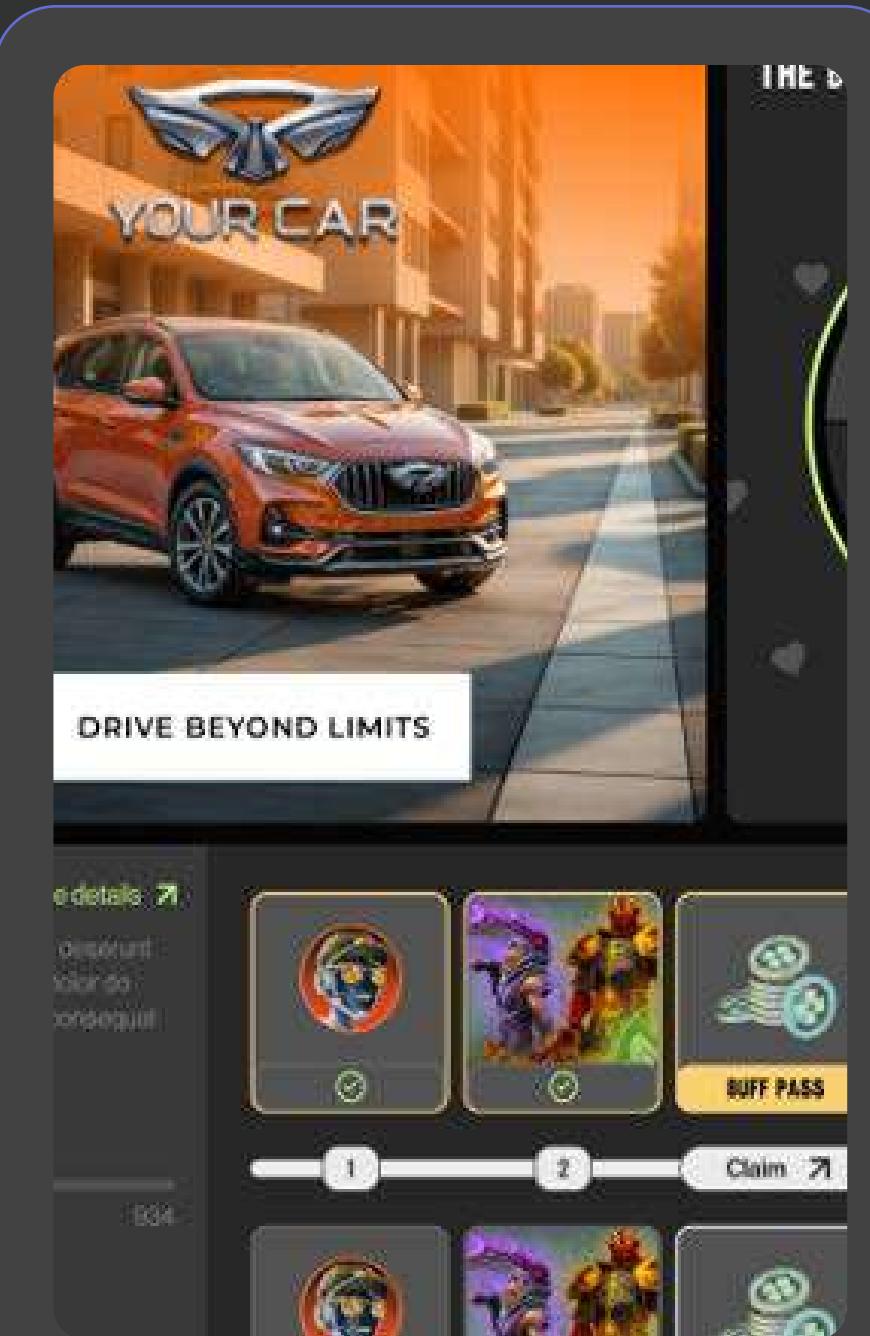
Become part of the game with native integrations



ROBLOX: HOMEPAGE

100%

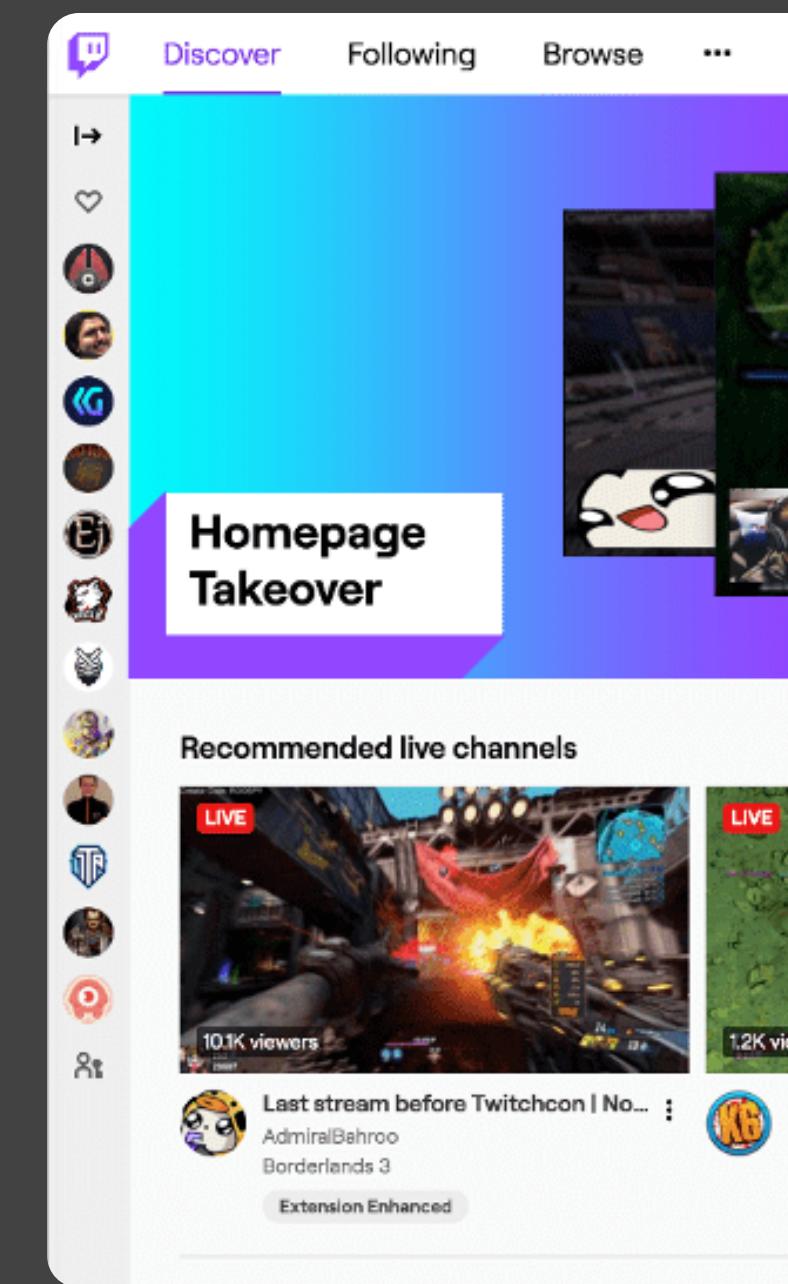
SOV with an estimated
80-100M+ impressions¹



OVERWOLF: TAKEOVERS

30-40

attention score on average
(Across all formats)²

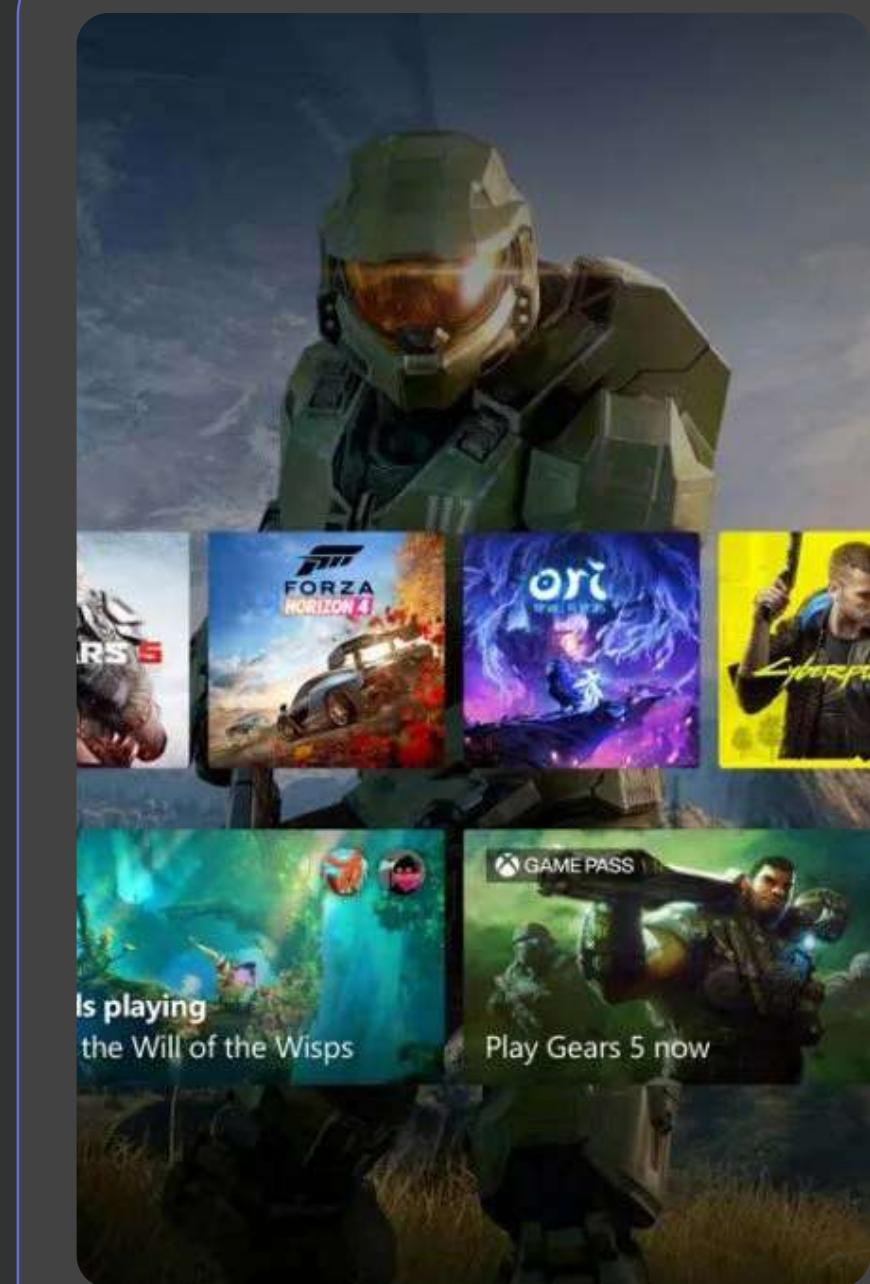


TWITCH: TAKEOVER

79%

of Twitch's audience want to have a
long-term relationship with brands³

OUT OF GAME



XBOX: LANDING PAGES

Offers visible and impactful
formats to showcase your brand on
the biggest screen in the house

AWARENESS: CUSTOM PARTNERSHIPS

A custom partnership means we're bringing real, strategic, value to the consumer: what's the value exchange between your brand and the game's ecosystem? Similar to sports' sponsorships; on-pack initiatives; or content marketing efforts with cultural brands – it's a plus up to your fandom.



PARTNERSHIP IN-GAME

Partner with upcoming game title release and create custom in-game branded items, maps, and events



PARTNERSHIP OUT-OF-GAME

Extend your partnership with a game publisher on an upcoming game title with on-pack integration & co-marketing.

OR Partner with a Games Publisher on their esports initiatives (sponsor a tournament, league, athlete)

AWARENESS: GAMING INFLUENCERS

Your brand is part of a community constantly talking about your brand. Work with your community and recognize what they say about you. It's a part of your social media ecosystem, it's the same habit you should be exploring across all of your community platforms. In gaming, digital word of mouth is impactful and the trust that communities build with influencers run deep.

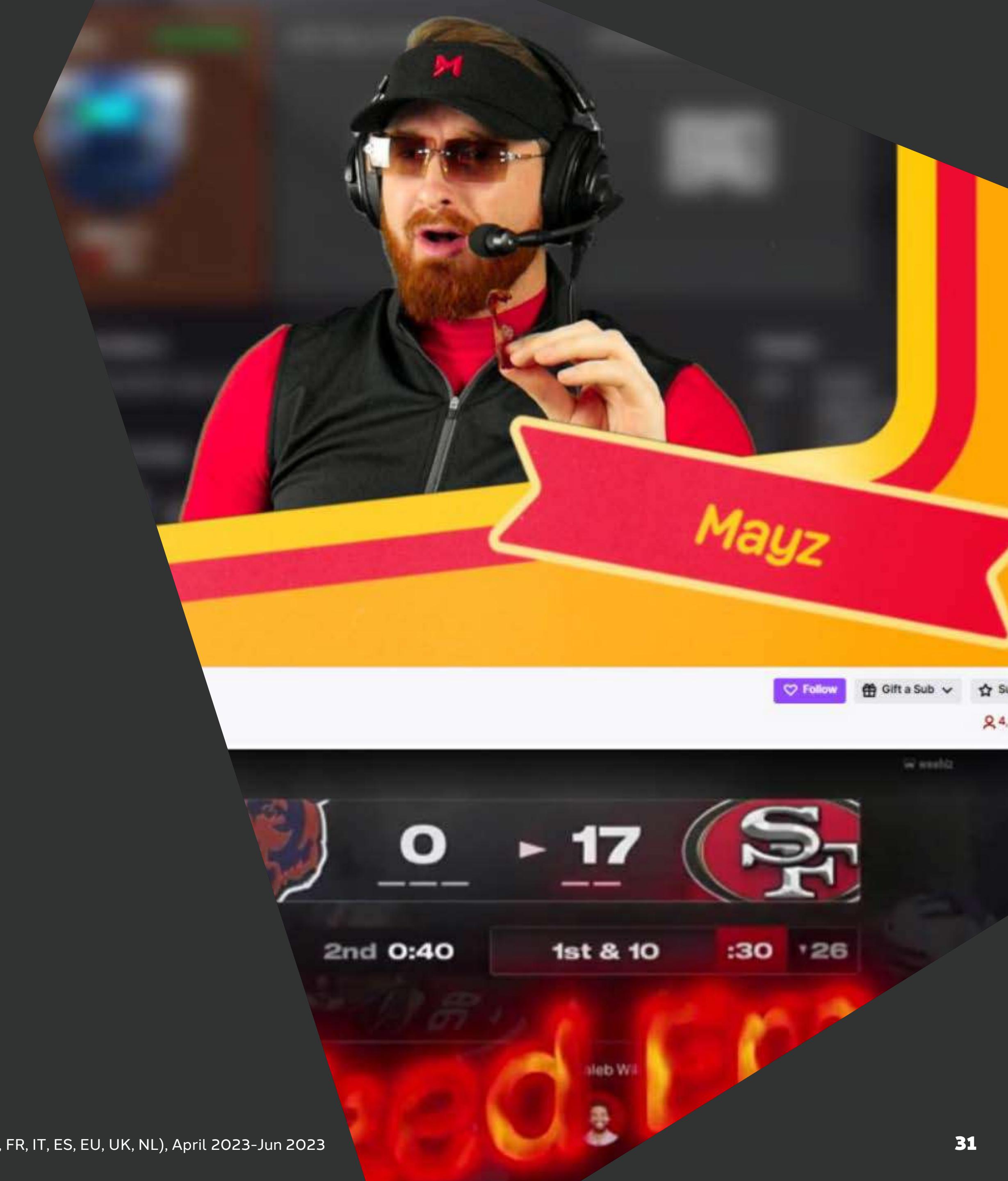
TWITCH LIVESTREAMS / BRANDED STREAMS

8.9B

hours watched across all livestreaming platforms¹

67%

are likely to consider a brand that supports
their favorite streamer²



DENTSU CHINA HAPPY LEMON X GENSHIN IMPACT: CONVERTING FANDOMS INTO FOOT TRAFFIC

During the 2024 holiday season, Happy Lemon teamed up with HoYoverse's massively popular Genshin Impact for a limited-time U.S. crossover. With fan-favorite characters Klee and Jean as brand ambassadors, the partnership blended bubble tea culture with one of the world's most successful gaming IPs, creating an irresistible draw for fans.

The collaboration capitalized on Genshin Impact's massive global player base and cultural influence, translating digital fandom into real-world store visits and sales. Limited-edition drinks, exclusive collectibles, and unique merchandise in over 100 US stores sparked viral social engagement, driving both online buzz and in-store conversions.

55M

IMPRESSIONS
DRIVEN BY UGC

232%

INCREASE IN
FANBASE

120%

YOY SALES
GROWTH



DENTSU X BUNKA FASHION COLLEGE X ROBLOX: BRIDGING PHYSICAL & DIGITAL FASHION

To bring our “Innovating to Impact” brand promise to life, Dentsu partnered with Bunka Fashion College and Roblox to launch a pioneering Digital Fashion Program. Students created 3D fashion designs using Roblox’s “layered clothing” and “Roblox Studio,” showcased through both immersive virtual exhibitions and physical runway shows.

This initiative highlights how brands can leverage gaming and digital platforms to nurture creativity, engage new audiences, and blur the lines between virtual and real-world experiences – unlocking new opportunities at the intersection of fashion, technology, and culture.



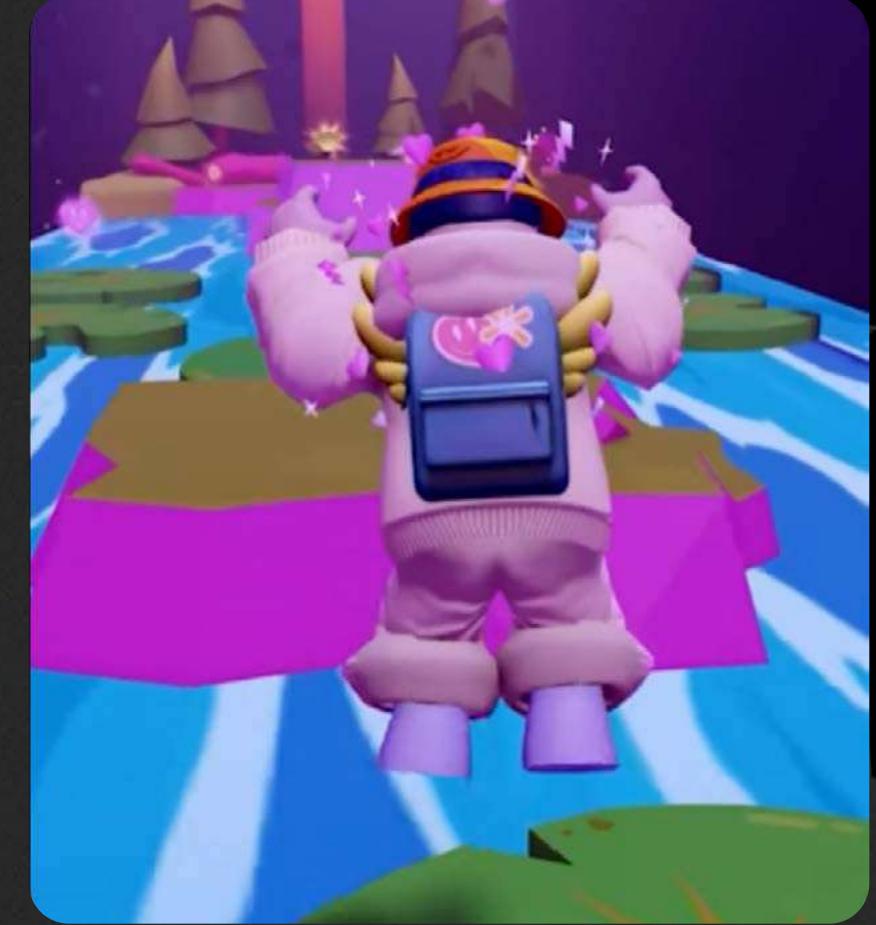
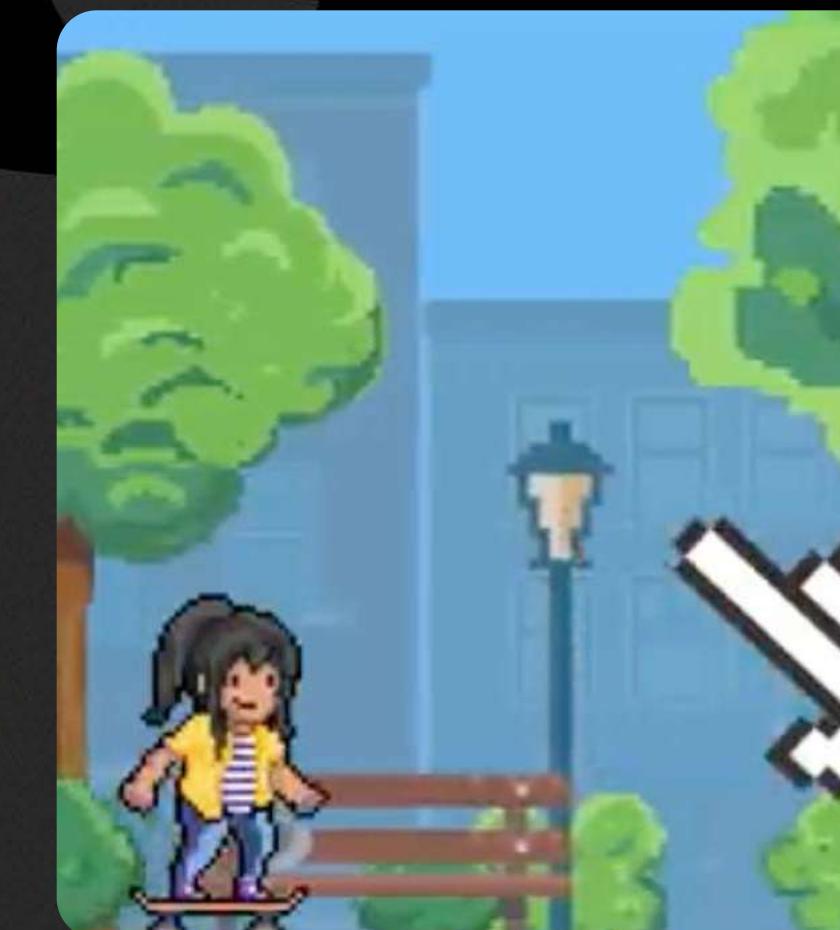


HOW TO DO CONSIDERATION

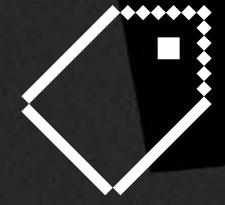
DRIVING CONSIDERATION THROUGH **IMMERSIVE ENGAGEMENT**

GAMING'S MID-FUNNEL IS WHERE
ATTENTION BECOMES INTENT.

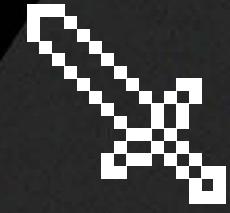
THIS IS WHERE BRANDS MOVE BEYOND
VISIBILITY AND INTO MEANINGFUL,
MEASURABLE INTERACTION.



CONSIDERATION



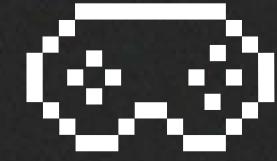
BRANDED
DIGITAL ITEMS



CUSTOM
EXPERIENCES



TOURNAMENTS



IN-GAME
CHALLENGES

CONSIDERATION: BRANDED DIGITAL ITEMS

154m players are interested in gaming collaborations with luxury/designer brands. Among them, 47% would be interested in branded worlds/quests/minigames, and 55% would be interested in branded in-game/virtual fashion items for characters or avatars.

**HELPS PLAYERS EXPRESS IDENTITY
THROUGH YOUR BRAND**

45%

of Roblox players (18–34, US) say creativity & self-expression are core reasons they use the platform²



Source: ¹ GWI Luxury Q4 2024. Base: 7,882 internet users aged 16-64 (including 1,104 who are interested in luxury/designer collaborations with video games or esports); ² Leveling (& Growing) Up - How Adults Engage on Roblox Study with Magid. Fielded July - August 2024. N = 1,500. A18-34. Among US Roblox users

CONSIDERATION: CUSTOM EXPERIENCES

Turn an ad unit into a playable moment to increase time spent with your brand. It's a great way to engage with your consumers.

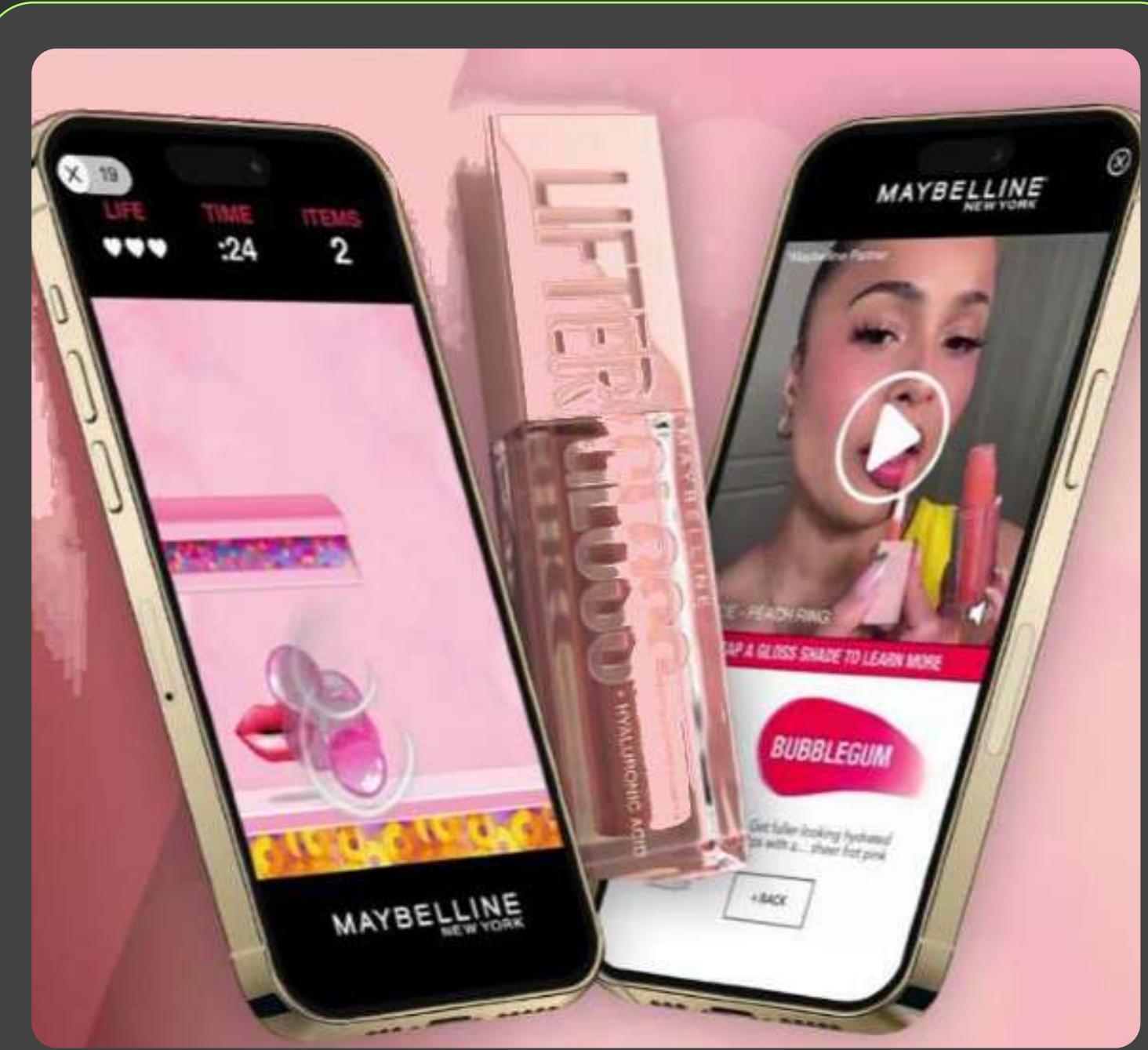
Custom experiences are a longer investment strategy, just like spinning up a new social media channel, requires building and managing communities.



ROBLOX: CUSTOM WORLDS

57%+

Lift in emotional engagement & 100x higher brand attention compared to social media.¹ 11 mins spent per Gen Z user in each branded experience per month.²



KING'S GAME PORTFOLIO: CUSTOM

98%

Engagement Rate and +2.29% CTR on Playable Ads³



OVERWOLF: INTERACTIVE ADS

Interactivity should align with game logic or environment. Ads that mimic native game-specific messaging generate high interaction and attention

CONSIDERATION: TOURNAMENTS

Tournament formats are a powerful way to engage competitive, high-intent audiences. They tap into the thrill of winning and community-driven participation, making them ideal for brands looking to drive deeper engagement and emotional connection.



PLAYSTATION: TOURNAMENTS

Activate on PlayStation's Esports platform directly on the PS5



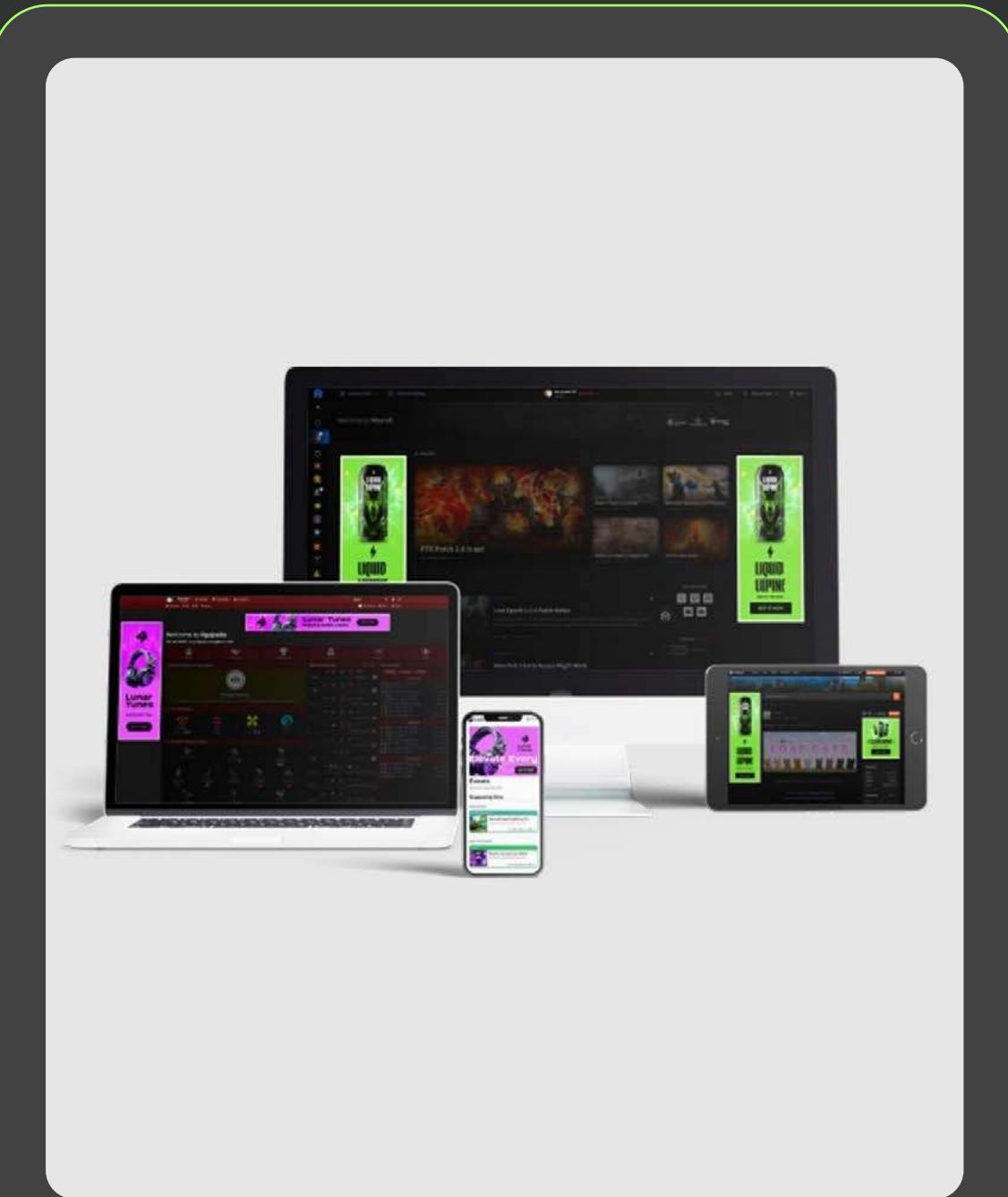
PLAYSTATION: REPEAT TOURNAMENTS

Players compete in free tournaments to win real money and prizes



TWITCH: THE GLITCH INFLUENCER TOURNAMENTS

Each tournament brings together 16x of the top Fortnite streamers on Twitch. The Glitch has generated over 17 million total views and 100k chat engagements¹

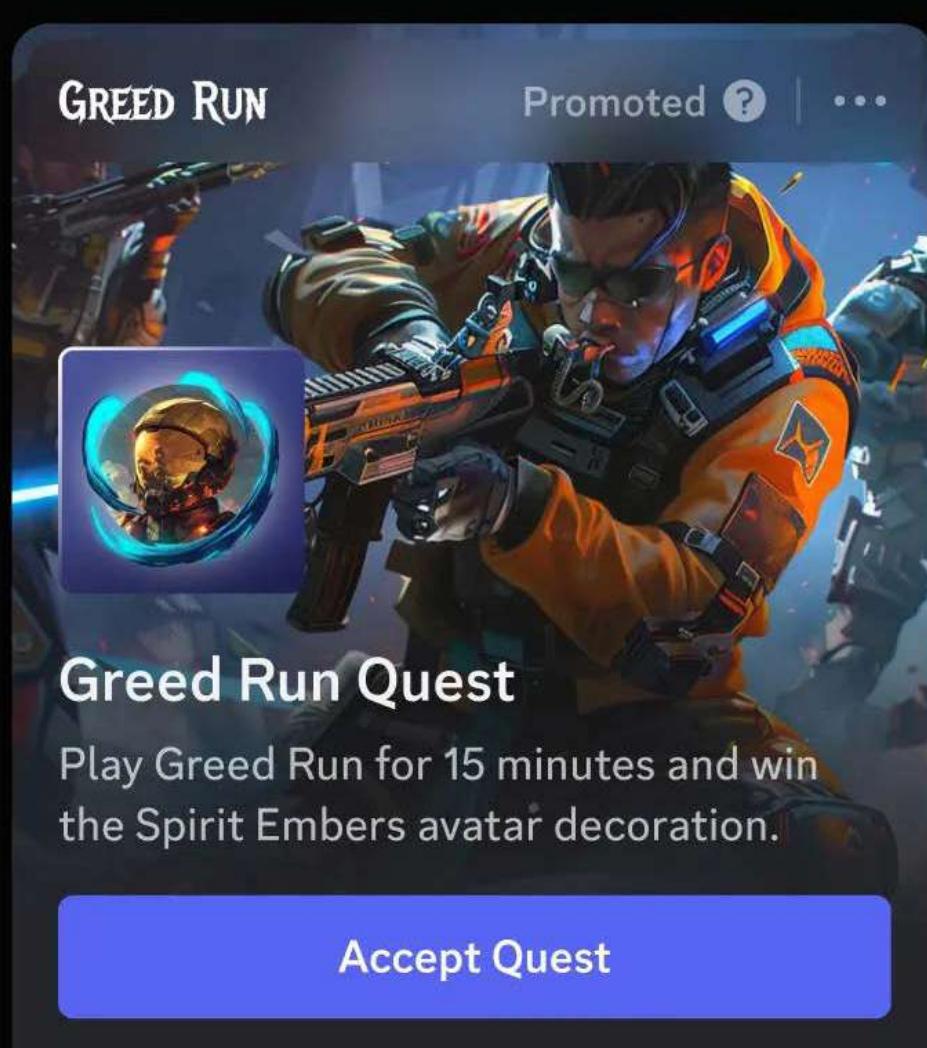


OVERWOLF: TOURNAMENTS

Branded tournaments that include exclusive digital rewards (e.g. skins, in-game currency) drive up engagement and brand favorability substantially

CONSIDERATION: IN-GAME CHALLENGES

Turn traditional sweepstakes into play-driven engagement, in-game challenges reward participation and make your brand part of the experience.



DISCORD: REWARDED EXPERIENCES

Users are 3X more likely to accept a second quest after completing the first¹



TWITCH: THE GLITCH BRANDED CHALLENGES

Custom challenges for your brand to connect with Fortnite players. Players can earn branded merch, Twitch gift cards, Fortnite specific rewards like V-Bucks and Battle Passes



OVERWOLF: IN-GAME CHALLENGES

Behavior-based triggers (e.g. reward after key milestone) ensure high completion and brand sentiment

LOVE, YOUR MIND WORLD ON ROBLOX

Young people are facing an urgent mental health crisis, with nearly half reporting struggles that impact their daily lives. Despite this, many don't receive the necessary support or understand how to prioritize their mental well-being. With the Ad Council, we set out to meet teens where they are—on Roblox. The Love, Your Mind World is a first-of-its-kind experience dedicated entirely to supporting teen mental wellness. We age-gated the experience to 13+ users to ensure age-appropriate access, anonymized usernames to protect user identity and create a judgement-free environment where users can focus on their own mental health journey.

Developed with guidance from mental health experts, and in partnership with the developer studio The Gang, the experience centered around three interactive zones where players practiced coping strategies like managing stress and anxiety through mindfulness, asking for help, and overcoming obstacles and self-doubt to build emotional resilience.

Gameplay, quests, dialogue with NPCs, meditations, and free limited items were crafted to make learning feel natural, fun, and repeatable. Brand partners like e.l.f. Beauty, Headspace, Pacsun, and Walmart donated portals, meditation content, and exclusive UGC rewards to boost engagement and incentivize learning. On-platform promoted tiles and portal ads, Twitch livestreams, and TikTok amplification from Roblox creators reached teens already immersed in play.

650K+

Visits the first month¹

500+ HOURS

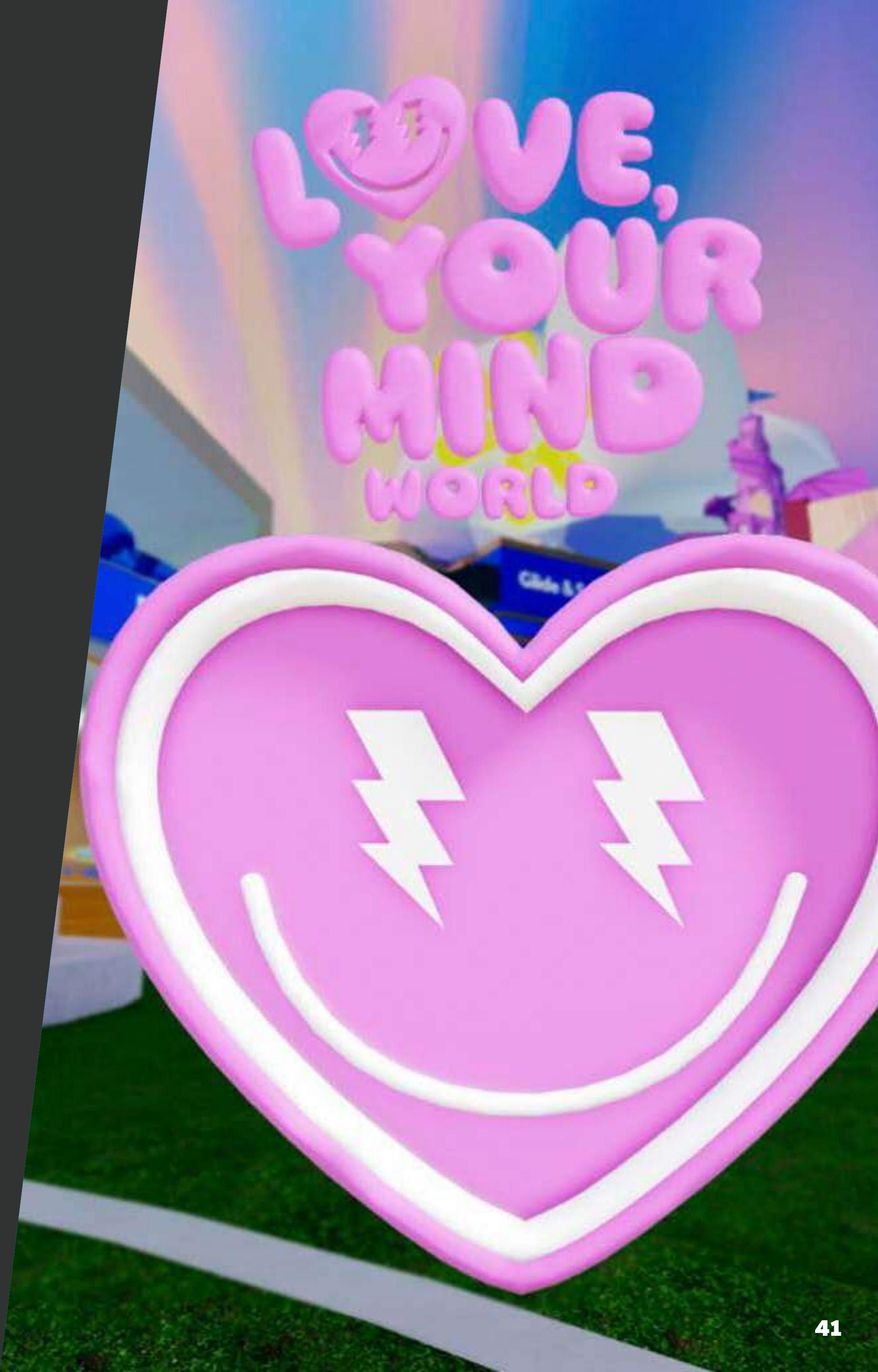
Mindful meditation¹

67%

had a favorable opinion of the campaign²

89%

Rated the experience on Roblox as a great or good way to promote the Headspace brand²



Source: ¹ Roblox 1P data from 3/5/2025 to 4/5/2025 ² Latitude study - Source: Roblox & Love Your Mind, World Audience Impact and Brand Lift Study in partnership with Latitude. Fielded March 2025. n = 1209. A13-17. US. Among monthly Roblox users. Top 2 box where applicable

MIO X TWITCH: TURNING HYDRATION INTO INTERACTIVE GAMEPLAY

To drive consideration and shift brand perception, we partnered with Twitch influencers to create an immersive experience that blended gameplay with product relevance — all without interrupting the stream.

THE CONCEPT:

Streamers were challenged to complete in-game tasks while viewers used channel points and chat commands to encourage hydration breaks — integrating Mio naturally into the flow of content.

THE INTEGRATION:

Twitch's Product Zap extension turned the chat into an interactive mini-game. Viewers typed #hydrate to zap falling Mio icons. Once enough were cleared, a "Hydrate Disrupter" was revealed — unlocking:

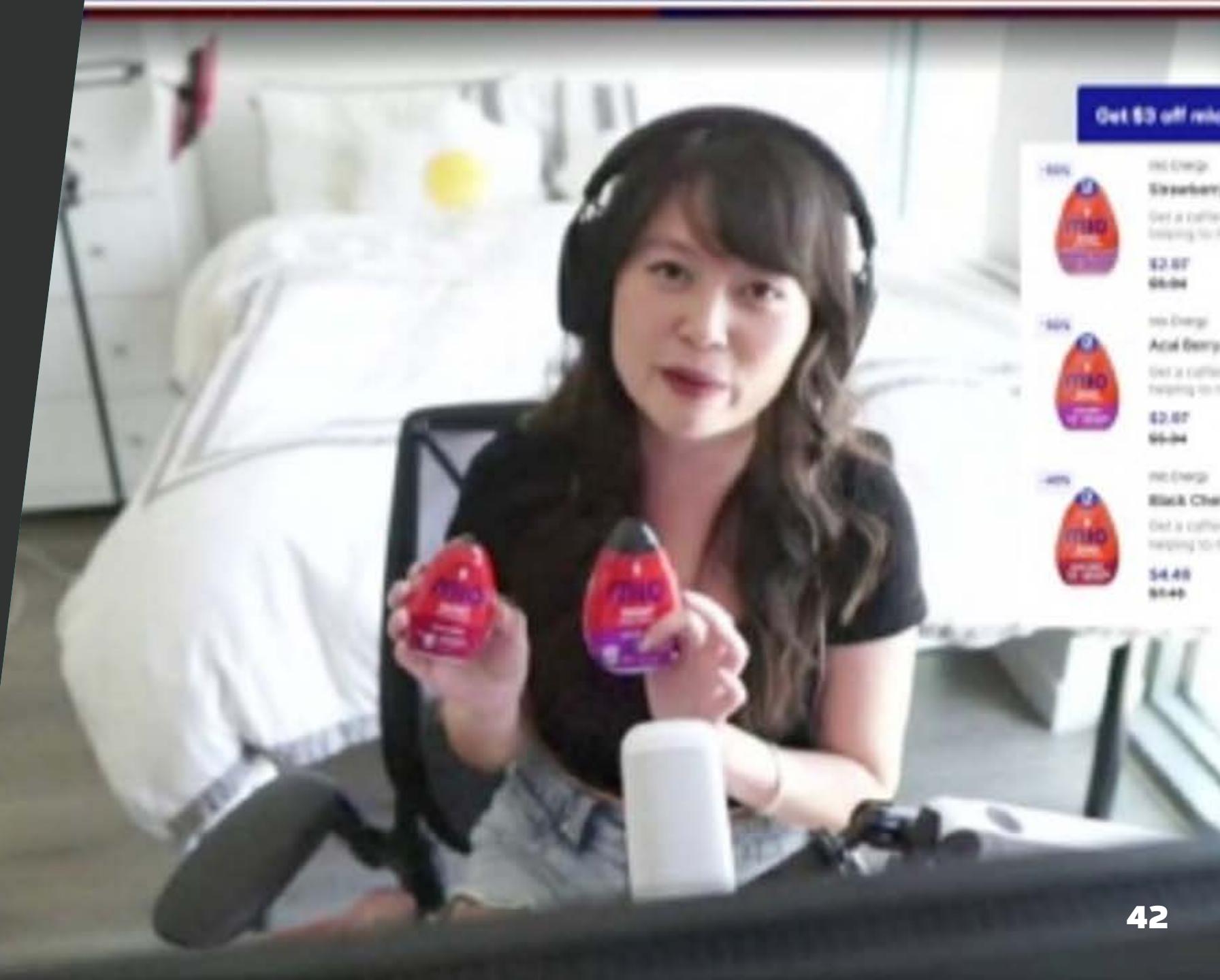
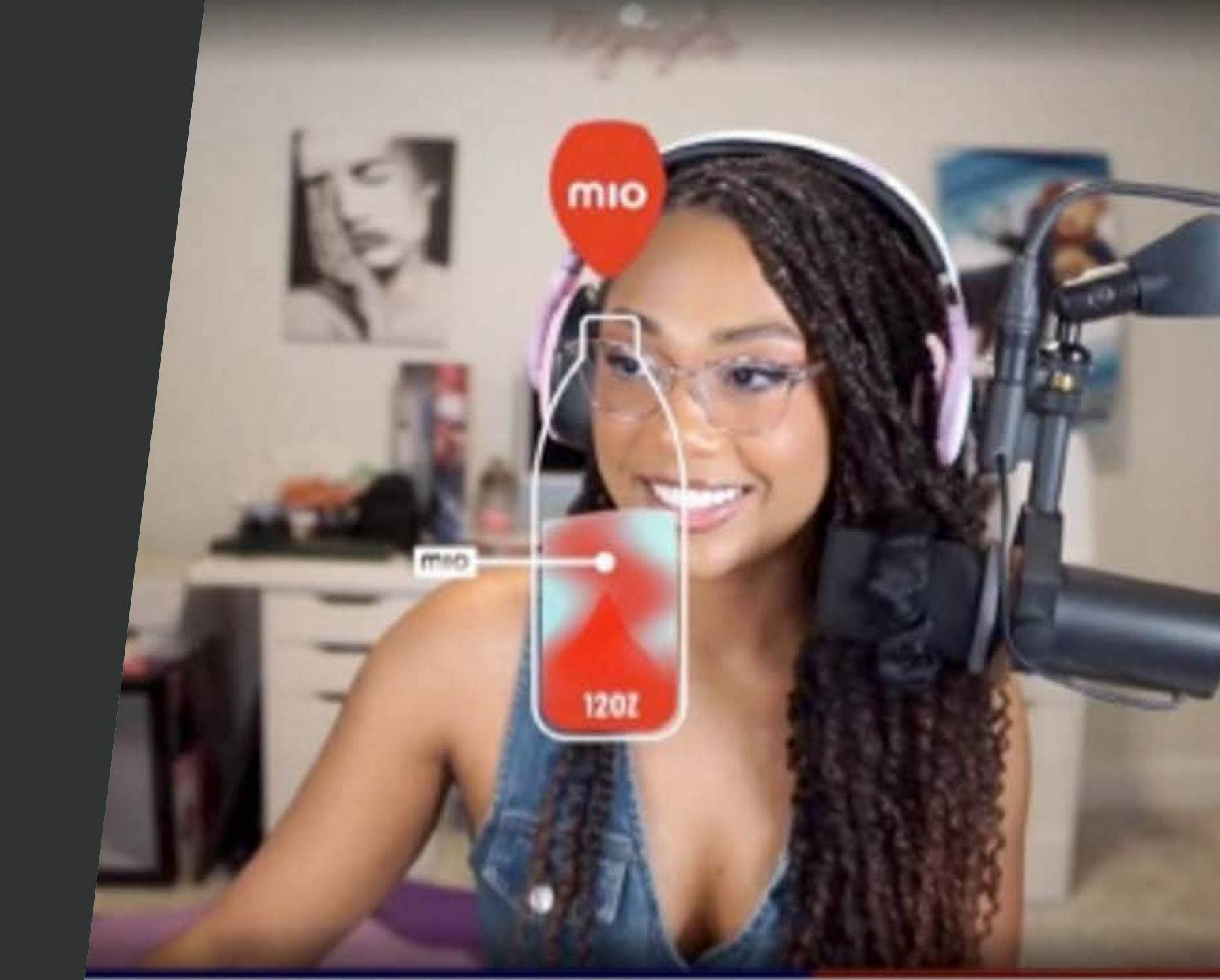
- \$3 off Mio products via Amazon
- Gifted Twitch subscriptions courtesy of Mio

1.6M
TOTAL VIEWS

+2.5%
AWARENESS

+1.6%
CONSIDERATION

0.03%
ABOVE CTR
BENCHMARKS



HOW TO DO CONVERSION

DRIVING CONVERSION THROUGH CONTEXTUAL COMMERCE

GAMING'S BOTTOM FUNNEL IS NO LONGER THEORETICAL, IT'S DELIVERING MEASURABLE RESULTS.

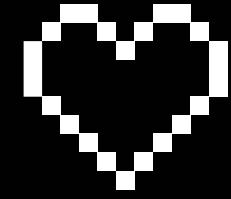
FROM SHOPPABLE MOMENTS TO LOYALTY LOOPS, THIS IS WHERE FRICTIONLESS MEETS EFFECTIVE.



CONVERSION



CLICK-TO-BUY



**LOYALTY
ACTIVATIONS**

CONVERSION: CLICK-TO-BUY

It's your retail media strategy expanded to gaming: one click to buy from the gaming environment you're in (in-game or out-of-game). Turn your entertainment experience into a commerce experience.



ROBLOX COMMERCE

Twin Atlas, a developer studio on Roblox, gets 90% of their total orders via their in-game commerce Roblox integration resulting in six figure revenue. This demonstrates the strong demand for physical products, particularly when paired with in-game items¹.



OVERWOLF SHOPPABLE AD UNIT

Integrates purchase page experience without leaving gameplay



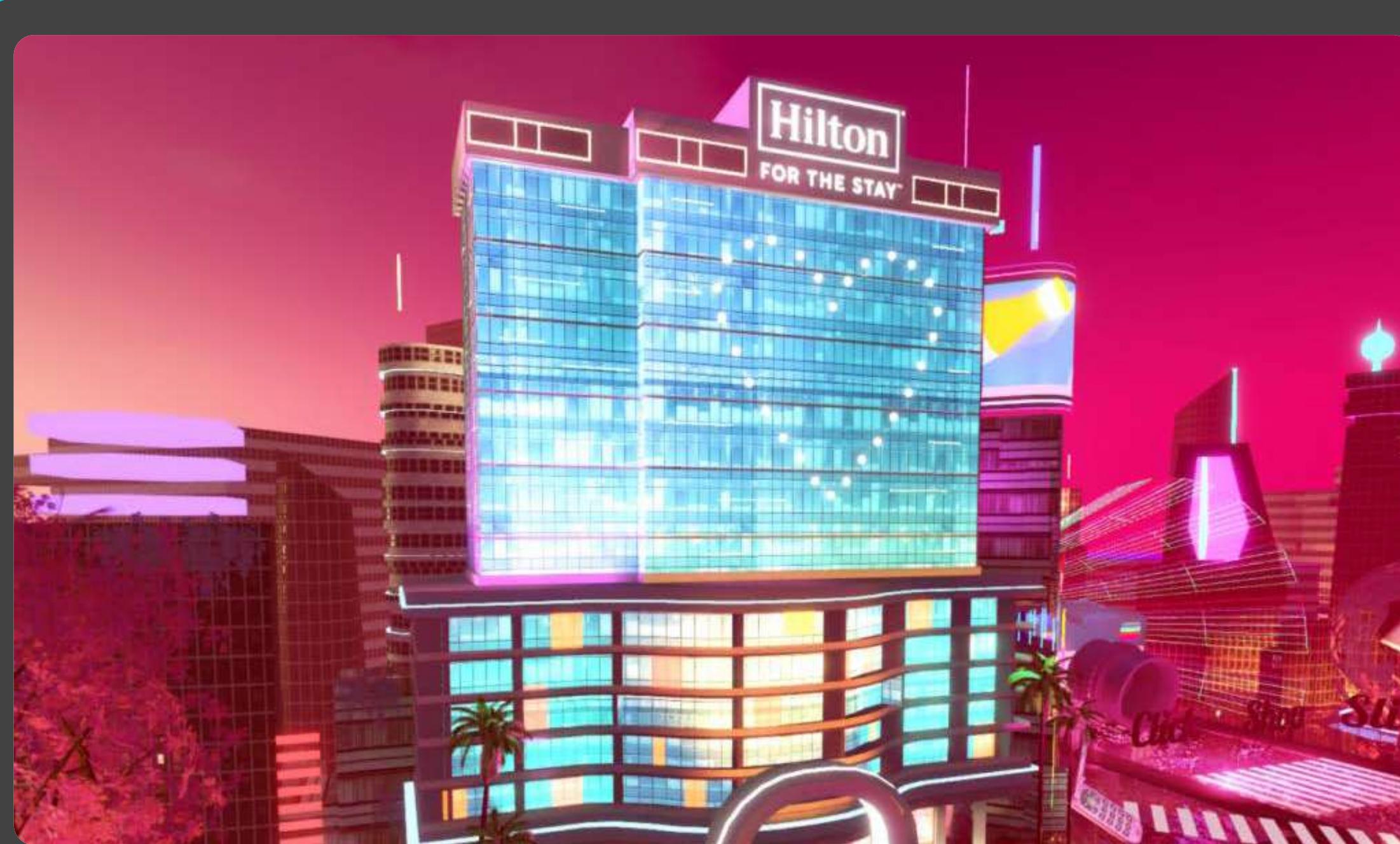
XBOX CLICK TO STORE/APPLICATION PLACEMENTS

Drive players directly to the Xbox Marketplace to seamlessly drive downloads and purchases from your store page

CONVERSION: LOYALTY ACTIVATIONS

Integrate gamified moments into your loyalty program to boost repeat engagement. Rewarding players in-game can drive real-world actions and create a seamless bridge between digital rewards and IRL value, while capturing valuable first-party data.

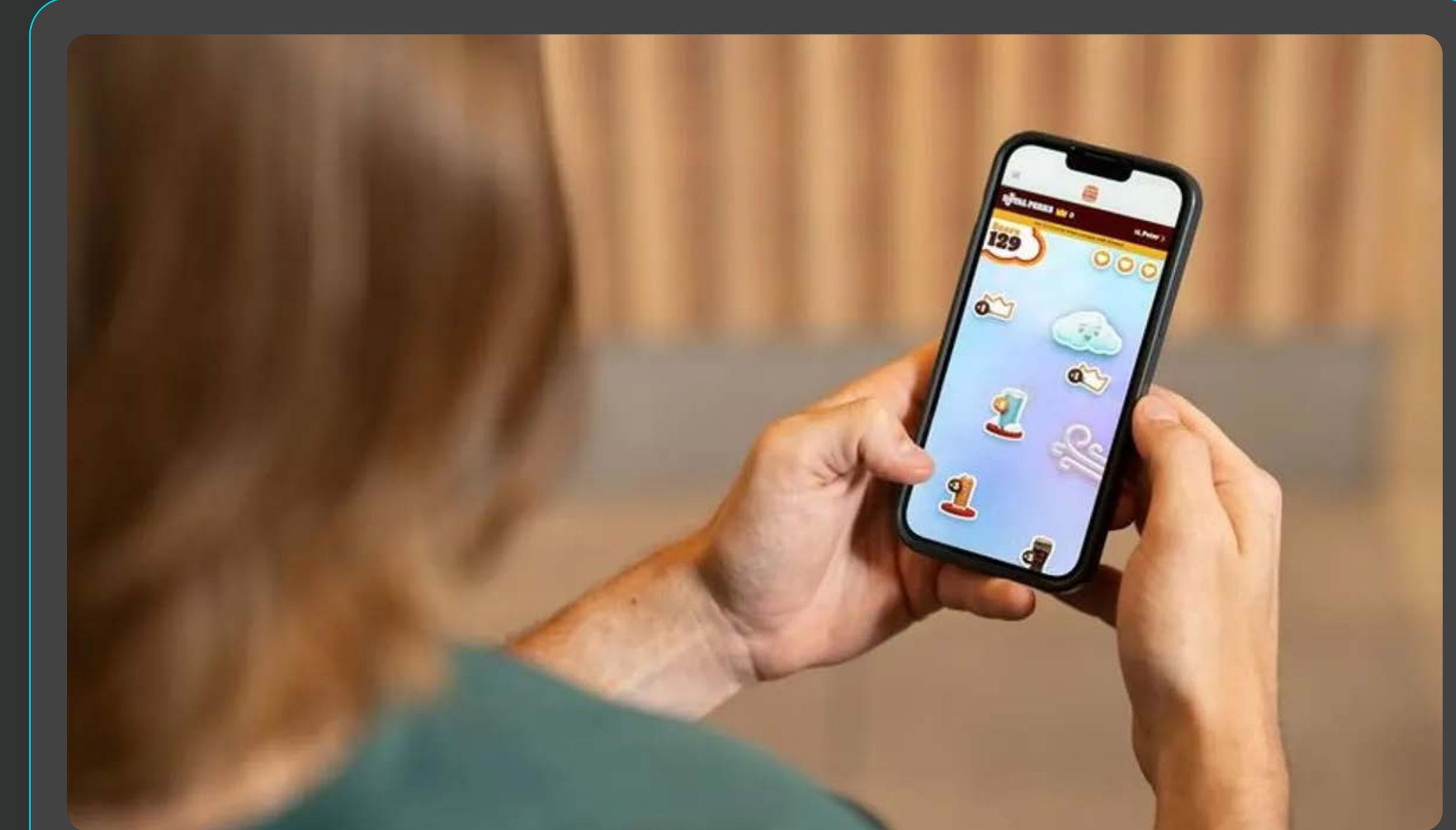
IN-GAME



LOYALTY EXTENSIONS IN-GAME

Everyday, an average of 97.8M users come to Roblox and there is a tremendous opportunity for brands to build a real connection.

OUT OF GAME



GAMIFICATION OF LOYALTY PROGRAMS

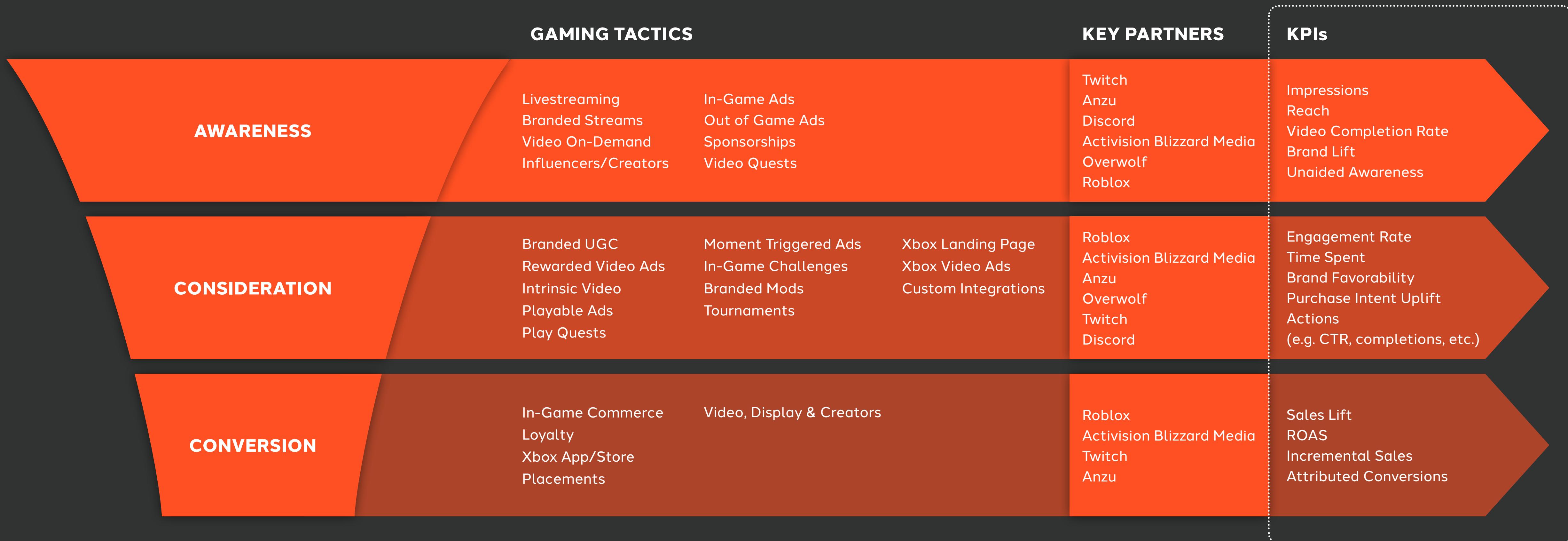
Burger King's gamification strategy includes crafting unique in-app games to serve guests and Royal Perks loyalty members rewarding experiences. These immersive games ultimately lead to driving incremental engagement and revenue.

- 40% of guests play 4+ times
- 11-12% increase in purchase rate during gamified campaigns
- 64% higher spend per guest who participate in gamified campaigns



HOW TO PROVE ROI

GAMING ISN'T A ONE-OFF CAMPAIGN CHANNEL, IT'S A FULL FUNNEL ENGINE



Note: This framework is meant to be illustrative and does not represent an exhaustive list of partners or tactics. It is not intended to replace a full media plan. Final partner and tactic selection should be guided by the specific objectives of the brief. For tailored recommendations, please reach out to Dentsu Gaming.

WHAT TO WATCH IN 2026

GAMING IS NOT STANDING STILL — IT'S EVOLVING FAST.

HERE ARE FOUR KEY TRENDS THAT WILL SHAPE HOW BRANDS SHOW UP IN GAMING THIS YEAR AND BEYOND.

TRANSMEDIA FANDOMS: IP ACCELERATION

Gaming and entertainment IPs are increasingly cross-pollinating:

The success of *The Last of Us*, *Arcane*, *A Minecraft Movie* proves that game-to-screen can go mainstream.

Netflix, Amazon, and Apple are building gaming into their content ecosystems.

WHY IT MATTERS FOR BRANDS?

68% of players try a game because of a movie, show, or book.¹

Brands can ride this wave by inserting themselves into transmedia journeys.

SWITCH 2: A PLATFORM REBOOT = NEW BEHAVIORS TO MONITOR

Nintendo's next-gen console (released June 5th 2025) promises better performance and cross-platform continuity.

WHY IT MATTERS FOR BRANDS?

The first Switch brought gaming into more hands than ever — and families, women, and casual gamers led that growth.

Switch 2 is poised to expand this further with hardware that supports more sophisticated experiences without losing the “play” DNA.

CLOUD GAMING

Lower barrier to entry, broader audiences, access without hardware

Services like Xbox Cloud Gaming, Nvidia GeForce Now, and PlayStation streaming are making AAA games accessible on phones, browsers, and smart TVs.

WHY IT MATTERS FOR BRANDS?

Lowers the barrier for entry: you no longer need a \$500 console to play.

Expands gamer demographics in regions with lower device penetration (think MENA, Southeast Asia, Latin America).

Great fit for casual and time-constrained players.

GTA VI: DELAYED TO 2026

The return of a cultural Titan - UGC meets AAA IP: early opportunities for culture-led brand partnerships.

The most anticipated game of the decade is launching this year. GTA is not just a game, it's a massive cultural phenomenon.

WHY IT MATTERS FOR BRANDS?

Rockstar has hinted at deeper online features and possibly user-generated content tools.

Expect social media to light up during gameplay moments: a real-time cultural engine!

Huge potential for organic branded content, creator partnerships, and fandom tapping into parody, chaos, and satire.



**WHY DENTSU
GAMING?**

WE DON'T JUST BUY MEDIA, WE BUILD FANDOM STRATEGY

ACCESS TO:

- Data from partners like Anzu, GWI, Stream Hatchet, Roblox
- Creative studios & platform relationships
- Cultural POV with regional nuance

LET'S CO-DESIGN YOUR GAMING STRATEGY:

- Understand where your audience plays and why
- Map motivations to funnel opportunities
- Build meaningful, measurable activations

YOUR
BRAND.
YOUR
PLAYERS.
OUR
STRATEGY.

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Sakura Martin Global Brand & Design Lead, Dentsu	Gillian Greaves Agency Development Manager, Twitch	Vanja Pantic Director Marketing & Communications, Ad Council

ABOUT

DENTSU METHODOLOGY: MERKURY

Merkury is dentsu's person-based identity and data platform. With 95% coverage of individuals and HHs in the US, Merkury enables us to know who our customers are, find them reliably and in real-time, and deliver hyper-personalized brand experiences across the entire marketing ecosystem.

DENTSU CONSUMER NAVIGATOR SURVEY – OCTOBER 2024

The survey was conducted by dentsu via Toluna, an online research panel. Administered on September 27th, 2024.

Distributed among a random sample of 1,000 U.S. respondents 18 years of age or older.

Controls for nationally representative weighting across age, gender, region, race and ethnicity (using the latest publicly available U.S.Census numbers).

GWI METHODOLOGY

Figures in this report are drawn from GWI's online research among internet users. The data in this report is taken from GWI Core, our main flagship survey of internet users; and GWI Gaming, our research into gamers across 18 markets.

OUR RESEARCH

As part of our ongoing global research, each year GWI interviews over 960,000 internet users aged 16-64 (and in some markets 16+ with no age cap) across 50+ markets.

Respondents complete an online questionnaire that asks them a wide range of questions about their lives, lifestyles and digital behaviors. We source these respondents in partnership with a number of industry-leading panel providers.

Each respondent who takes a GWI survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong, and no respondent can participate in our survey more than once a year (except for internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

OUR QUOTAS

To ensure that our research is reflective of the online population in each market, we set appropriate quotas on age, gender and

education – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s, 55-64s and 64+ (in certain markets), and of people with secondary vs tertiary education.

To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

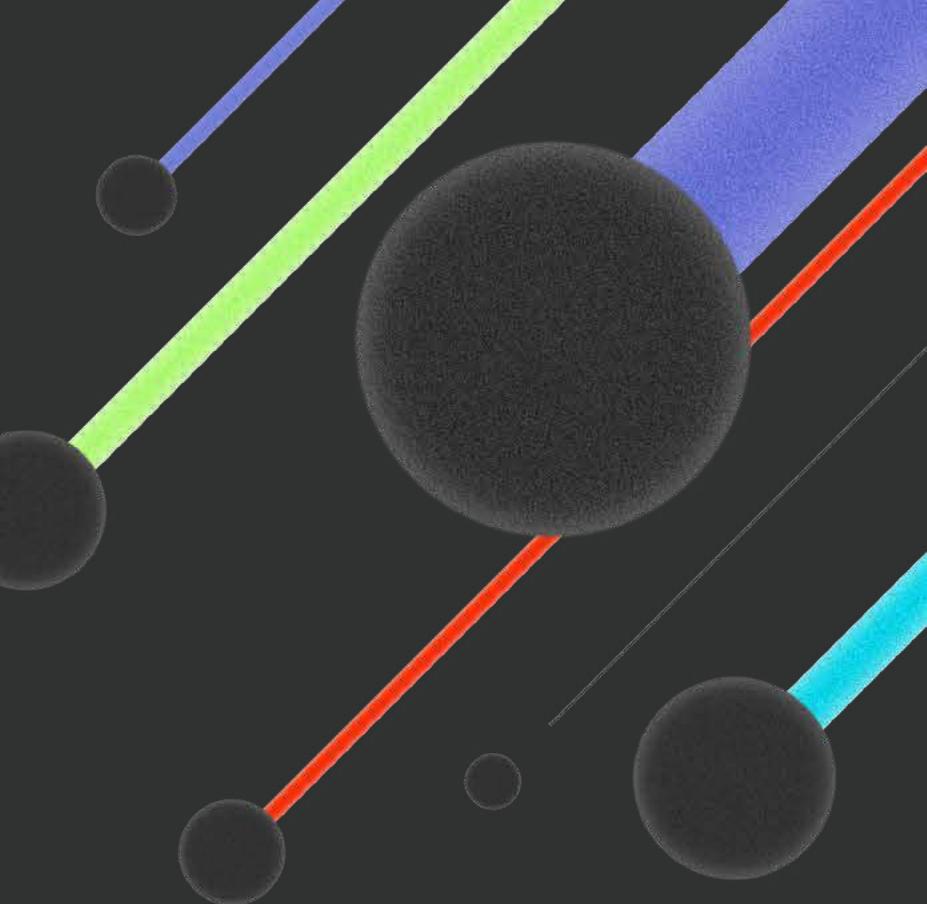
This research is also used to calculate the 'weight' of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

AUDIENCE DEFINITIONS

For data taken from GWI, the following definitions of "gamers" are used:

- GWI Gaming: those who play video games at least once a week.
- GWI Core: those who play video games on any device.

ABOUT



DENTSU

Dentsu is an integrated growth and transformation partner to the world's leading organizations. Founded in 1901 in Tokyo, Japan, and now present in approximately 120 countries, it has a proven track record of nurturing and developing innovations, combining the talents of its global network of leadership brands to develop impactful and integrated growth solutions for clients. Dentsu delivers end-to-end experience transformation (EX) by integrating its services across Media, CXM and Creative, while its business transformation (BX) mindset pushes the boundaries of transformation and sustainable growth for brands, people and society.

Dentsu, innovating to impact.

Find out more:

www.dentsu.com

www.group.dentsu.com

DENTSU GAMING

At Dentsu, we celebrate gamers' uniqueness by helping brands create custom strategies and authentically integrate into the gaming landscape. Dentsu Gaming helps you find success in gaming and become a part of the cultural conversation.

Gaming@dentsu.com

GWI

GWI is modernized consumer research – global, on-demand, and accessible to everyone, not just data experts. It's a platform designed for companies that want fresh and insightful data about their consumers. Values, purchase journeys, media usage, social media habits - we cover it all. With data representing nearly 3 billion people across 50+ countries, GWI has become the go-to for agencies, brands and media companies that want to know what really drives their audience to action.

For more, visit www.gwi.com

Gaming@dentsu.com