WHY GAMES ARE FOR EVERYONE:

GETTING YOUR BRAND INTO GAMIFIED MARKETING

A look into the wide reach of games in this digital age—and how your brand can effectively market with them.

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Why Games Are for Everyone

Games–especially video games and mobile games–are often considered niche interests. As a result, there is a prevailing belief that marketing with games is reserved for brands geared towards this specific market. However, this impression is no longer applicable.

The current digital and technological landscape has changed the way the public views games. Smartphones have not only made games more accessible to a larger audience, but have also given rise to hypercasual games–a genre that can appeal to people from all walks of life.

What are hypercasual games?

The term "hypercasual" is used to describe games that operate under a core mechanic like collecting items, shooting a ball through a hoop, or avoiding obstacles. These games are instantly playable and are completed in short, contained sessions.

These elements are what make hypercasual games enjoyable for a wide range of people, appealing across all age ranges, occupations, backgrounds, and nationalities. Additionally, the simple mechanics and bite-sized game sessions make hypercasual games easy to pick up and hard to put down.

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How can brands leverage games?

With hypercasual games becoming highly popular, marketing with games goes beyond endemic brands. Any brand can now realistically reach a larger audience, engage with their existing audiences, boost brand awareness, and even increase conversions through games.

Gamified marketing is a multifaceted strategy that makes use of hypercasual games. Each aspect works to achieve different business goals through varying methods. Understanding the range of gamified marketing is crucial in taking the first steps into marketing with games.

Chapter 2:

What is Gamified Marketing?

Gamified marketing makes use of games as a channel for marketing efforts. Given the flexibility that digital marketing and games have to offer, there are a number of forms that gamified marketing can take. Selecting the right approach will depend on the goals of your campaign and overall business.

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Some of the common gamified marketing methods include:
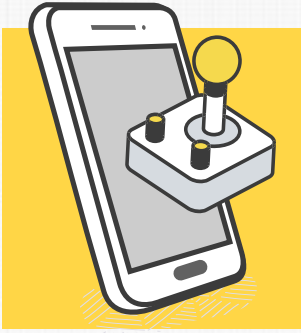
Game Licensing

Game licensing is the practice of paying a game publisher/distributor for a license to host a game on your brand's website or platform. Licensed games create an avenue to engage your customer base better, improve conversion rates, and increase traffic and time spent on your platform.

Game Rebranding

Game rebranding involves working with a game publisher to customize an existing game with branded elements. The resulting game will have similar mechanics to the base game, but is made unique by your brand image and visuals.

Rebranded games can be hosted on your own website or platform, as well as other third-party gaming platforms. Because of this, your game can be used to engage existing audiences and reach new ones.

In-game Advertising

In-game advertising is done by displaying ads within existing games or gaming platforms. These ads can range from static and animated banners, to interactive pop-ups and interstitial displays.

This allows your brand better visibility with new and possibly larger audiences, depending on the game or gaming platform. Additionally, ads can contain CTAs and links that redirect to your brand's page, making it good for boosting traffic and conversions.
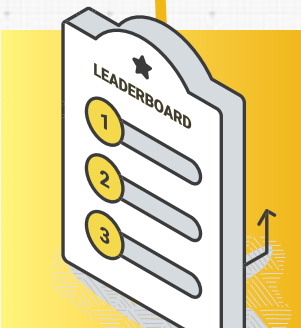
Leaderboard/Tournament Sponsorship

Brands can partner with games and gaming platforms to sponsor a leaderboard or tournament. This can be done by putting a rebranded game up for competitive play, a brand sponsoring prizes for top players, or a combination of both.

This gives your brand the chance to actively engage your audiences, increase brand recognition and reach, and even promote your brand products.
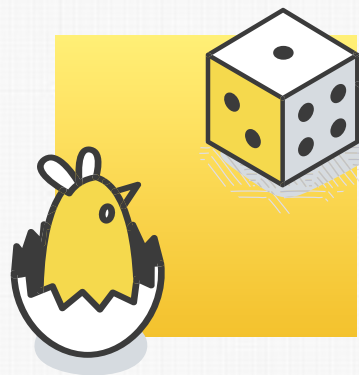
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App Gamification

App gamification involves the use of games and game elements within an existing app ecosystem to drive users to take certain actions. This can be done by integrating games or gaming platforms and rewarding users for engaging.

Gamifying your app can help grow your existing user base, boost engagement, create new streams of revenue, and so on.

Chapter 3:

Wrapping Up

With the rise of smartphones and hypercasual games, games have gone from a niche interest to an activity enjoyed by millions of people around the world. The near-universal appeal of hypercasual games, combined with their simple and easy-to-play nature, make it an ideal channel for brands to reach out to their target audiences.

Gamified marketing has grown into a multifaceted approach, allowing brands to leverage this channel in various ways. From displaying ads in-game, to rebranding games and hosting tournaments–each approach has its advantages, depending on your overall business objectives.

All in all, games are for everyone–including your brand! Take your marketing efforts to the next level with gamified marketing!

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