



Your ULTIMATE GAME REBRANDING Catalogue

Your all-in-one guide to understanding the various games to use for brand marketing

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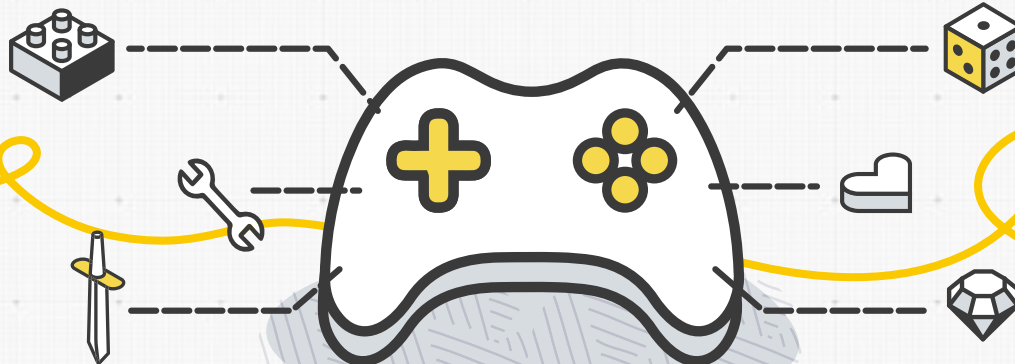
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Chapter 1:



How Game Rebranding Helps Your Brand

In this increasingly digital world, brands turn to the latest trends and innovations to stay ahead of their competitors while delivering a memorable experience to their consumers. One such innovation is the use of games—particularly hypercasual games—to better reach their audiences.

Through game licensing and game rebranding, your brand can maximize its marketing strategy and provide a one-of-a-kind brand experience.

What are hypercasual games?

Hypercasual games typically focus on one core mechanic, such as matching items together, avoiding obstacles, or shooting a ball through a hoop. These games can be played instantly, have great “stickiness”, and are completed in short, contained sessions.

These factors make hypercasual games easy to play and accessible to a wide range of people. Additionally, the brief game lengths allow players to enjoy these games in short periods of time, like during breaks or in-between appointments.

How does game rebranding help your brand?

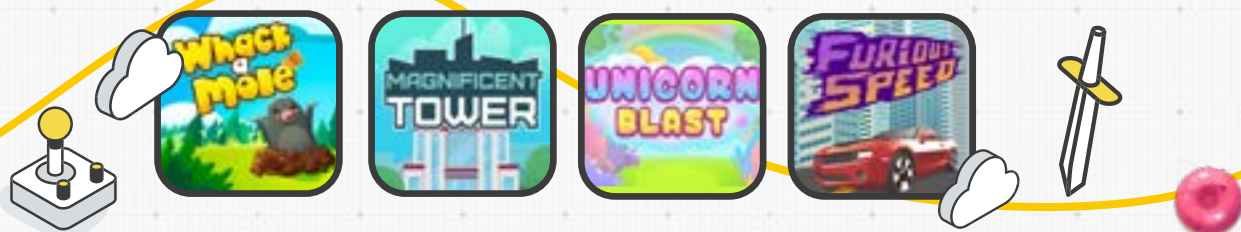


Game rebranding, also known as game reskinning, is the practice of customizing an existing game with branded elements. The resulting game is similar to the base game but contains some of your brand's unique points, like brand name, logo, color palette, and other related imagery.

By rebranding a game, you can leverage the experience of an already-existing game and have it tailored to fit your overall brand image. As a result, your audiences associate their gaming experience directly with your brand.

Additionally, the branded elements in rebranded games give them enough uniqueness to stand on their own on third-party platforms. This makes it easier for you to reach new audiences—including ones you have yet to market to.

Chapter 2:



Best Types of Games for Marketing

Hypercasual games span a large range of game types. Understanding the different types of games available to you can make it easier to select the ones best suited for your audiences and business needs.

To better understand how these types of games work, you can play examples directly from the mgames library.

Best Types of Games for Marketing

Platform games/Platformers

Platform games, or platformers, involve controlling a character's movements through the game's environment. Players of platformers win by collecting items and avoiding obstacles.

Examples from the mgames library:



Tapping games

Tapping games make use of tapping actions to fulfill the core mechanic. These games will often encourage players to tap as fast as they can, or combine both speed and the timing.

Examples from the mgames library:



Precision games

Precision games, as the name suggests, focus on the player's ability to take precise actions. The core mechanics of these games often work around the aim, timing, or a mix of both.

Examples from the mgames library:



Puzzle games

Puzzle games challenge players by testing their logical thinking. Puzzles can be as simple as locating matching pairs, or as complex as rapidly fitting objects together strategically.

Examples from
the mgames library:



Chapter 3:

Wrapping Up



Hypercasual games—games that are simple, easy to play, and can be played in short sessions—have much to offer to brands. New ways of engaging your existing audiences, reaching new ones, and taking your brand experience to a new level.

Game rebranding allows brands to easily use this channel without needing to build a game from scratch. Understanding the different game types available for your brand to use is essential in building your gamified marketing strategy.

If you're ready to start your gamified marketing journey, you can make any of the example games yours.

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