



attitudes to game advertising report.



iab australia **game advertising** working group.

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introduction.

The growth of gaming has evolved into an incredible opportunity for brands that are keen to leverage and architect their advertising strategies in high-quality content across a diverse ecosystem. According to PWC Entertainment and Media Outlook 2021- 2025, in 2020, the diverse interactive games market accounted for 5.9% of the total Australian entertainment and media market and expected to grow to 6.8% in 2025. According to this research, the game advertising component of the market is set to grow 6.6% per year to \$86m by 2025*.

Innovation fueling the market growth, like unique in-game advertising, user-generated content and new hardware technologies across multiple gaming platforms has consequently added new revenue streams. The IAB Game Advertising Working Group has undertaken a market survey to uncover the unique opportunities available to advertisers. The group are proud to launch the *IAB Australia Attitudes to Game Advertising Report* which assesses the level of experience mainstream media agencies have with game advertising to better understand the gaps of knowledge that would increase their confidence in continuing to use gaming or recommend gaming advertising.

The IAB Game Advertising Working Group has produced a truly collaborative report that represents current trends within the Australian gaming advertising industry. The findings within this report helps identify gaming content environments within the game, around the game and away from the game that will actively support advertisers and media agencies to invest in relevant gaming environments that translate into positive user experiences.

The working group are looking forward to providing the industry with guidance to help make buying and assessing game advertising more efficient without losing the unique offerings available through different game environments and formats.



Poppy Hill

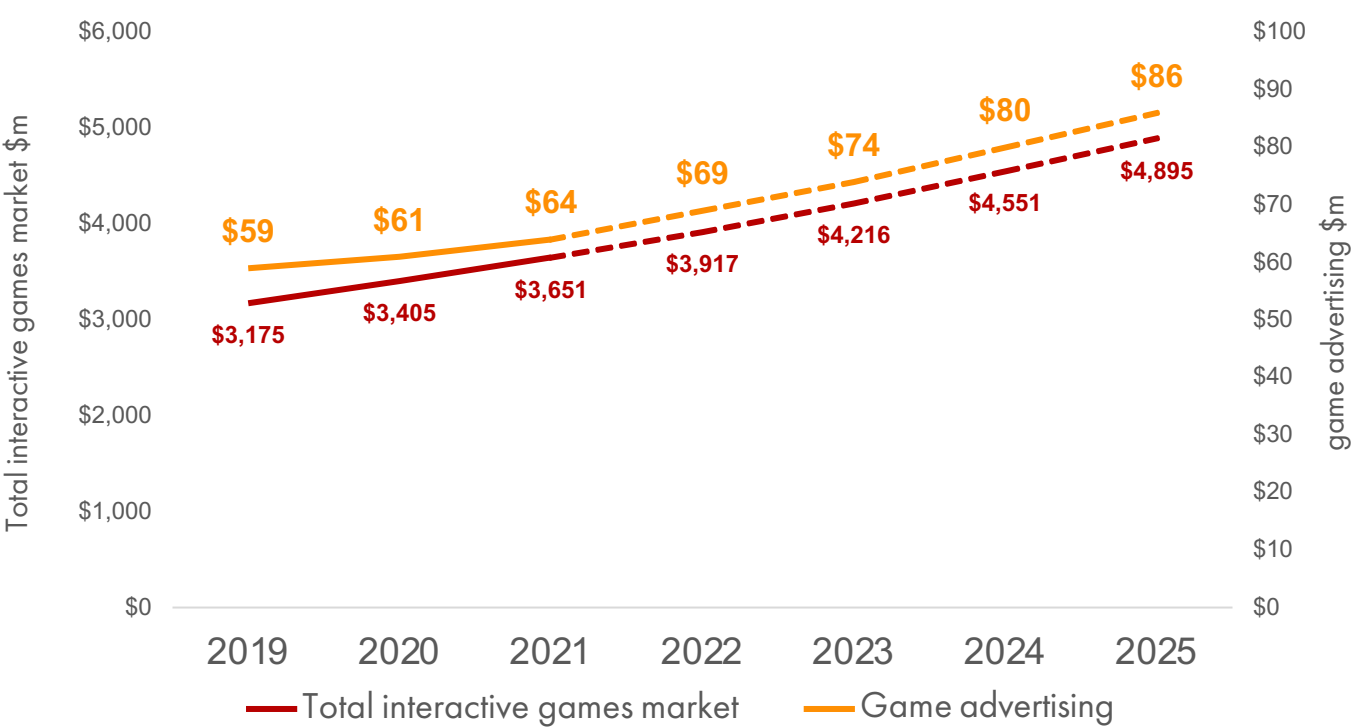
Managing Director

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diverse games landscape fueling market growth.

interactive games and esports revenue
Source: PWC Entertainment and Media Trends Forecast 2021 - 2025



The interactive games market accounted for 5.9% of the total entertainment and media market in 2020, expected to grow to 6.8% by 2025.

Game advertising CAGR 6.6% 2019 - 2025

game advertising opportunities.

Gaming is one of the most flexible and versatile mediums available today through which brands can connect with their target consumers.

in the game

In-game advertising provide opportunities for how brands to directly influence gameplay visuals/audio with their messaging or alter the gaming experience through skins and sponsored content.

around the game

The opportunities available to brands during the gaming experience but not within the gameplay itself. Examples of this include in-app rewarded video, interstitials and overlayed audio ads.

away from the game

Opportunities within gaming that exist away from the gameplay experience itself. This includes streaming, esports, influencer and content marketing

research methodology.

Survey in field:

AUGUST 2021

80+

experienced game
advertisers

Respondents:

A total of 143 advertising decision makers working in advertising agencies and brands, 83 with experience in game advertising and marketing.

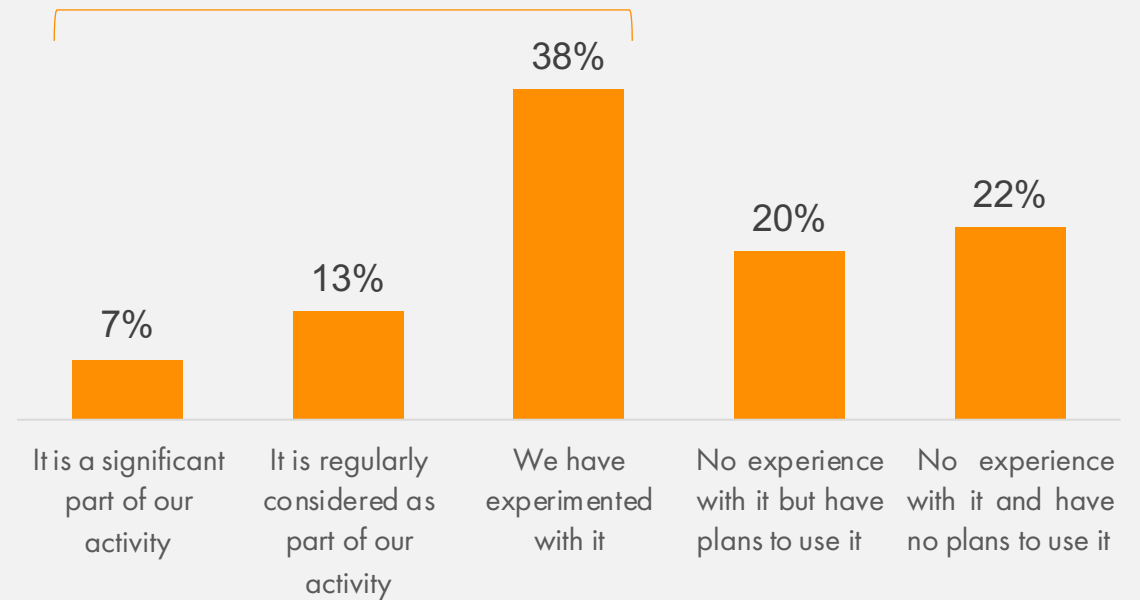
experience with game advertising.

experience with game advertising amongst mainstream advertising agencies is mostly at the experimental stage.

- 58% of respondents had used game advertising or marketing to date – 20% at least regularly considering it and 38% experimenting with it
- A further 20% have no experience with it to date but have plans to.

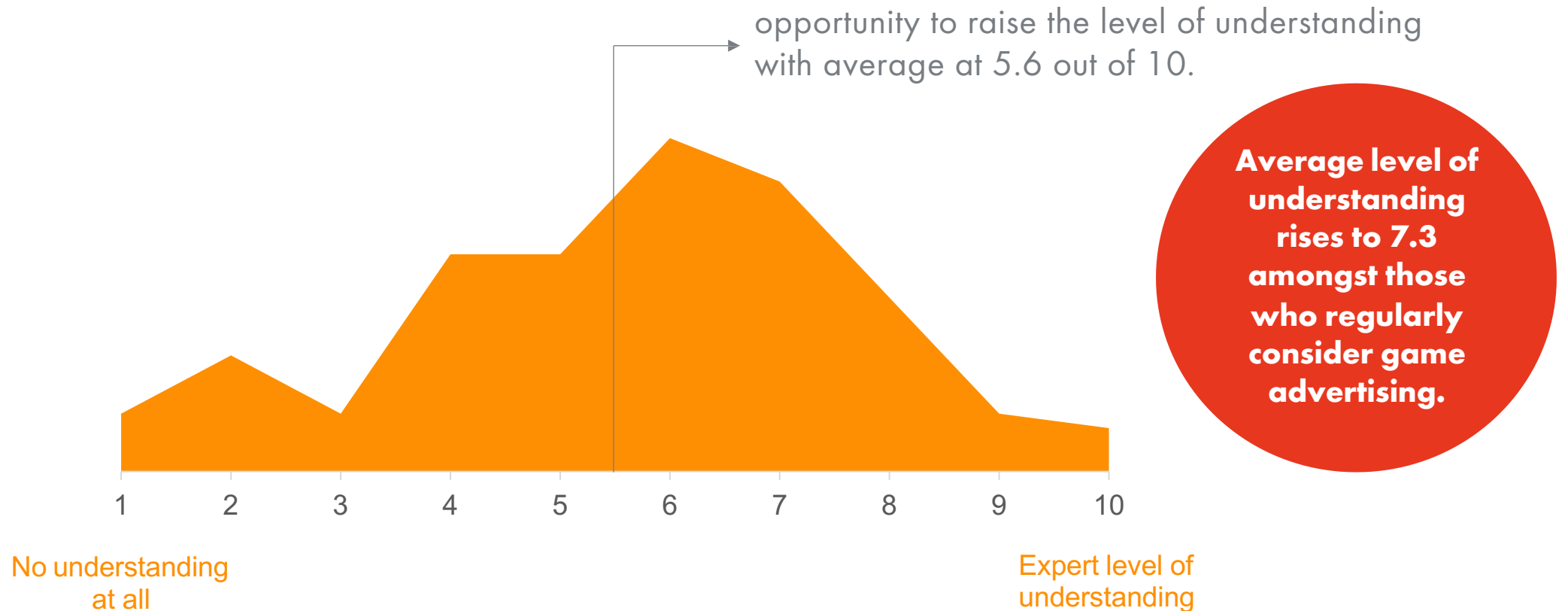
experience with game advertising and marketing to date

58% have used game advertising



understanding of game advertising.

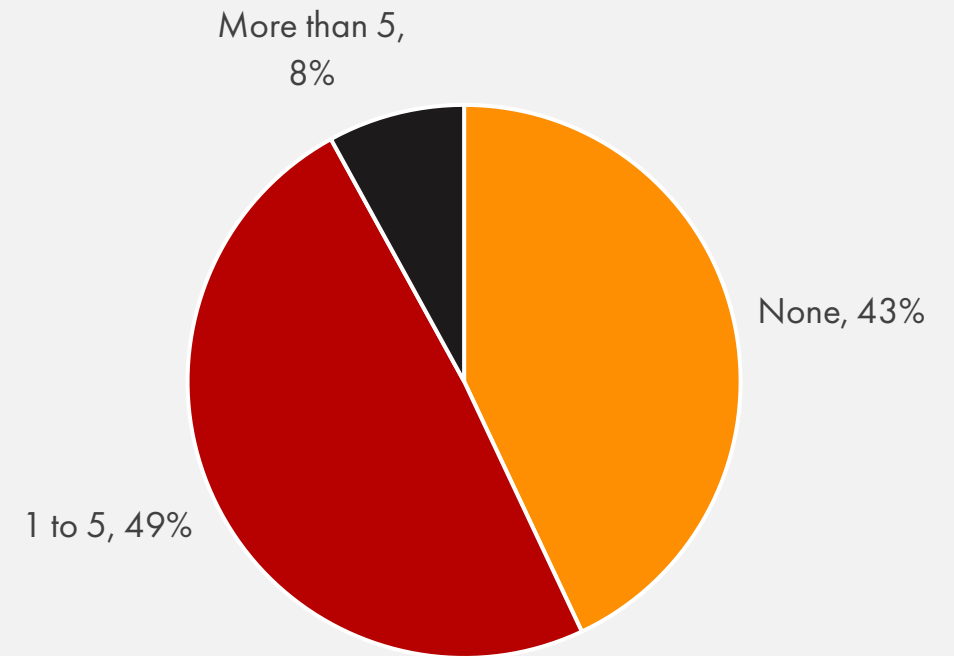
level of understanding of game advertising and marketing
on a scale from 1 to 10, where 1 means no understanding at all and 10 means an expert level of understanding



agency client experience with game advertising.

Nearly 6 in 10 agency decision makers (57%) have at least one client engaging in game advertising or marketing activities.

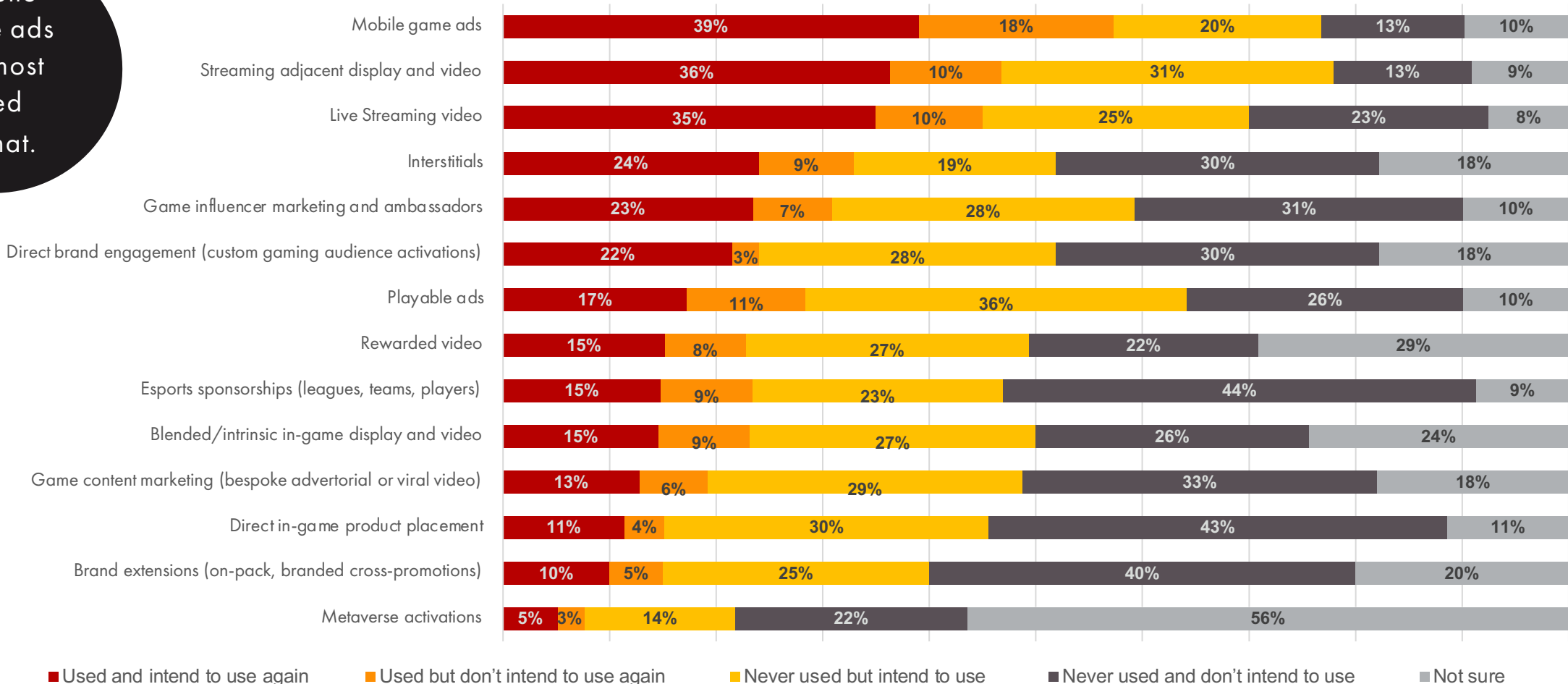
agency clients engaged with game advertising and marketing to date



usage of game advertising formats.

usage of game advertising and marketing formats
amongst those who have experience with game advertising

Mobile game ads
the most
used
format.



usage of game advertising **formats.**

Mobile game ads are currently the most popular game advertising format used.

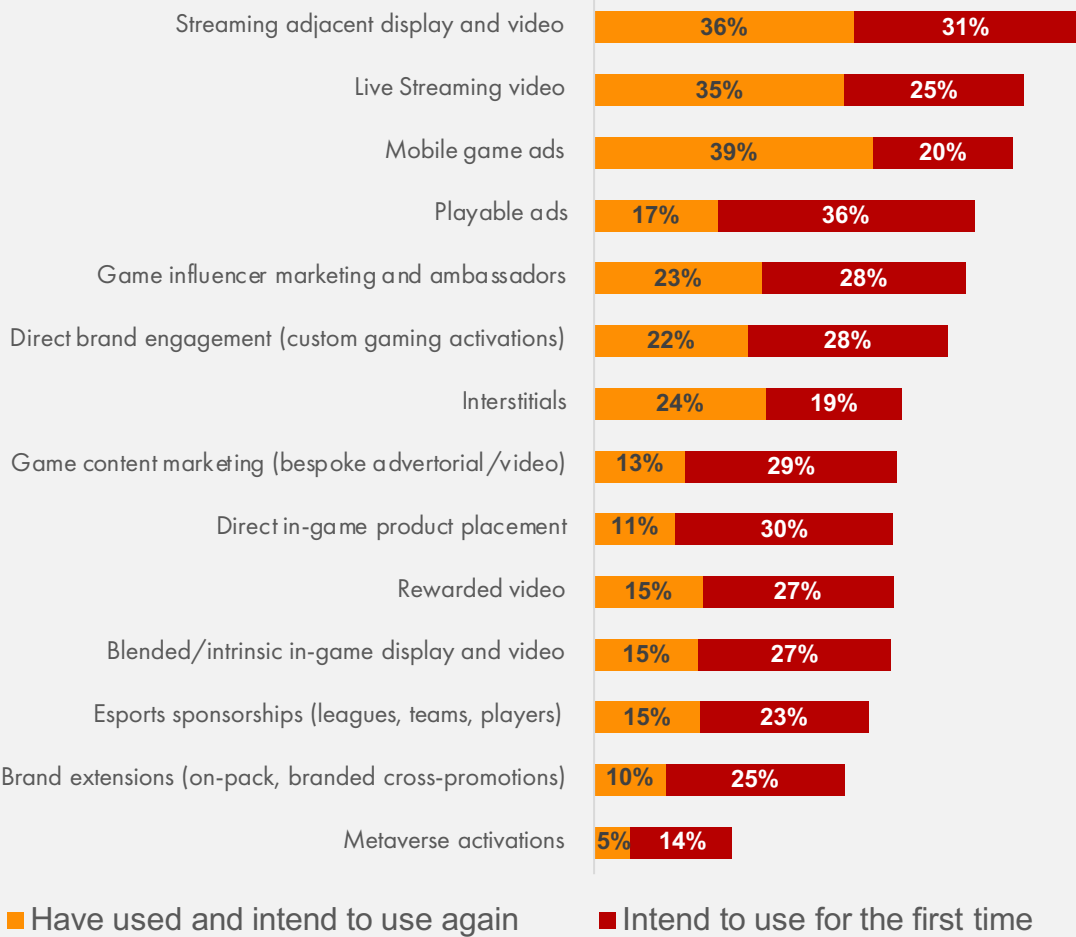
usage of game advertising and marketing formats amongst those who have experience with game advertising



intention to use game advertising **formats.**

High intention to use many game advertising formats, in particular streaming adjacent display and video (67%).

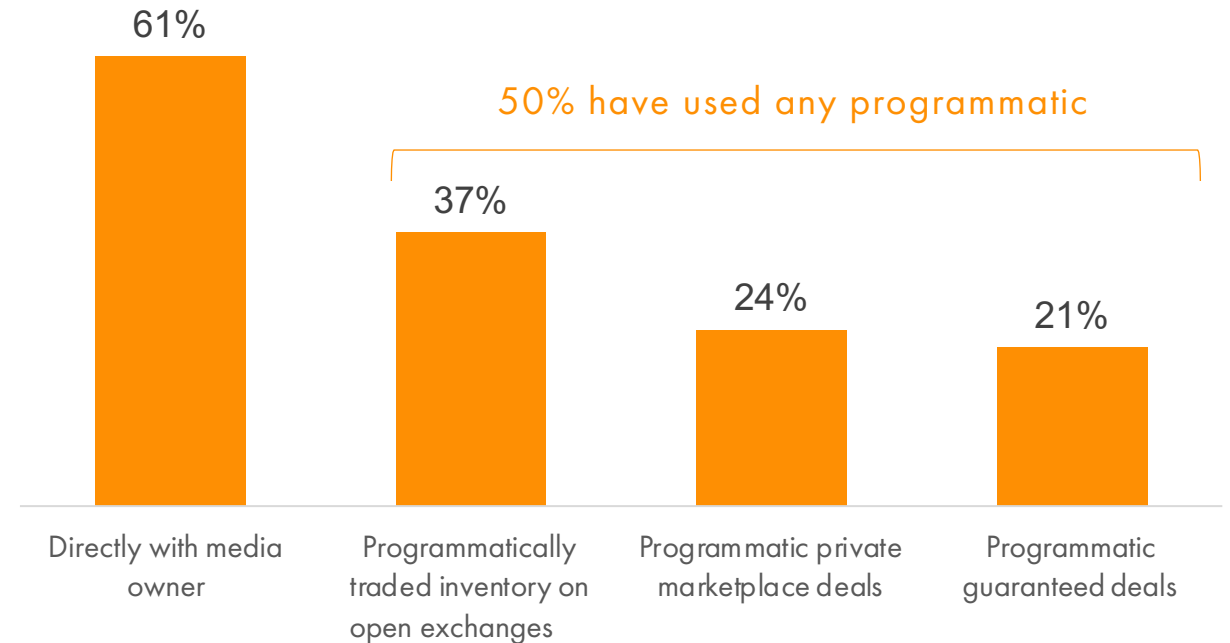
intention to use game advertising and marketing formats amongst those who have experience with game advertising



methods for buying game advertising.

Most game advertisers are currently buying directly with the media owner choosing games and genres that suit their brand.

methods for buying game advertising
amongst those who have experience with game advertising



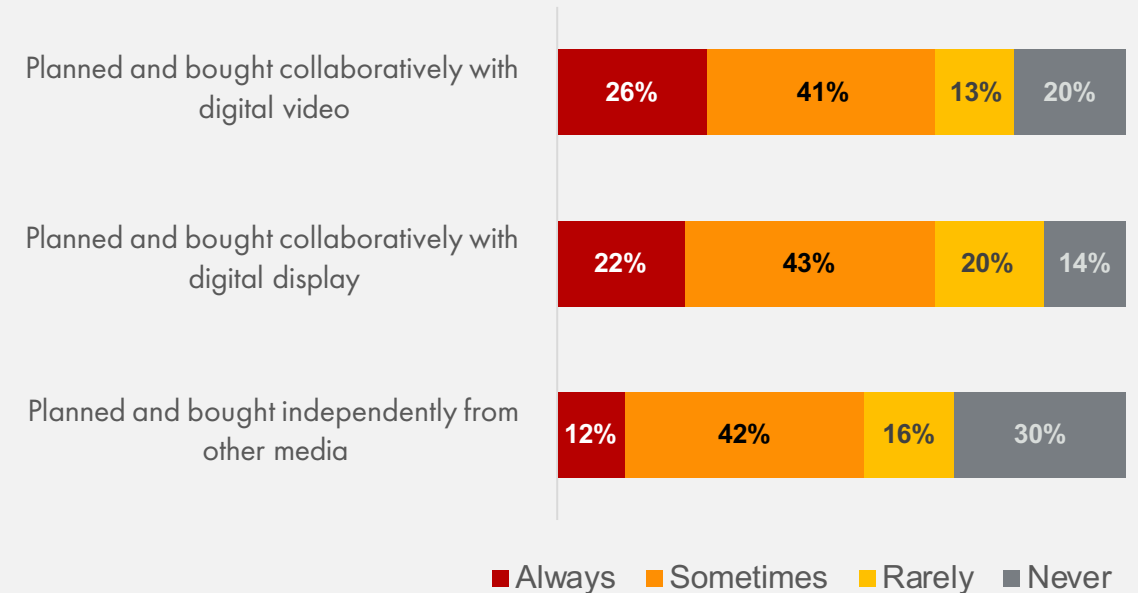
planning and buying **with other media.**

Two-thirds at least sometimes plan and buy game advertising collaboratively with digital video and digital display.

- 67% of respondents planning and buying game advertising at least sometimes with digital video
- 66% of respondents planning and buying game advertising at least sometimes with digital display

Half (54%) always/sometimes plan and buy game advertising independently from other media.

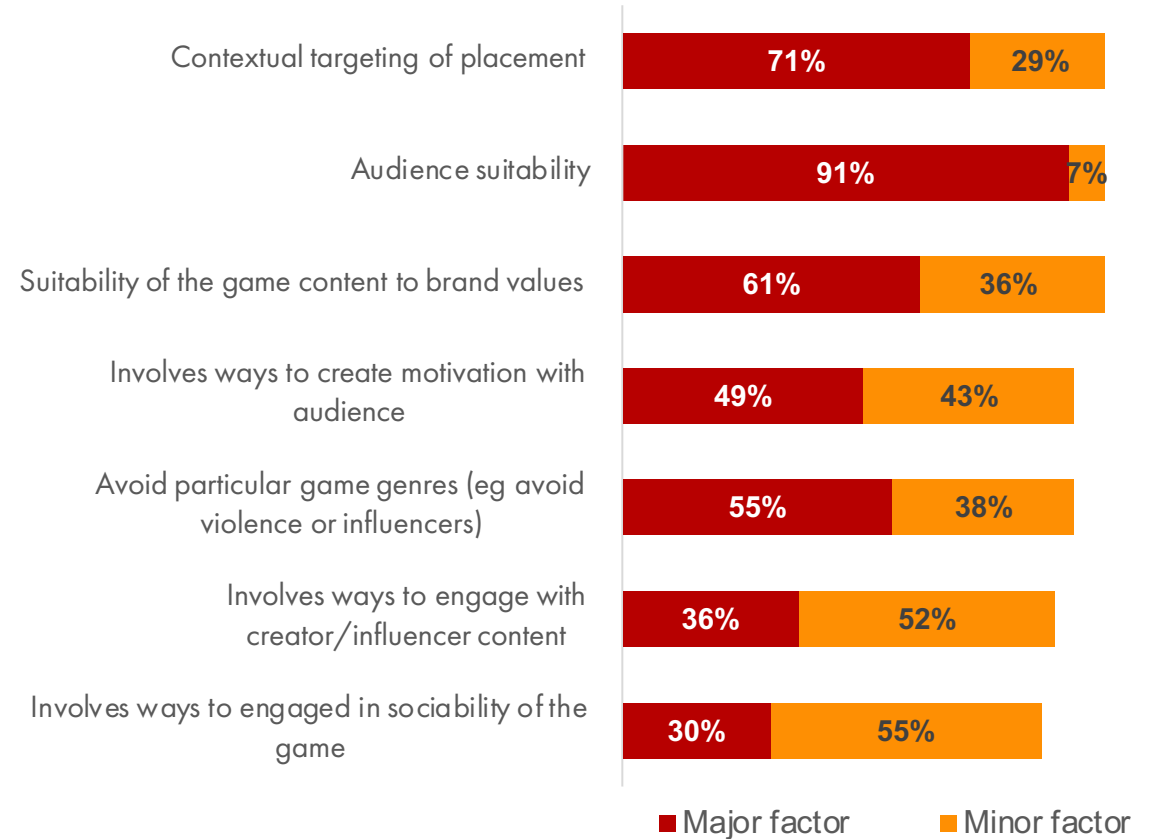
frequency game advertising is planned and bought
with digital and other media
amongst those who have experience with game advertising



evaluating game advertising opportunities.

Context and audience suitability are major considerations when evaluating game advertising opportunities and ad placements.

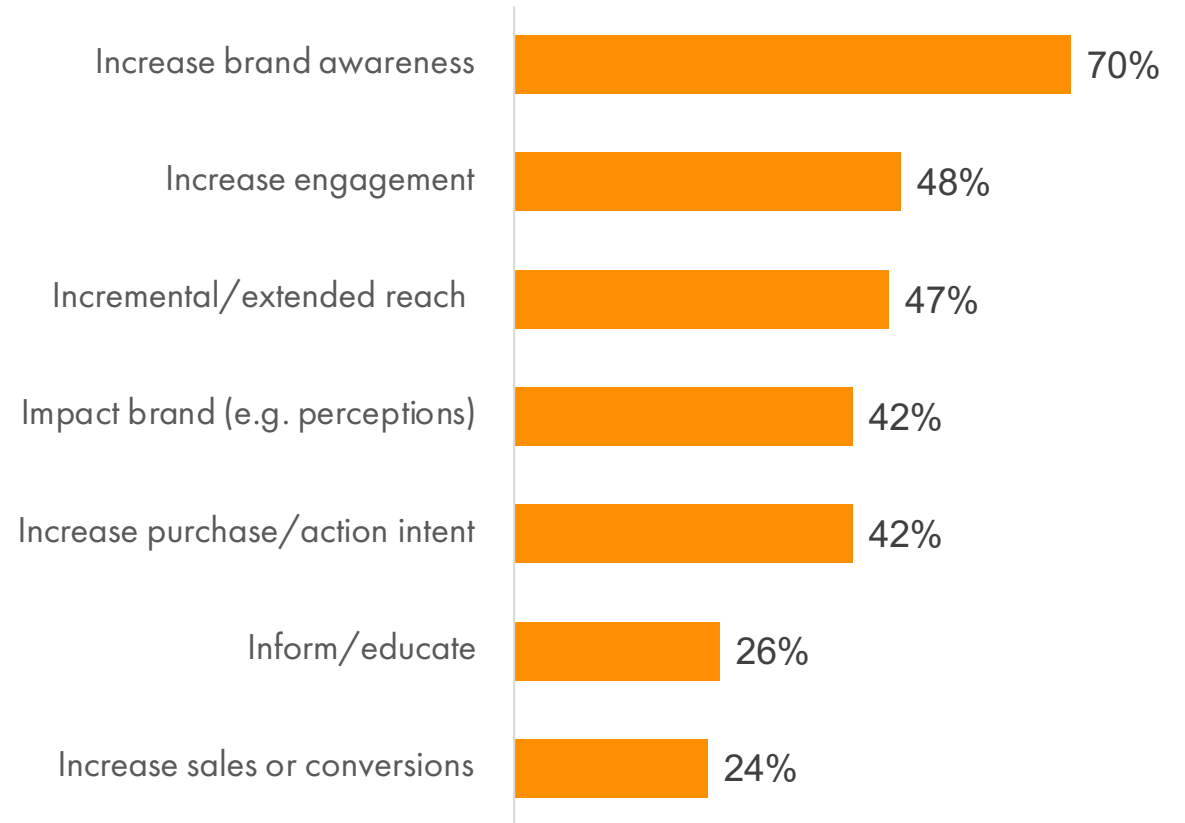
considerations for placement of game advertising amongst those who have experience with game advertising



objectives of game advertising and marketing.

Increasing brand awareness is the #1 objective for game advertising and marketing activities.

objectives of game advertising and marketing
amongst those who have experience with game advertising



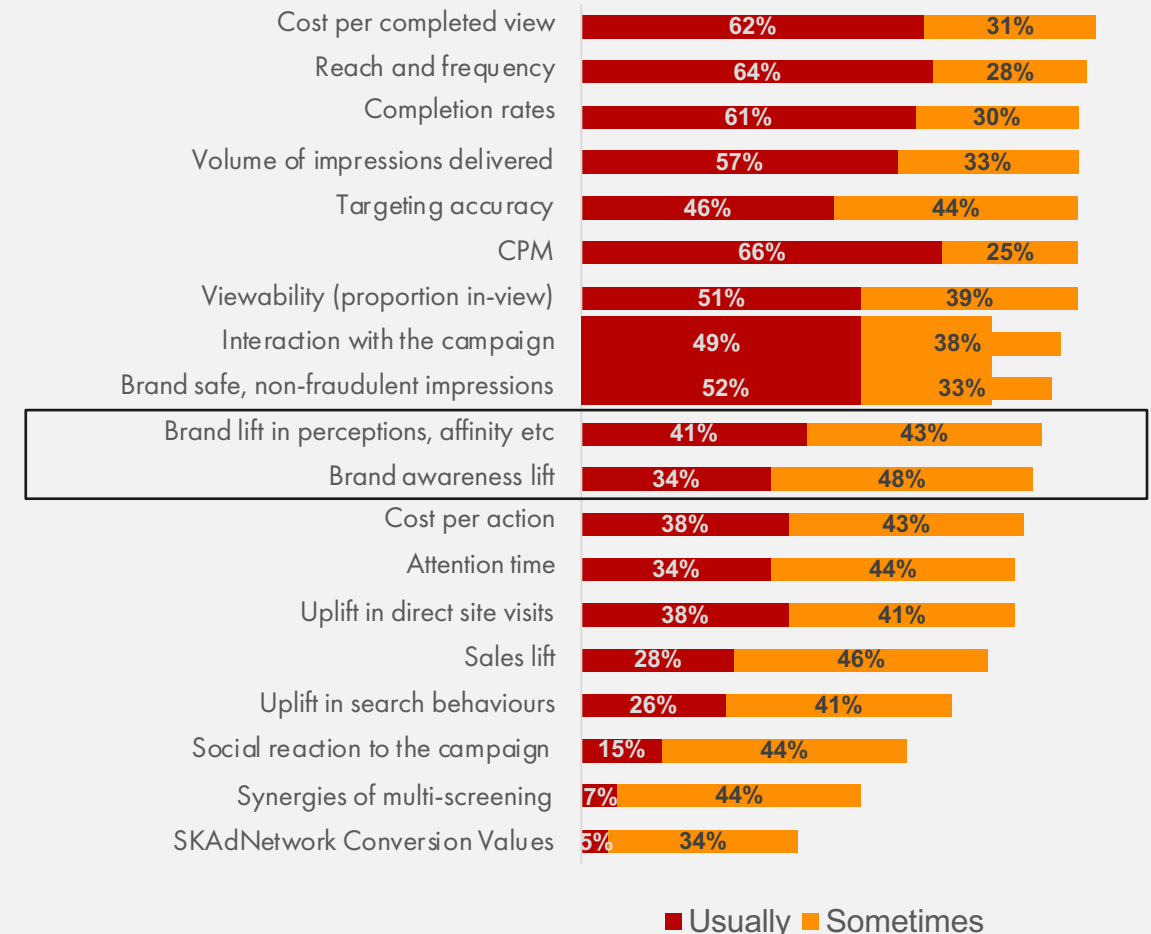
metrics used to assess game ad success.

There is a misalignment between campaign objectives and the metrics used to evaluate game advertising success.

Despite increasing brand awareness being #1 objective (for 70% of respondents), only 34% are usually using brand awareness lift metric to evaluate success.

- Campaign delivery and hygiene metrics more commonly used to assess success than effectiveness metrics – 66% usually using CPM, 64% usually using reach & frequency, 62% usually using cost per completed view.
- While delivery metrics demonstrate an agencies media planning success, these metrics should be used in combination with effectiveness metrics to show the impact the campaign had on marketing objectives once it reached the intended audience.

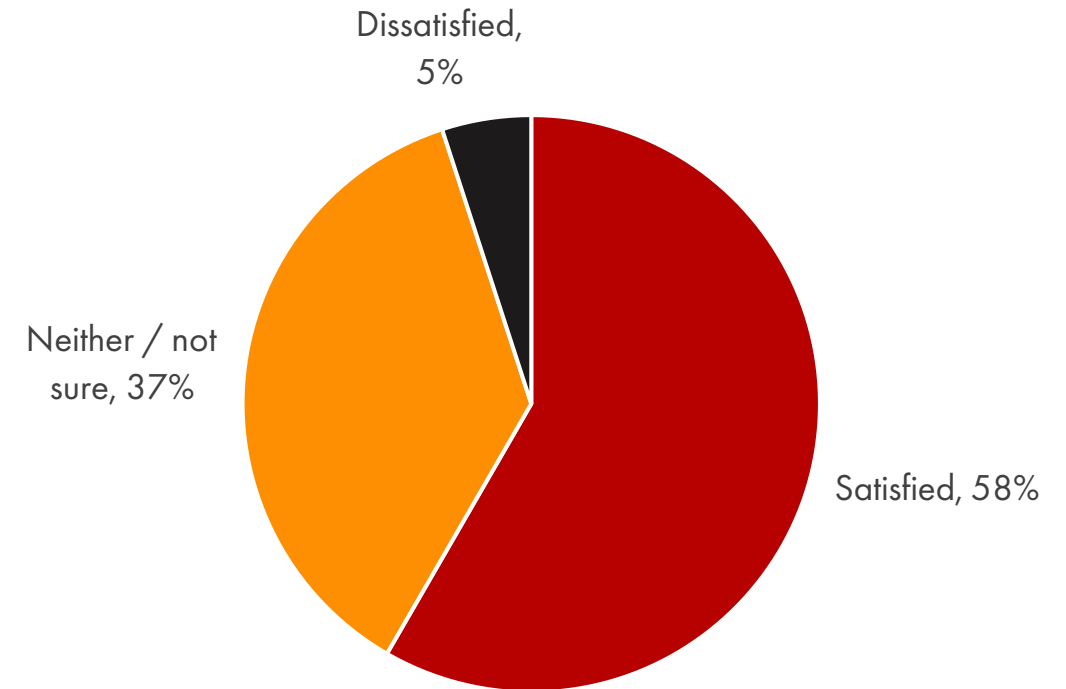
metrics used to assess campaign success
amongst those who have experience with game advertising



satisfaction with game advertising and marketing.

satisfaction with game advertising and marketing
amongst those who have experience with game advertising

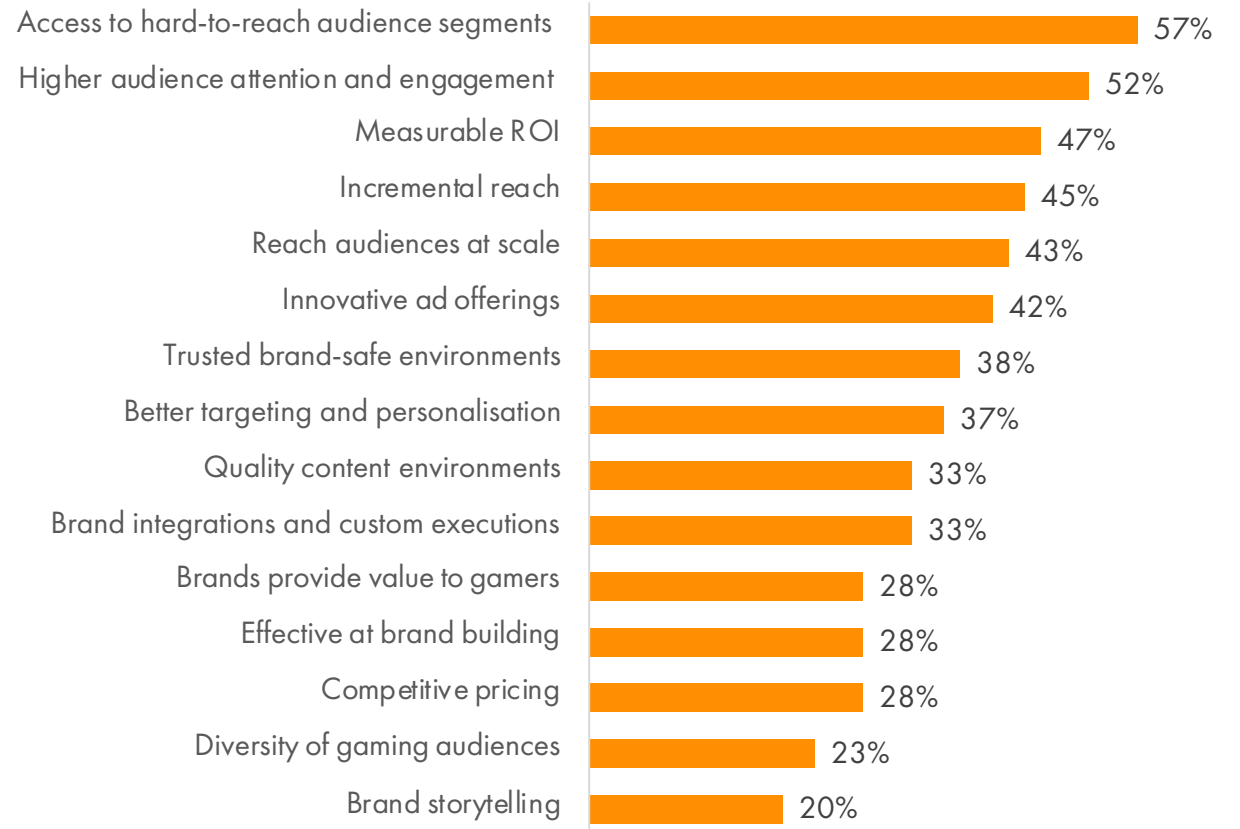
While most advertisers have been satisfied, the lack of using effectiveness tracking means there is a significant proportion of advertisers not sure if their game advertising has met their objectives.



key drivers for using game advertising.

Game advertisers are attracted by access to hard-to-reach audience segments and higher audience attention and engagement.

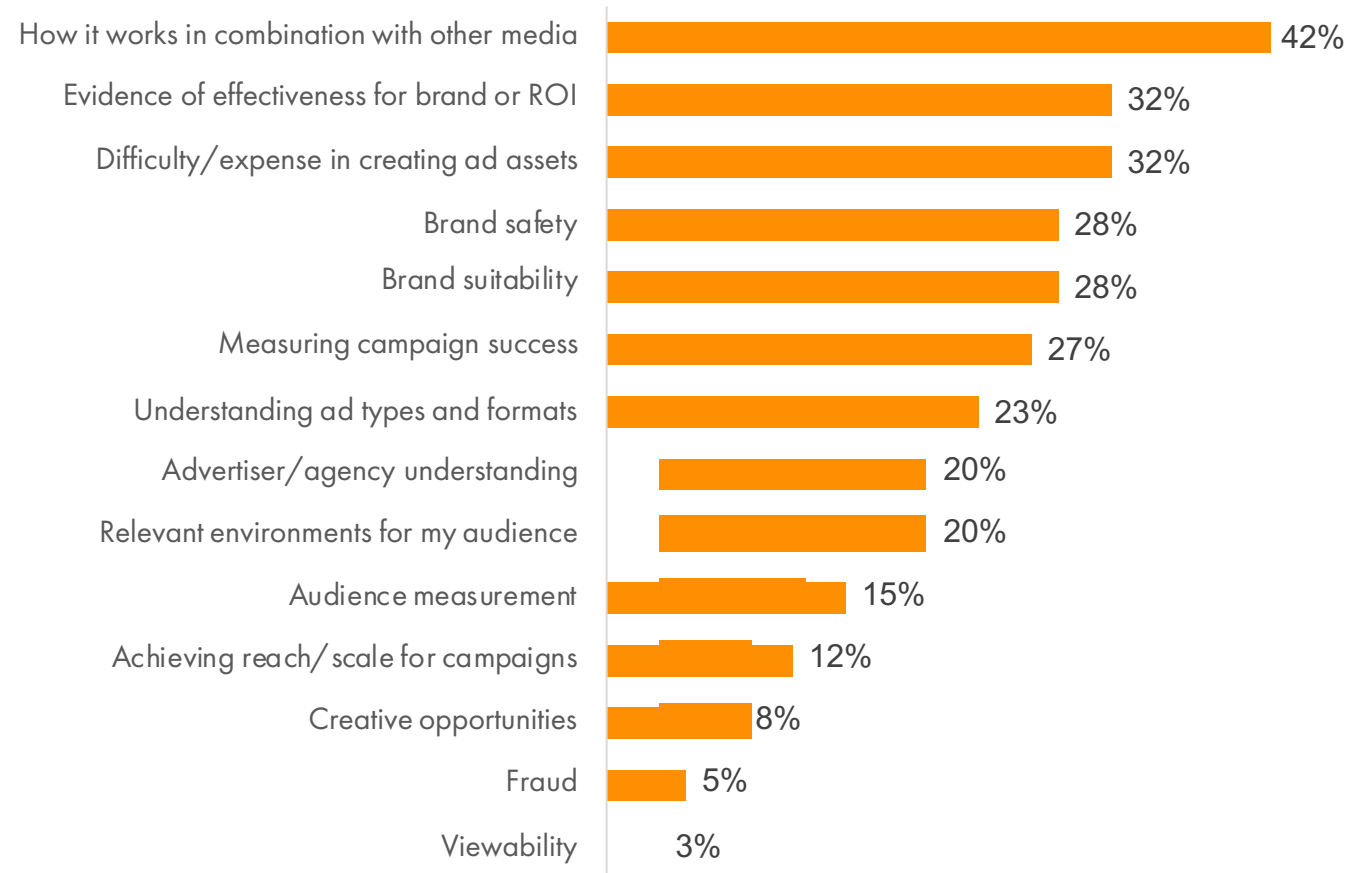
key drivers for using and recommending game advertising amongst those who have experience with game advertising



Barriers to more investment in game advertising.

A lack of understanding of the role of game advertising in the marketing mix is the biggest barrier to greater investment.

3 biggest barriers preventing more investment in game advertising amongst those who have experience with game advertising

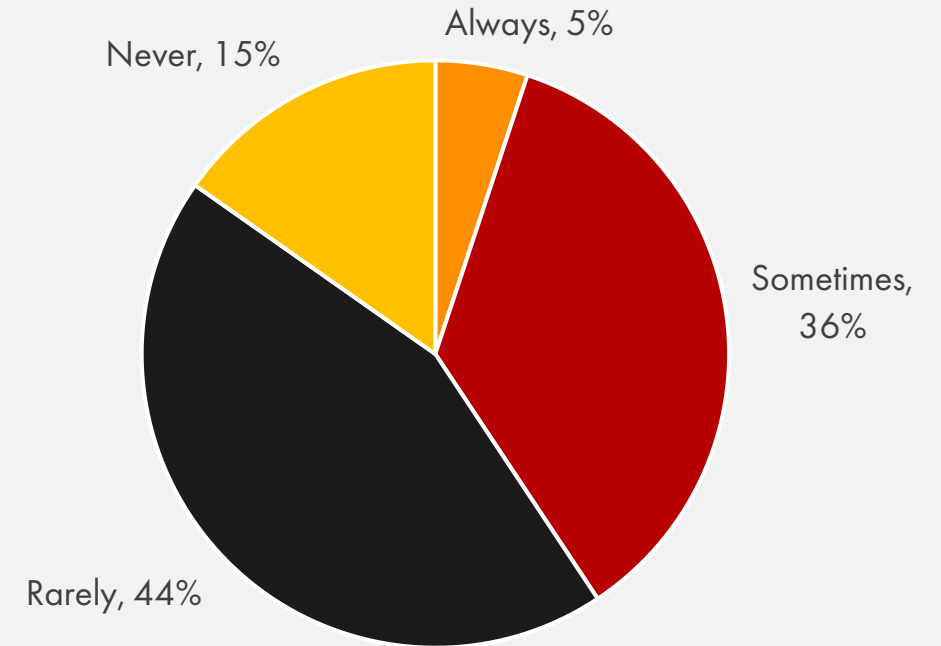


room to improve **fit for purpose creative.**

Creative is a key driver of advertising effectiveness, however only 4 in 10 agencies are at least sometimes developing tailored creative executions for game environments.

- There is an opportunity to improve game advertising effectiveness for those **59% of agencies that rarely or never develop creative for the specific game environment.**
- Given the strong impact from creative its worth the effort to invest in strong impactful creative that is designed for the specific game environment.

frequency of developing tailored creative executions for campaigns in different game environments amongst those who have experience with game advertising



what can the industry do to **improve the experience and opportunities** for marketers?

there is huge opportunity in increasing the understanding of game advertising and marketing

<p>"There are a lot of players in market and a lot of misinformation around gamers e.g. Mobile Gaming vs Console Gamers vs Casual Console Gamers etc. Everyone needs to be properly informed of the type of gamers and where to reach them."</p>	<p>"Evaluate multichannel marketing campaigns by isolating the impact of each channel on brand success and measure how channels interact and work together with a focus on gaming's contribution."</p>	<p>"Help share ideas as to how a brand can be additive and authentic to the experience rather than 'interrupt' the experience."</p>
<p>"It's still a relatively new platform and like anything new its the 'unknown'. More case studies need to be shared to demonstrate the value of the industry."</p>	<p>"It's mainly around understanding how it can help drive results for the client's business objectives. Present more success stories and case studies "</p>	<p>"Our clients need to know more about it themselves. Educating marketers will help sell the ideas when they come through in a strategy or tactical recommendation. All marketers are hesitant to go into something they know nearly nothing about."</p>

key actions.

tips for getting started in game advertising.

- **Go beyond the gamer persona:**
Avoid a one-size fits all approach and reevaluate that there is one type of gamer. Media owners can provide detailed user profiles.
- **Add value to the player:**
The opportunity to use non-interruptive game advertising formats is powerful to creating positive user experiences. Maintain user experience and appear in a way that adds value to the player.
- **Design creative with context in mind:**
To optimize ad effectiveness, produce content best suited to the platform and user. Consider relevance, suitability, simplicity of message and authenticity.
- **Measure what you set out to achieve:**
Build marketing plans with clear campaign specific objectives, measure results, use these learnings to inform future campaigns and ensure the assessment of success can answer the objective originally set out.
- **Be informed:**
Keep watch for more IAB Australia resources coming from the Game Advertising Working Group.

keep informed.

The IAB Australia Game Advertising working group is helping to make buying and assessing game advertising more efficient without losing the unique offerings available through different game environments and formats



[webinar recording](#)



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