

Delivering an engaging and emotive experience in-game

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yahoo!

Gamers are highly engaged individuals, in the middle of an already emotive experience.



yahoo!

Mobile gamers

53%

Female casual gamers

Relieving stress

48% of 16-34 female gamers most like to use gaming to relax or relieve stress.

Socialising while gaming

This group are more likely to use gaming for socialising compared to other adults.

yahoo!



Console gamers

44%

of console gamers have Kids

Entertainment Hub

Their console is used for more than just gaming.

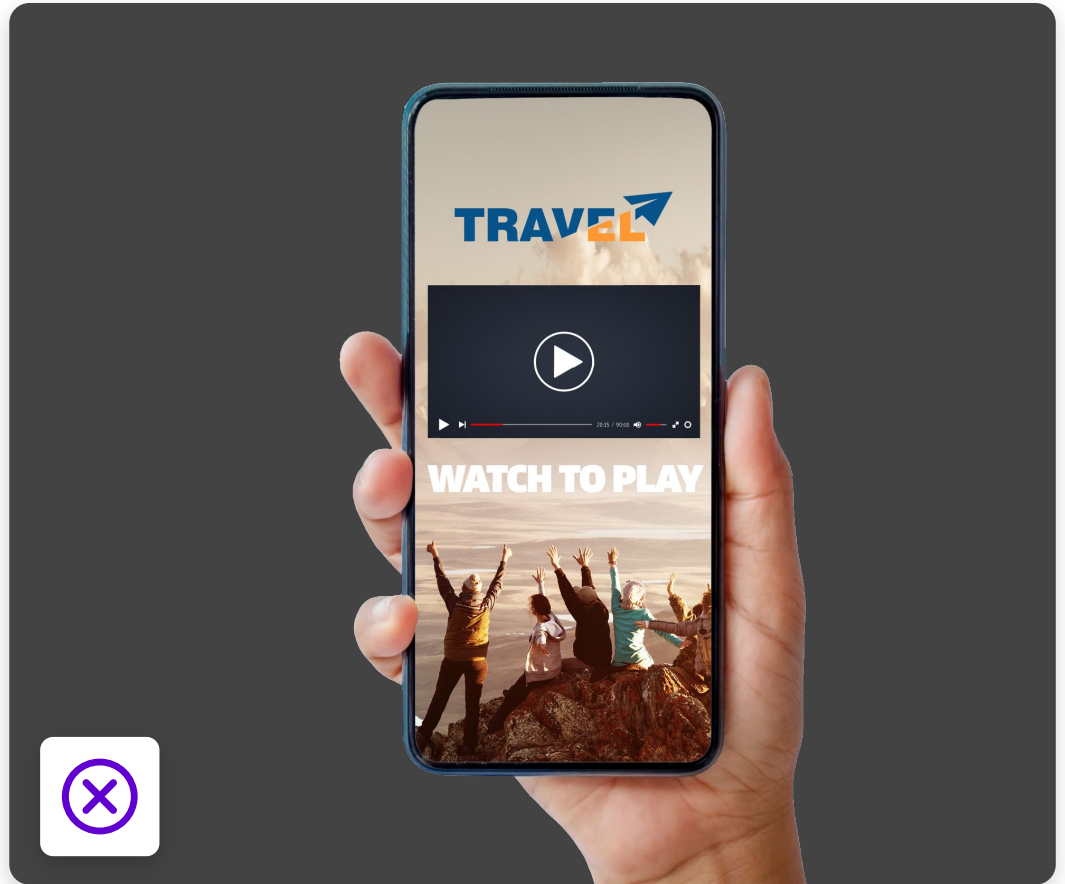
Millennials are streamers

This group are most likely to stream gameplay or take part competitively.

yahoo!



**Creative
served at
the wrong
time.**



yahoo!

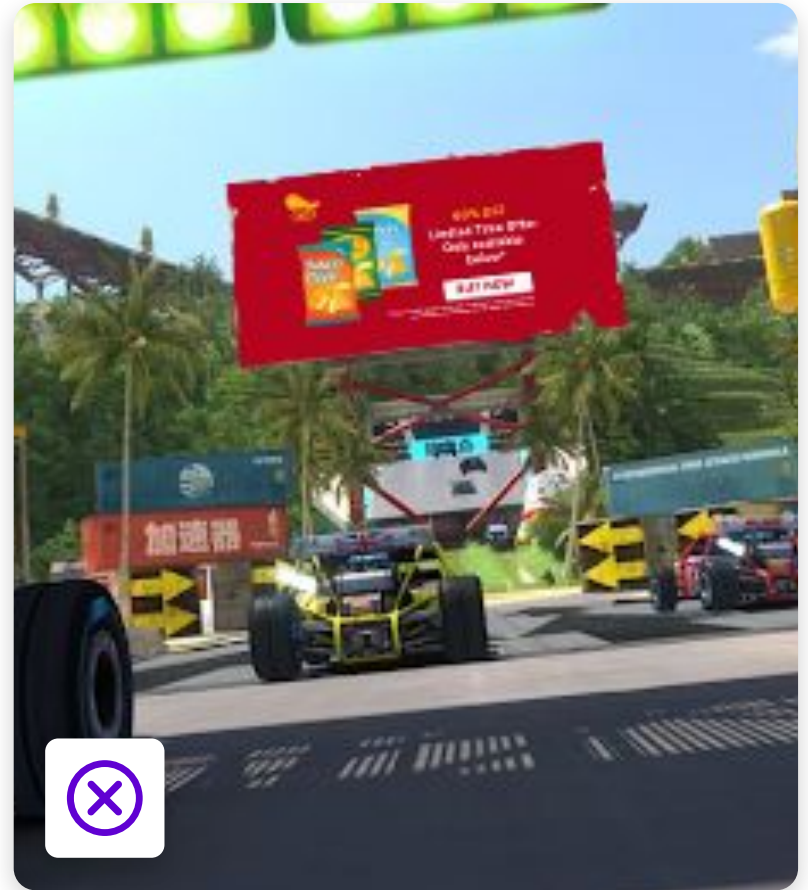
**Poor user
experience
within the
ad.**



yahoo!

**Creative not
considering its
environment.**

yahoo!



Levelling up your creative

yahoo!



Virtual Out of Home

Pay attention to how your creative looks.

When building ingame assets you should follow the following guidelines:

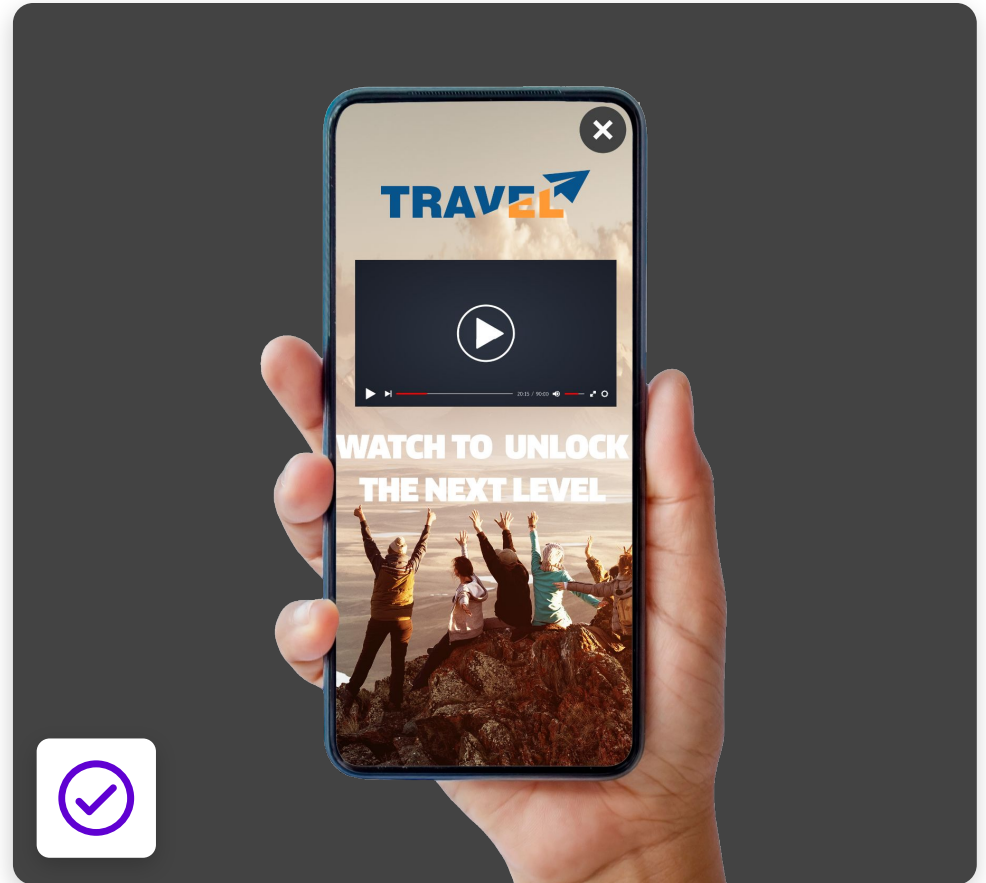
- Large Logo, imagery and tag lines only
- No CTA
- Terms & Conditions should be eligible
- Make your message contextually relevant to the gaming environment or games themselves



Mobile best practices

Make the user experience clear:

- Ensure video controls are easy to use.
- Give the user a clear way to exit.
- Demo game controls should be intuitive and not lagging.
- Show clear instructions to the user.

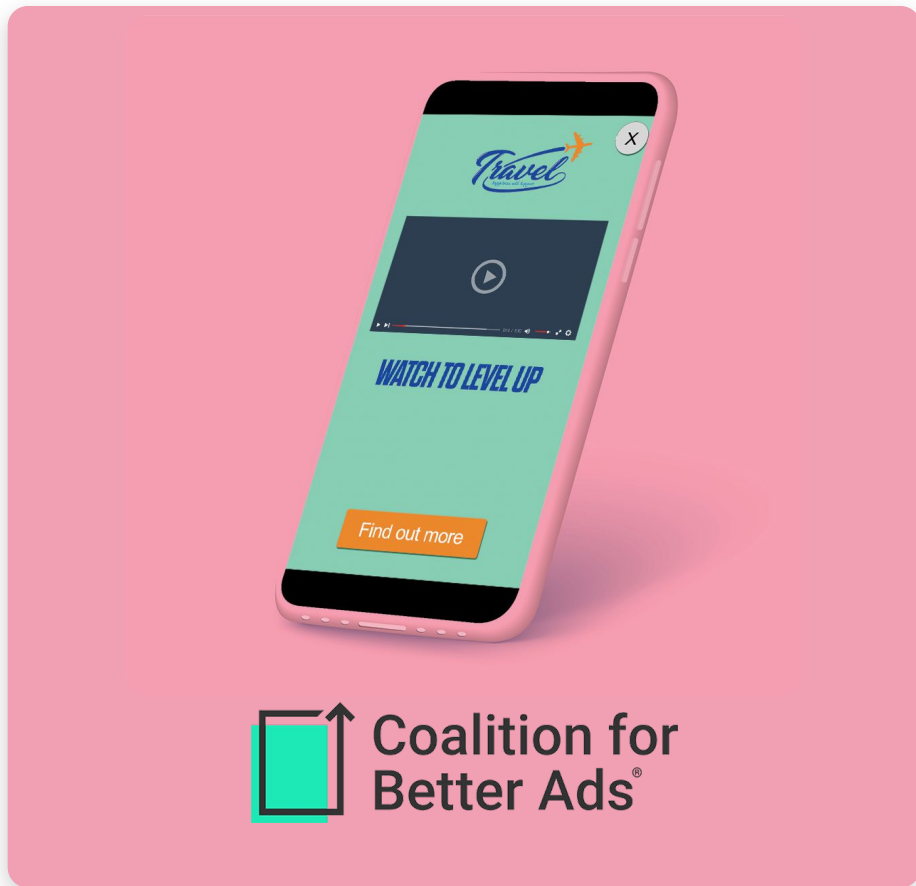


Don't be disruptive

Consider where you're serving your ads:

- Serve only into the right game genres.
- Follow the Coalition for Better Ads guidance.
 - No Interruptive Interstitials.
 - Avoid interruptive video.
 - No ads when first opening an app.

yahoo!





WIZ KHALIFA
AND TAYLOR GANG
THE 2050 TOUR
WITH SPECIAL GUESTS
JUICYJ + CHEVY WOODS
LOLA MONROE + TUKI CARTER AND BERNIE

OCTOBER 25
CHAIFETZ ARENA

BUY TICKETS



3 things to takeaway

1

Consider the gaming environment.
Does it fit your brand and audience?

2

Don't be disruptive.
Consider the user experience.

3

Pay attention to the creative.
Display banners don't work.

yahoo!



yahoo!