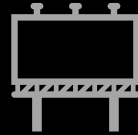




What we offer:



Advertisement and marketing opportunities.



Starting at a simple banner on our streams up to an entire event held in your name.



The options of creative advertisement are endless.

Option One: Banners

- Have your brand/logo in our banner rotation.
- Will be displayed in game and during breaks of the stream.

LEAGUE OF LEGENDS SEMIFINALS WORLD CHAMPIONSHIP

TES VS SUNING
BEST OF 5

52:42

TOP ESPORTS VS SUNING

Spotify

The banner features the League of Legends logo at the top left. The main title 'SEMIFINALS' is in large white letters, with 'WORLD CHAMPIONSHIP' to its right. Below this, the teams 'TES' and 'SUNING' are listed with their respective logos and 'BEST OF 5' in between. A large timer '52:42' is centered. To the right of the timer is the TES logo, followed by 'VS' and the SUNING logo. Below the logos, the team names 'TOP ESPORTS' and 'SUNING' are written. At the bottom left, the Spotify logo is highlighted with a red box.

KINEPOLIS LEGENDS CUP

LOL GAMING XPERIENCE

Player	Champion	K/D/A	CS	Item	Score	Item	Score
7	[Champion]	1/3/1	121	[Item]	128	2/0/3	[Score]
21	[Champion]	0/3/8	89	[Item]	105	5/3/6	[Score]
14	[Champion]	4/2/2	108	[Item]	118	1/5/5	[Score]
12	[Champion]	3/3/3	116	[Item]	140	4/1/3	[Score]
6	[Champion]	3/4/2	11	[Item]	37	3/2/4	[Score]

KINEPOLIS

The banner is a screenshot of a League of Legends game stream. It features a blue and orange geometric pattern on the left with the text 'LOL GAMING XPERIENCE'. The main part of the banner is a table titled 'KINEPOLIS LEGENDS CUP' showing player statistics. On the right, there is a KINEPOLIS logo with a white star on a blue background. The background of the banner is a blurred screenshot of a League of Legends match.

Option One: Banners

Advantages



Easy and cheap

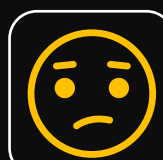


Your brand will be perceived as supporters and partners of gaming and e-sport.



A lot of repetition and reach - every viewer staying at least a few minutes on our stream will see your logo at least once.

Disadvantages



Low engagement



No immediate interaction with your brand and/or products.

Option One: When to adopt?

Banners make sense when:



Your brand is already well known among the target group of the streams.



You combine it with other options, that display your product to the audience.



Option Two: „Brought to you by“

- Sponsor a certain aspect of the stream.
 - Options vary from simply small banners, up to the whole set being designed according to your brand.
-



Option Two: “Brought to you by”

Advantages



Viewers get the feeling that this part of the show was only possible due to your sponsoring.



Your brand will be perceived as one that engages with the content and wants to offer something particular to the audience.



This option can be combined with others to make the advertisement interactive and even more engaging.

Disadvantages



The full potential of this option only comes to fruition if you are willing to invest a bit more time, effort and money.



Every show, you are willing to invest in, will have to be planned individually.

Option two: When to adopt?

- „Brought to you by“ has a wide variety of implementations.
- You can go for a cheaper banner version, when your brand is already well known e.g. Alienware.
- We recommend less well-known brands to go the „Tchibo“ way and combine this option with option four: Product placements.
- Together, we can create an interactive part of the show that is entertaining to the audience and advertises your product and/or brand.





Option Three: Video Ads

Your video advertisement can be played in full screen during the breaks of our stream.



Option Three: Video Ads

Advantages



Videos can display your product and how people can make use of it.



Videos are more interactive than simple Banners and if well done, entertaining.



Recycling – You can use already produced ads or make a new one.

Disadvantages



Production of a good video ad can be expensive.



Your advertisement will have to follow certain guidelines.



We recommend producing a video ad that targets the creator's target group specifically in order to get the maximum of engagement out of your ad. We are more than willing to help you with our expertise.

Option three: When to adopt?

- Video ads on our content are interesting if you already have one that targets gamers or young people in general.
- They are a good way to display your product and can be combined with banners to make your brand and product more popular.
- Video ads can and should be combined with other aspects of a stream to make them more immersive and really profit of the streaming medium e.g. chat-polls, streamer interaction with the ad.





Option four: Product placement

- Have us talk about your product in a funny and immersive way.
- We will test your product or service and present it to our stream audience.
- We explain why we liked it and why it is useful to our target group.

Option four: Product placements

Advantages



Even though every product placement must be marked as such – people trust the opinion of streamers and influencers.



Product placements can be very creative and interactive – let's work something out!



People tend to support the brands, that support their favorite influencers and shows.

Disadvantages



We will always be honest to our viewers.



If we aren't already using your product, you will have to give it us, so we can test it.

Option four: When to adopt?

- Product placements are a good advertisement way for pretty much every product and/or brand.
- This option can be combined with giveaways or affiliate deals to get more conversion.
- Really the only time you should NOT consider this option is if your product is not suited for our audience (or if your product is straight out bad :P).



Option five: Your event

- Your own e-sport or gaming event with live show.
- An entire event held in your name, advertising for your brand and products exclusively.
- This is where you can really show dedication to develop the scene and make yourself a name in the gaming and e-sport world.



Option five: Your event

Advantages



Show that you want to develop the upcoming e-sport scene and make yourself a name as a brand that supports young interests.



Your advertisement can become a product!

1

Have the early bird advantage.

Disadvantages



Depending on how big you aim, this option can be very expensive.



This is work! To make sure we build something that suits your needs we will need to work together closely.

Option five: When to adopt?

- Hosting your own event is only interesting if your products suits the target group very well e.g. Intel, Red Bull.
 - Or if you are dedicated to develop the scene and you want to build an event that may become profitable for yourself at some point.
-



Combination is key



- These were only a few of the **many possibilities** that streaming and modern entertainment have to offer for advertisement.
- The best way is always a combination of more than option, which is why we have experts for every aspect of online marketing in our team.

Let's Talk!

- If you are interested, we recommend you to get in touch with us.
- Our first consulting meetings are all free of charge.
- Let's find out what options suit you best!

