



ENTER↑ ESPORT

We help brands enter esports

WHO WE ARE AND WHAT WE DO

ENTER ESPORT – advertising agency. We specialize in Influence Marketing and ESport.

INFLUENCE MARKETING is promotion of products or services by influencers and opinion leaders on

  YouTube  Instagram etc.

IMPORTANT TERMINOLOGY

ESPORT is a team or individual videogames competition. It is a huge media space with 474 Million viewers, growing by 10% annually.

TWITCH is a service for live video broadcasting. Specialty: direct broadcast on a range of topics, from computer games to cooking videos (50+ various topics)

OUR ACHIEVEMENTS

8+
thnd

ads on
YouTube, Twitch

9

tournaments (cups, leagues,
fully ready for brands)

3

acting ESport teams,
fully ready

27

products to
new markets

70+
mln

total coverage
for our clients

WHERE THE STANDARD MEDIA VIEWERS GO

3,26bln

users at least once a month watch a stream

1,22bln

Twitch monthly viewers

GLOBAL ESPORTS AUDIENCE GROWTH

2019

397,8mln

2021

474mln

2024

577,3mln

estimated by statista.com

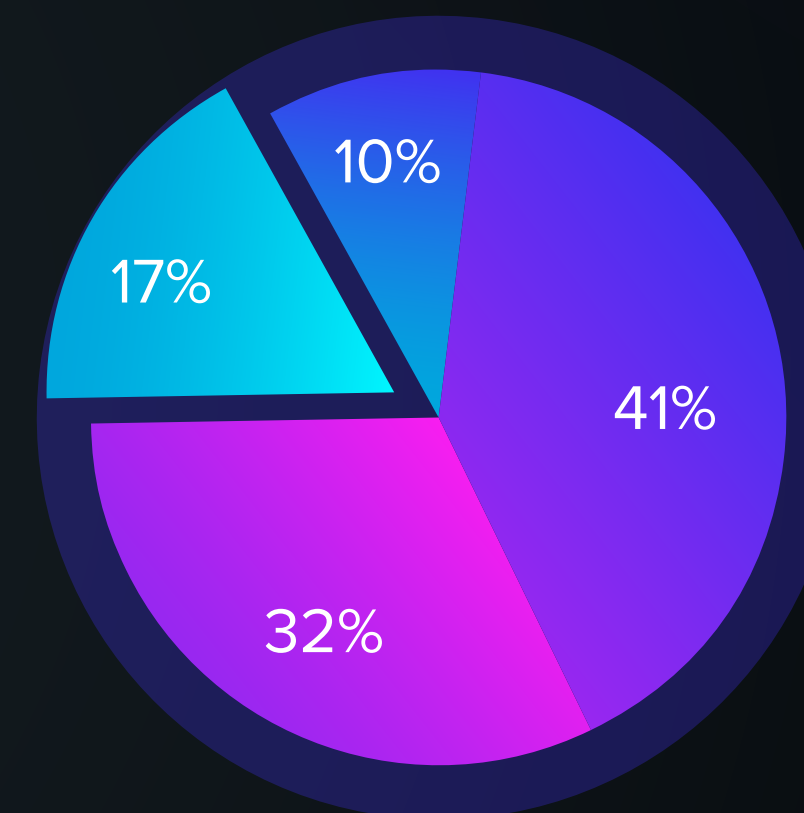
AGE AND GENDER ON TWITCH



65%
men



35%
women



- 18-24
- 25-34
- 35-44
- 45+

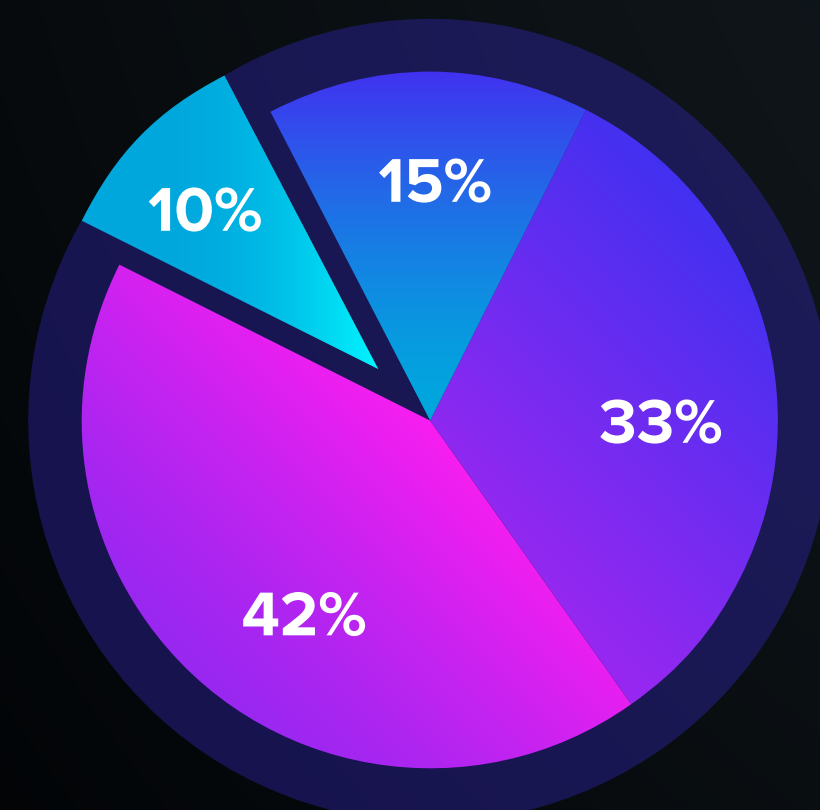
AGE AND GENDER IN ESPORTS



80%
men



20%
women



- under 18
- 18-24
- 25-34
- 35+

ESPORTS SPONSORSHIP AND ADVERTISING VOLUMES

2019

0,9575bln

2021

1,084bln

2024

1,1617bln

estimated by statista.com

ADS IN ESPORT

INFLUENCER MARKETING

- Streaming ads on Twitch, YouTube, etc. Asia - Douyu, Huya
- Bloggers' ads on YouTube, Instagram, TikTok, Facebook, etc.
- Brand Ambassadors

ESPORT EVENTS

- Integration with local and international competitions
- Organizing Brand name competitions
- Sponsorship of ESport Events

BROADCAST STUDIOS

- Sponsorship integration at local and international competitions
- Brand ads via media resources and social networks' influencer studios (Twitch, Twitter, Instagram, YouTube)

ESPORT ORGANIZATIONS (TEAMS)

- Title sponsorship - organizing brand name media teams
- Introducing brand through participation in competition with high number of viewers
- Brand ad via media resources of team and players (social networks, streaming channels, name, logo, uniform)
- Brand ad via external media resources (News sites, social networks, studios, commentators, forums)

TOOLS OF INTEGRATING BRANDS IN ESPORT THROUGH

1 INFLUENCER MARKETING ON TWITCH, YOUTUBE

- Integration during broadcast (placement of banners, vidgets, chat integration, calls to action)
- Introducing brands on social networks of streamers, bloggers, cyber athletes
- Interaction with product (introduction, use, testing, educating viewers)
- Native ads inside content
- Conducting various promos with fan base of opinion leaders

2 BROADCAST STUDIOS (TELEVISION FORMAT)

- Voice mention of brand (call to action) during broadcast
- Integration of brand promo in animated ads broadcast, game interface, chat broadcast
- Brand manifestation in commentators' and analytics' studios, displaying ad logo
- Clickable banners on the side of screen
- Pre-roll between games

TOOLS OF INTEGRATING BRANDS IN ESPORT THROUGH

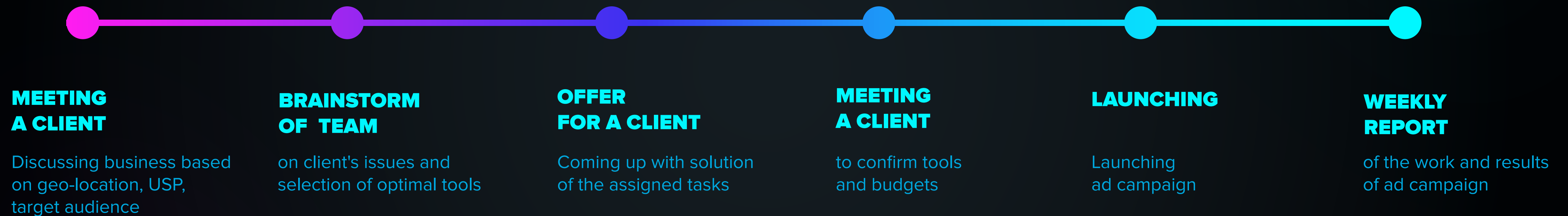
3 ESPORT TOURNAMENTS

- Organization of tournaments with brand name (fully ready, any geo-location)
- Organization of prize foundation and broadcasting events in the media
- Brand manifestation via participation of media teams and high coverage rate commentators
- Brand logo on players' uniform, tournament zone, players' tables, branding broadcast channels
- Brand manifestation via media pool of tournament broadcast by streaming channels, news sites, social networks, and etc.

4 ESPORT TEAMS

- Organization of media team (fully ready, any geo-location)
- Broadcast of team lifestyle via news resources, social networks, streaming channels
- Coverage for participation in tournaments, broadcasted by streaming platforms and external news resources
- Branding players' uniform, accessories, social networks of team and players
- Brand integration via inside-game processes (team name / nickname / flags with brand name, and other game attributes)

HOW WE WORK



CLIENTS' GOALS

Increasing brand awareness

Getting sales and registrations

Introducing product in the new region or country

Instill brand value and brand awareness among younger generation

Creating information guide for brand awareness in the media

Increasing trust and debunking product myths

INFLUENCE MARKETING ON TWITCH & YOUTUBE

CASE ► CRYPTOCURRENCY EXCHANGE

WHAT WE DID

1. Found, selected, and verified accounts of streamers / bloggers with the right Target Audience and geo-location.
2. Created a brief, voice reminders, and call to action.
3. Developed and implemented clickable banner, vidget, messages (every 10 minutes).
4. Educated streamers to interact with product, implemented USP of product.
5. Implemented promo and bonuses to increase call to action.
6. Created branding for social networks of influencers.
7. Tracked execution of term of reference. Submitted report to client.

RESULT

- Received registration
- Increased product trust
- Maximum coverage obtained to increase brand awareness
- Instilled brand value and awareness among younger generation

CAMPAIGN IN NUMBERS FOR 1 MONTH



CREATING CYBER TEAM IN THE NAME OF BRAND

CASE ► CRYPTOCURRENCY EXCHANGE

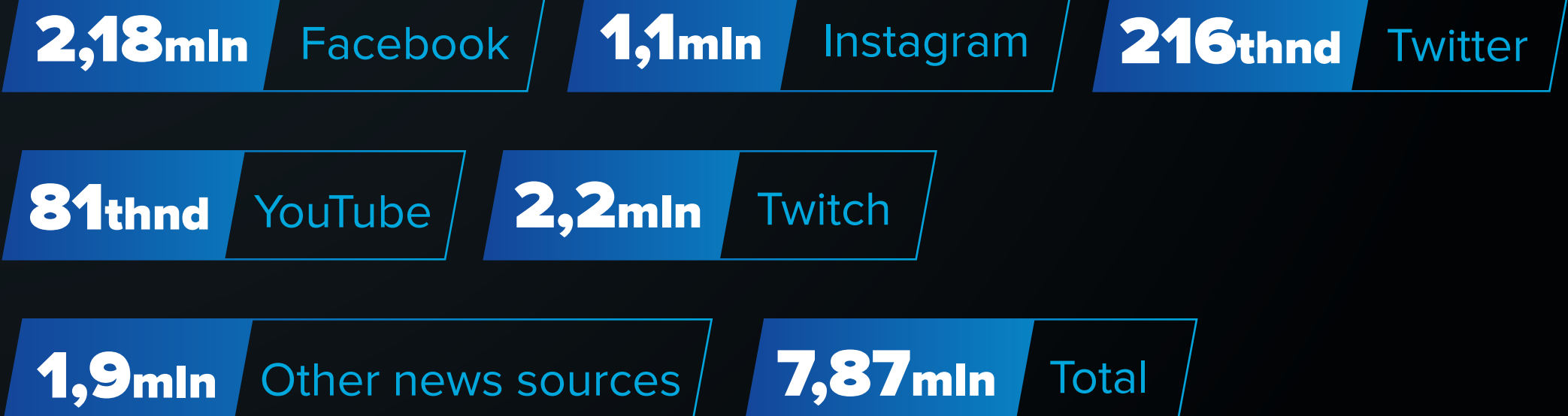
WHAT WE DID

1. Scouting — formed a team of professional media players
2. Integrated brand in the name, on uniform and other team attributes and social networks
3. Created photo and video content on team lifestyle with integration of material for news resources, social networks, and streaming channels.
4. Organized team participation in tournaments with moderate and high media rating
5. Created content to announce team competitions
6. Created media pool out of opinion leaders (streamers) to broadcast team competitions
7. Held promo actions and contests
8. Tracked metrics. Submitted report to client

RESULT

- Created infopod for media promotion
- Received max coverage, increased brand awareness
- Product was introduced to new sales region
- Introduced younger generation to brand

CAMPAIGN IN NUMBERS FOR 1 MONTH



ESPORT TOURNAMENTS NAMED AFTER THE BRAND

CASE ► CRYPTOCURRENCY EXCHANGE

WHAT WE DID

1. Prepped and organized a tournament under name brand
2. Created a prize foundation and broadcasted the event in the media
3. Invited media companies, streamers, commentators, and broadcast studios with high coverage
4. Held events, contests for viewers
5. Organized broadcast of tournaments on news sites, social networks, and broadcast studios
6. Tracked metrics. Submitted report to client.

RESULT FOR 1 MONTH

- Received max coverage
- Increased brand awareness and increased brand trust
- Created infopods for media
- Introduced younger generation to the brand

1,2mln Facebook

900thnd Instagram

190thnd Twitter

100thnd YouTube

4,2mln Twitch

2,2mln Other news sources

8,79mln Total

1 200 players participated

BROADCAST STUDIOS

CASE ► CRYPTOCURRENCY EXCHANGE

WHAT WE DID

1. Selected the right broadcasting platforms
2. Created and monitored voice messages during broadcast
3. Created and integrated promo materials in game interface, between games, in animated banners, clickable banners, vidgets, etc.
4. Placed logo and promo materials of brand in design of analytics and commentary studios
5. Integrated prerolls between games in tournament

RESULT

- Received max coverage
- Increased brand awareness
- Introduced product in new sales region
- Received sales and registrations
- Increased product trust
- Introduced brand to younger generation

200thnd min

7mln max

unique viewers

840thnd min

23mln max

views

GEO OF CASES

Ukraine, Kazakhstan, Belarus, USA,
Latin America, Germany, France, Spain,
Great Britain, Scandinavian countries, Turkey,
Japan, Thailand, India, Australia, and others



THE FUTURE

IN ESPORT AND STREAMING BROADCAST

TRUST US

AND WE WILL BRING YOUR BRAND TO IT

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