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# Conversations That Matter: The women hitting reset on gaming

**Ogilvy**

# Welcome

*Moderated by..*

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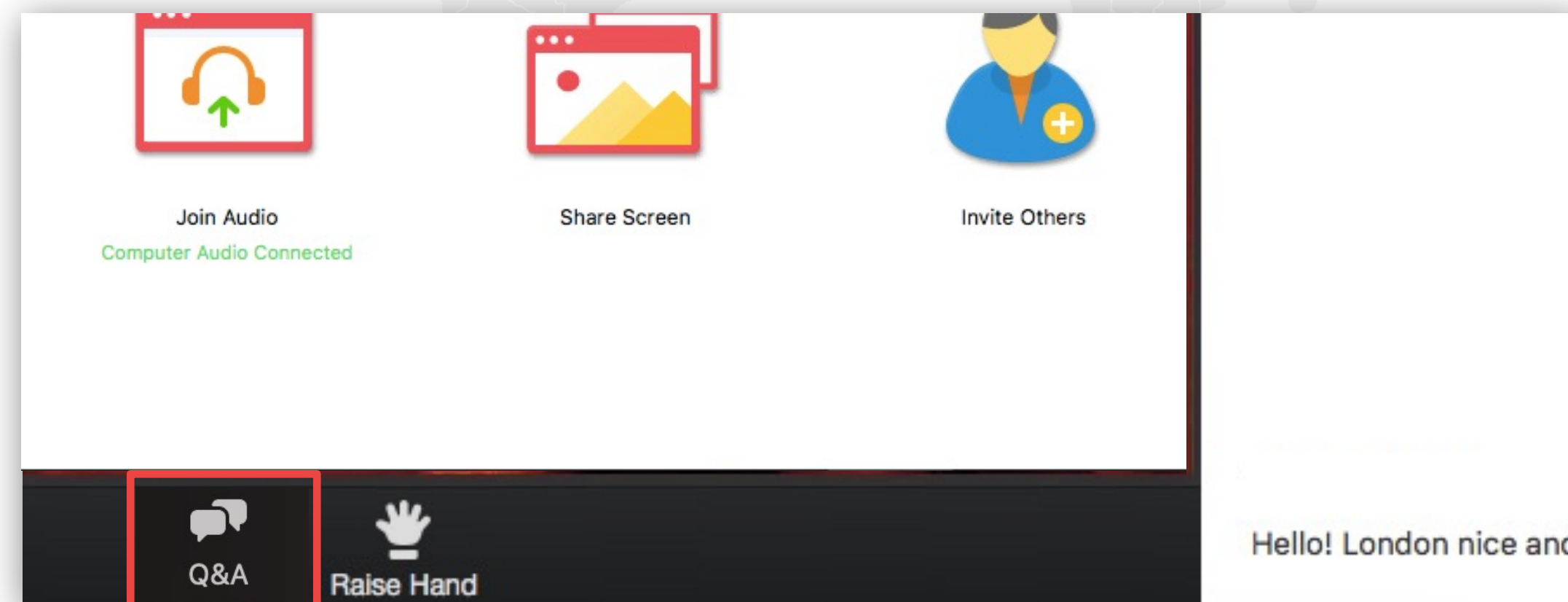
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**Tell us  
where you  
are dialing  
in from!**

What's the weather  
like in your city?

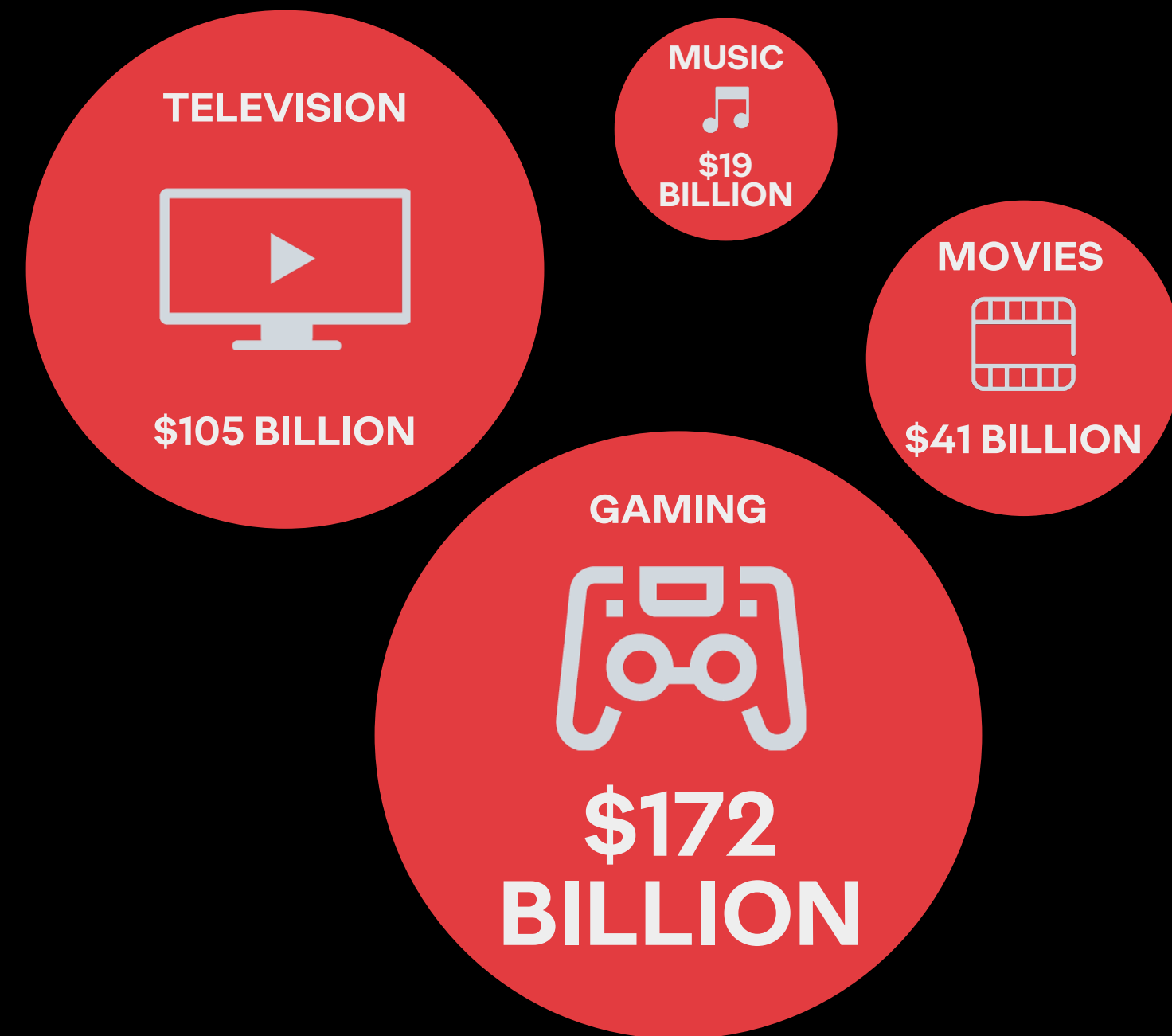


# Ogilvy Gaming



# Just how big has gaming become?

**GAMING IS THE LARGEST FORM OF MASS MEDIA ENTERTAINMENT.**



“PEOPLE SPENT A STAGGERING **1.7 BILLION HOURS PER MONTH** WATCHING TWITCH STREAMS, WHICH IS **MORE THAN TWICE THE HOURS** SPENT ON **NETFLIX, HULU, ESPN AND HBO** COMBINED” - PRESS



## 2.7 Billion Gamers

worldwide.



## \$159.3 Billion Generated

in 2020 alone.



## 13.3% Market Increase

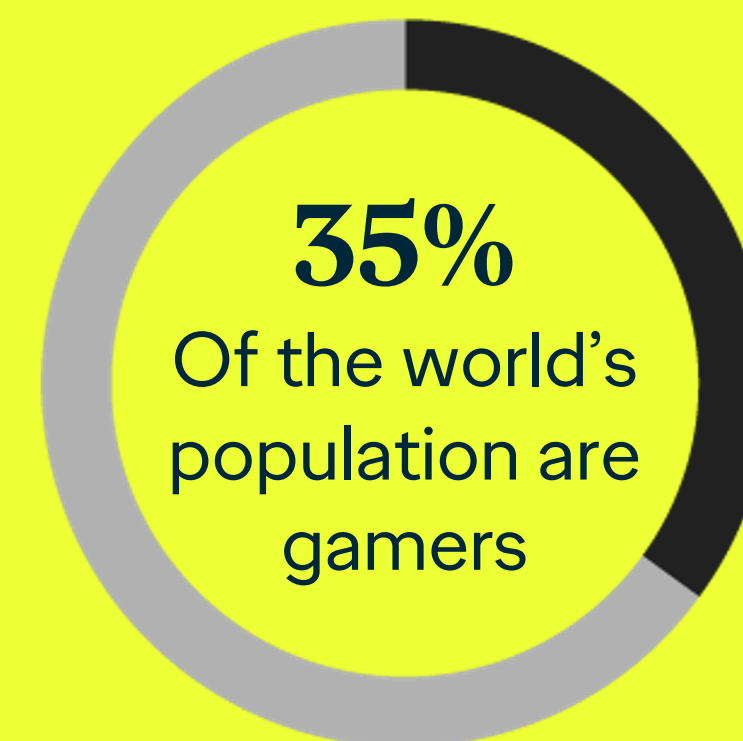
since COVID-19.



## 12% CAGR Expected

For 2020 - 2025.

**THE GAMING INDUSTRY IS PROJECTED TO HIT \$300 BILLION BY 2025.**



**35%**  
Of the world's population are gamers

**9.6%**  
Increase in gamer's spending from 2019-2020



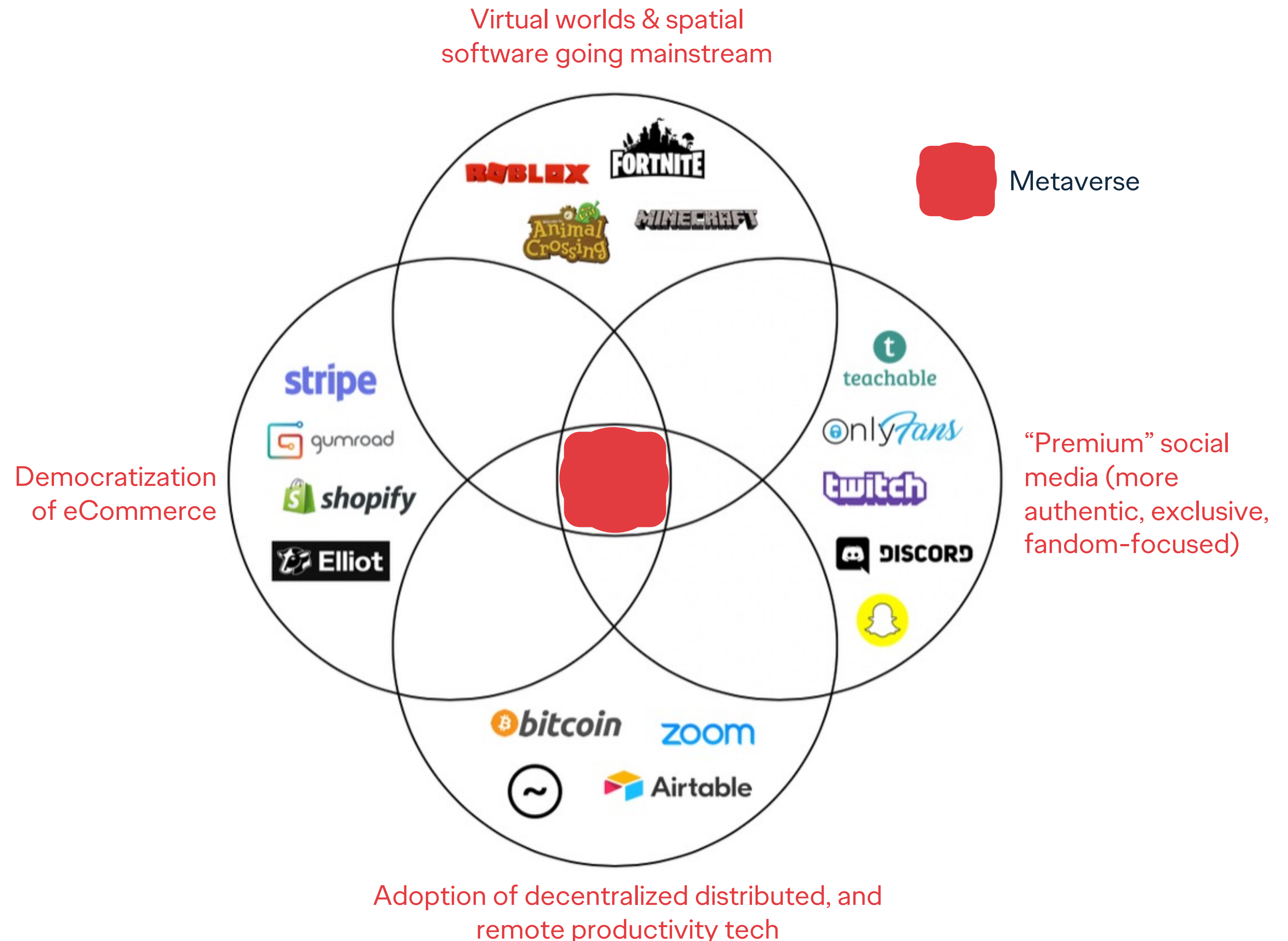
# Digital categories are becoming one playground

Entertainment, gaming, shopping, learning, and discovering have largely become one digital experience.

Large platforms such as TikTok and Fortnite are building sticky, all encompassing ecosystems, known as a Metaverse.

The magic of the Metaverse is that it seamlessly integrates the myriad platforms on which we socialize, work, and consume - merging (AR), (VR), audio, the internet, and the physical world.

## THE PANDEMIC ACCELERATED THE COLLISION OF GAMING, ENTERTAINMENT, COMMERCE, AND SOCIAL EXPERIENCES



# BUSTING STEREOTYPES: *Gamers are not who you think they are*

## WOMEN REPRESENT 46% OF GAMING ENTHUSIASTS



25% of global gamers are women between the ages of 18 and 35



60% of YouTube Gaming audiences are women



39% of women gamers rely on social media content when looking for new gaming experiences



## One Billion Female Gamers: How the Demographics of Play are Shifting

Gaming is shifting from bros in the basement, to a social network of wellness-oriented communities, equally popular among boys and girls.

GAMING | APPS | MOBILE

Women are 79 percent more likely to spend money on mobile games

**NEW STUDY REVEALS NEARLY 70% OF MOBILE GAMERS ARE FEMALE**





We are the first established gaming lifestyle brand built for women, led by women. We're on a mission to level the playing field for women in gaming.

THE QUEENS HAVE ARRIVED

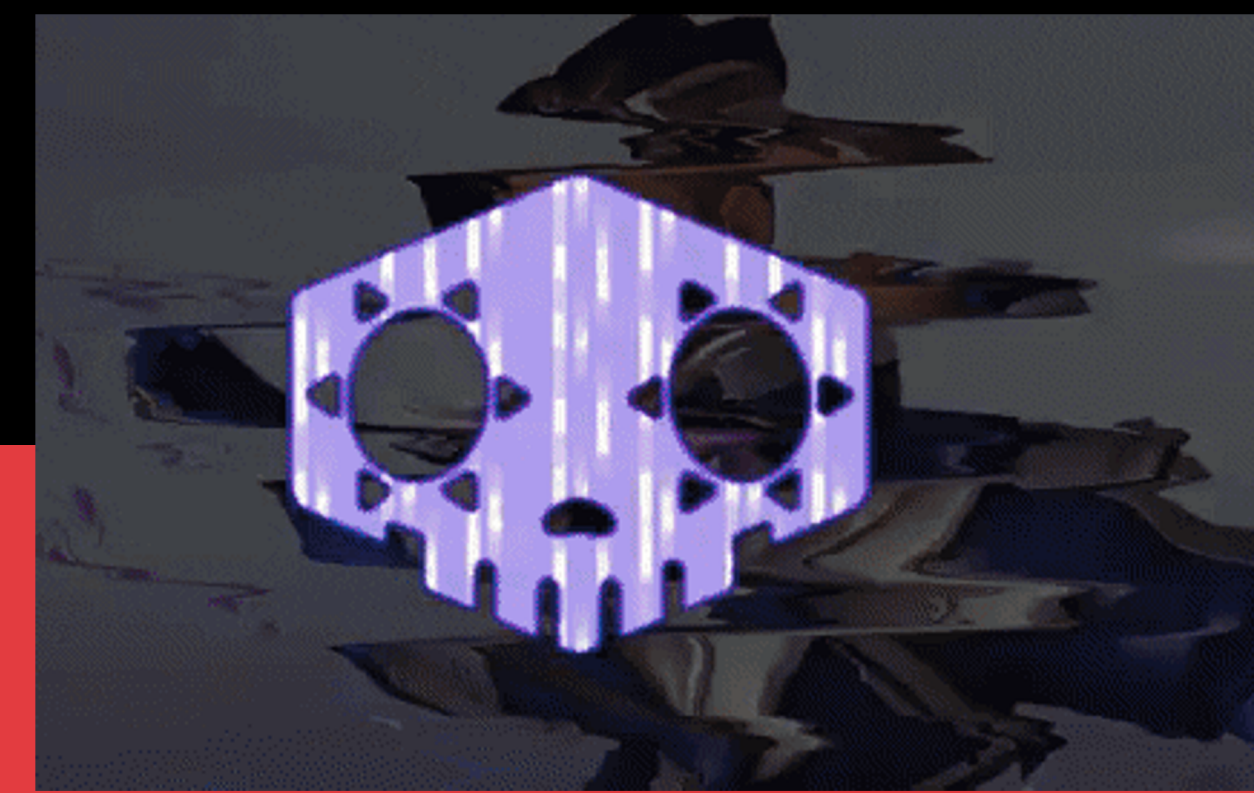






Now is the time to create an inclusive platform dedicated to amplifying voices of women and inspiring the next generation of gamers.

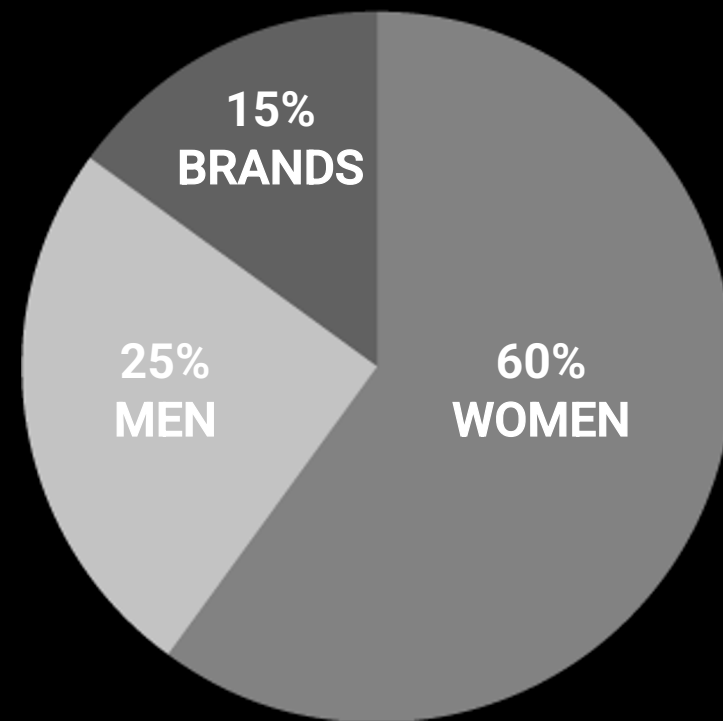
*Our mission is to provide accessibility and community to women in gaming.*





# Women run the internet

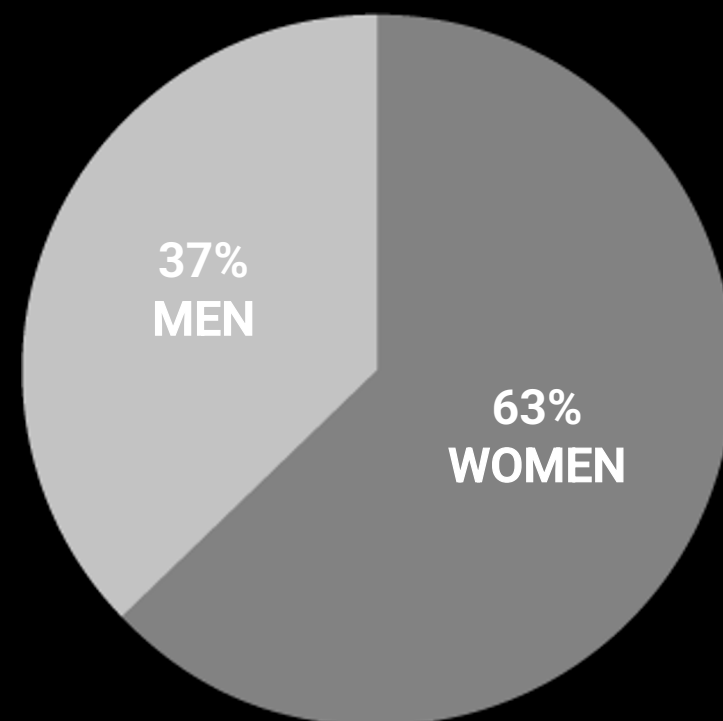
## TOP 20 INSTAGRAM ACCOUNTS:



**85% OF ALL PURCHASES ARE MADE OR INFLUENCED BY WOMEN.**



## TIKTOK USERS:



**Vs.**

*But while these digital experiences have popped off during Covid, women have been largely ignored*



**1.2% women**



**5% women**



**3.3% women**



**1.4% women**

**62% of women**

interested in esports believing that companies in the industry fail to market to them effectively.

So while the dynamics of gaming are rapidly shifting, girls still feel like they are under-supported in this defining Gen Z sport.



## MODEL AND GAMER

# *Carrington Durham*



**Actress, Model, Social Media Star, Crossover Gamer**

**@carringtondurham**

 **1,300,000+ followers**

Carrington Durham is an American model, internet personality and actress who initially became popular because of her Instagram account. She starred in four episodes of the web television series, Teens Wanna Know, between 2012 and 2013. In 2014, she launched her eponymous YouTube channel, which has come to be known for beauty, fashion, makeup, vlogs and travel topics.


## PROFESSIONAL ATHLETE AND GAMER

# *Alexis Jones*



**Professional Athlete, Model, Philanthropist, Crossover Gamer**

**@LexToo\_Shifty**

 **16,300+ followers**

Alexis Jones is an American professional basketball player who currently plays for the Atlanta Dream in the Women's National Basketball Association. She was drafted in 2017 by the Lynx. Born in Midland, Texas, she played college basketball for Duke University, before she transferred to Baylor University. Her passions extend beyond the court into music, sneaker culture, gaming, modeling and acting.


## ENTREPRENEURS AND GAMERS

# *Coco & Breezy*



**Designers, Musicians, Cultural Icons, Crossover Gamers**

**@cocoandbreezy**

 **154,000+ followers**

Twin sisters Corianna and Brianna Dotson African American and Puerto Rican identical twin sisters. They founded their company in 2009, after being bullied as kids growing up in Minnesota. It was during those tough times when they discovered their love for sunglasses, which offered a sense of protection. When they put on their glasses, they felt like they became their alter egos — Coco and Breezy — fearless young women who could conquer the world. Founded in 2009, Coco & Breezy Eyewear started with humble beginnings, yet the glasses quickly caught the attention of iconic artists such as Kelly Osbourne, Ashanti, Nicki Minaj and Prince.



# Gaming is:

Lifestyle

Entertainment

Social engagement

Hobby

Career

Competition



### The Competitor 1/2

- dpi 800 1000 hz sensitivity 4.00
- don't touch my gear!!!
- probably younger than you

### The Collector

- never misses a merch drop
- camps outside game stores on launch days
- has a tempered glass computer case

### The Supportive Parent 2/2

- max level in Candy Crush
- takes their kid to DreamHack
- tries their best in co-op games

### The Cosplayer

- very active in the online community
- suffering with two costly hobbies
- owns a mechanical keyboard with custom key caps

### The Content Creator

- RGB all the way!!!!
- always has the best mic and webcam set up
- definitely wearing PJ pants

### The Connoisseur

- buys every new game
- don't talk to them about their steam library
- loves giving feedback to devs

### The PC Enthusiast

- i9 Intel CPU
- "show me your build"
- owns a g502 mouse
- saltiest teammate



### The Guide 1/2

- has the strategy memorized
- always down to explain the controls to a new player
- doesn't own a custom build yet knows everything...?

### The Esports Fan

- owns like 10 jerseys
- stays up to watch the matches live
- SPORTS!!!!!!

### The Retro Gamer 2/2

- uses an emulator
- spends \$100+ on old games
- has a gaming "to-do" list that never gets shorter

### The Lore Master

- probably plays an MMO
- do NOT get in an argument with them on what's canon
- plays for story

### The Memer

- most ridiculous in-game outfit
- has a folder for photoshopped memes
- most likely to sabotage you in co-op games

### The Game Reviewer

- has metacritic bookmarked
- mostly plays AAA games
- leaves a review on their build parts

### The Completionist

- very proud of their steam achievements
- side quest MASTER
- can only focus on one game at a time





*The  
opportunity  
for brands*



**SO MUCH MORE TO BE DONE:**

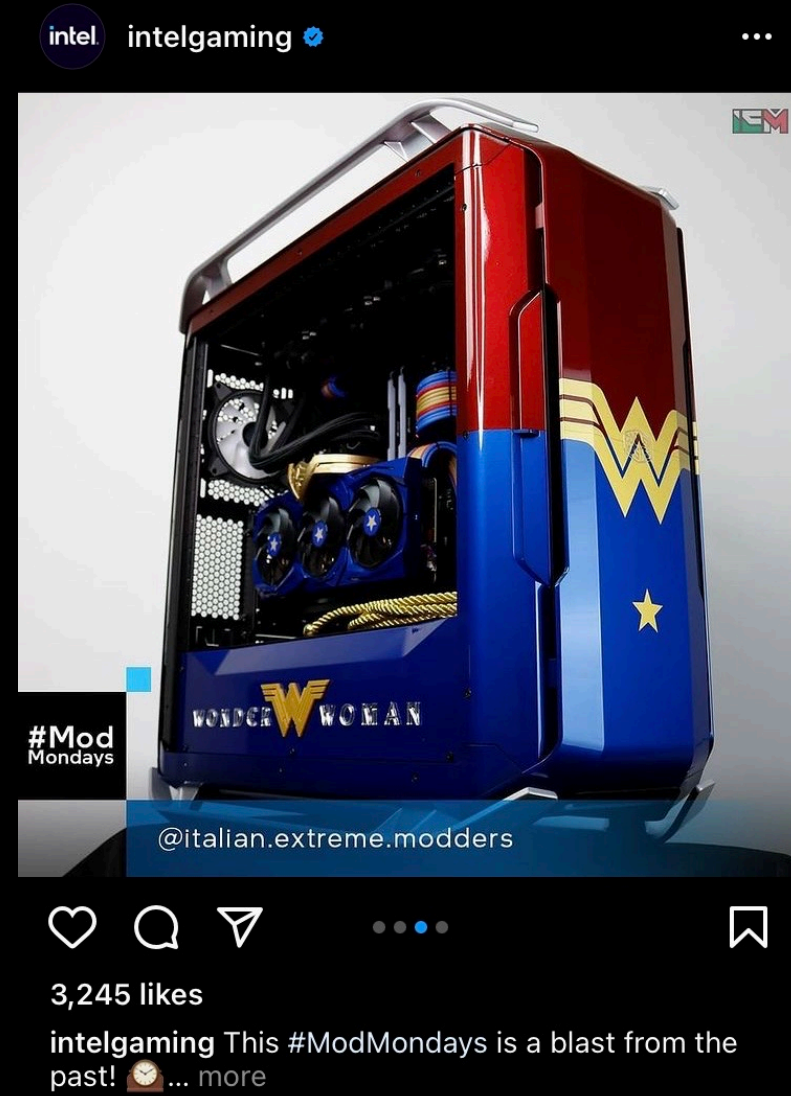
*Working with creators within gaming in an equitable way to drive long-term dividends for your brand*

**CREDIBILITY**

**DOING MORE  
WITH LESS**



# Engage Authentically





Together we create  
Positive Play



BUILDING HEALTHY COMMUNITIES





## EXAMPLE:

*We created a special moment in the metaverse for beauty + gaming fanatics*

We designed a campaign that bridged **in-game play** with **real-life application** in celebration of **ColourPop and Nintendo's Animal Crossing** new make-up collaboration.

We brought on Queens AvaGG, xMiraMira and Cray to host a **two-hour livestream** where the women explored ColourPop Island in the game while interacting with fans.

We also directed a **fully in-game trailer** using their Animal Crossing characters. To drive more excitement, we **designed in-game makeup looks** that the Queens could recreate using the kit during the stream and fans could redeem on Twitch and Discord.

The stream performed so well organically that it received **homepage placement on Twitch** and drove 10k+ live viewers for an **average 45 minute watch time**. The social campaign drove **4MM+ impressions** and **30k+ engagements**.

As added-value, we supported a PR campaign rollout that generated coverage in women's publications and gaming media including **an interview with Twitch streamer xMiraMira about diversity within gaming**.

TWO-HOUR  
LIVESTREAM



IN-GAME  
TRAILER





*Where do you start?*



## *Brand integrations*

**CONTENT**

**E-COMMERCE  
& MERCH**

**DIGITAL EXPERIENCES  
+ EVENTS**

CHOOSE YOUR  
CHARACTER

*New digital experiences for inclusive brand building*



# Questions?



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**Thank you.**

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