

Experience Virtual Worlds: Unlocking Opportunities in Consumer Engagement, Branding and Marketing

November 2020

Virtual worlds eco system: scope

Key findings

Acceleration of virtual experiences opens avenues for brand engagement

Video games grow and enable move to digital worlds

Gaming helps friends and family stay connected during COVID-19

Homes as theatres, stadiums, restaurants and all-day play areas

Take Two Interactive: combining hometainment with COVID-19 support

Virtual worlds beyond entertainment

FMCG industries: virtual worlds offer more than product placement

FMCG industries: making and doing, not just watching

Foodservice: Wendy's, Subway expand into gaming experiences

Videogames as a platform to engage with younger people

Finances: easier access to virtual spending for younger generations

Authenticity of message a key to succeed with younger audiences

Game developers listen to the young who go beyond the care of self

Sports properties turn to digital entertainment

E-sports growth provides platform for sports properties' engagements

E-sports are sports' best tool for outer engagement

E-sports increase brand exposure for sports partners

Older generation and virtual worlds: opportunities and concerns

Long-term challenges for virtual worlds: overcoming the risk of digital fatigue

Key takeaways

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