



**BRANDED MINI-GAMES**  
WITH CASUAL eSPORTS

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# Branded Mini-Games with Casual eSports

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BMG with casual eSports is an all-in-one, cost effective, result driven marketing campaign solution. Providing you with a high quality marketing service, tailored to drive traffic, collect lead generations and increase brand awareness and interaction.

BMG with casual eSports works to your specifications to create a tailored experience around your product or brand. With over 12 years experience in the industry and having worked with many household brand names, we are one of the leading experts in this field.

## Why should I choose BMG with Casual eSports?

Studies have shown that playable ads get 3x click through rates when compared to a normal static ad. Not only do we get great results through gamification, but our user retention is high due to the incentivization program we have across our games, rewarding users for playing and interacting with the ads. Which is a win win situation for everyone.

***“By 2019, mobile will surpass TV as the medium attracting the most minutes in the US alone”***

*eMarketer*

# Benefits

***"Apps account for over 90% of internet time on smartphones and 77% of internet time on tablets"***

*eMarketer*

- ∞ We will plan and execute the marketing campaign for *free*.
- ∞ Bespoke HTML5 game / experience made to your criteria for *free*.
- ∞ We will continuously monitor the campaign amending where necessary for optimal results.
- ∞ Through the use of cross channel marketing\*<sup>1</sup>, you will continue to get leads and user interactions, even after the campaign has finished.
- ∞ 100% of the cost goes towards the promotion of the campaign – we do not take a cut, at all.

## Breakdown of cost example

<i>Total cost of Campaign</i>	<i>70% for PPC marketing *<sup>2</sup></i>	<i>30% for promotional gift *<sup>3</sup></i>	<i>Number of months</i>	<i>Cost for game</i>	<i>Cost for services</i>
\$5000	\$3500	\$1500	Variable	Free	Free
\$10,000	\$7000	\$3000	Variable	Free	Free

\*<sup>1</sup> Cross channel marketing is the term given to our promotional support we provide even after the promotional campaign has ended. i.e During the course of your campaign, part of the promotion strategy will incorporate email marketing, in which users will receive an email bulletin from us, notifying them of your current campaign running. This bulletin will feature your campaign as the primary focus of the email, though it shall also be supported by secondary campaigns of other parties in smaller ad slots (MPUs) below it. In turn, once your campaign is over, respectively, we will continue to push your campaign

through these smaller ad slots on the bulletins of campaigns that are currently running for other parties.

\*<sup>2</sup> PPC = Pay Per Click marketing across most major platforms, including Facebook, Twitter, Google etc.

\*<sup>3</sup> A proportion of the total amount (30% in the example) will be used to purchase promotional gifts - as an example these can include, though are not limited to, M&S | Amazon vouchers, gift cards, merchandise, products, among other rewards, used to incentivise the user to interact with the posting even further.

