



How **entertainment brands** **create immersive experiences** in mobile games

Engaging with consumers to drive viewership



The global entertainment and media industry is experiencing significant growth. According to PwC's 2023 report, the market was valued at \$2.8 trillion in 2023 and is projected to **grow to \$3.4 trillion** by 2028.

As entertainment brands seek new ways to reach and engage consumers, the challenge has shifted from merely finding channels to **holding their attention long enough** to deliver an authentic brand experience.

The challenge

Entertainment brands are looking to craft experiences that resonate with audiences. Traditional advertising, while still important, is no longer enough on its own. Consumers demand **authenticity and meaningful interactions**, so brands must ensure their stories are told in ways that feel organic and personalized.

The goal

As traditional channels struggle to capture attention, mobile gaming offers a unique opportunity for brands to create **immersive and authentic experiences**.

With millions of engaged users spending significant time in mobile games, brands can **seamlessly integrate into the gameplay**, allowing for non-disruptive yet impactful storytelling.



The solution

For entertainment brands aiming to connect with audiences through authentic brand experiences, Monetizr offers a unique **in-game brand solution**. This approach allows brands to effectively tell their story through a highly engaging medium.

By integrating brands into gameplay via rewarded videos and strategic placements, the entire experience is crafted to **capture players' attention and boost brand awareness**.



→ Audience of geo-targeted players who opt in to engage with brands

→ Rewarded video experience that showcases the movie trailer

→ Interactive elements that educate players on the brand

All placements were developed to **increase consumer attention** – the more attentive seconds gamers spend engaging with the brand, the better the results across the entire sales funnel. Each attentive second impacts brand awareness, favorability, consideration, and purchase intent. [Read more about attention here.](#)

Inside the campaigns

Disney+ example, pt. 1



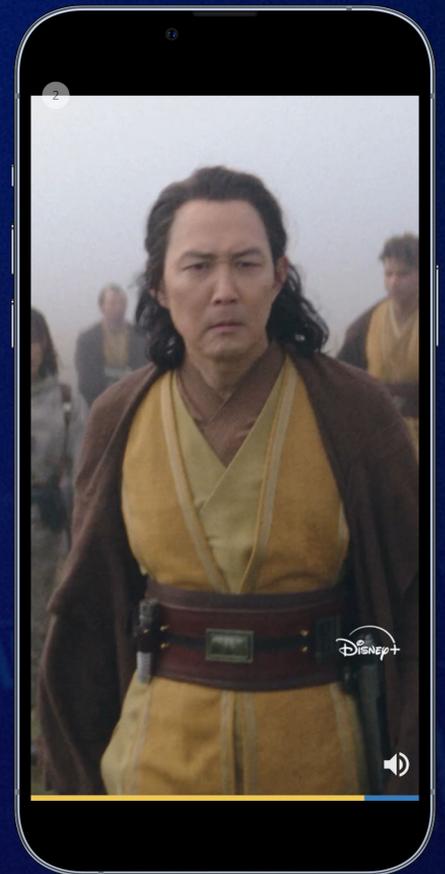
STEP 1

Disney+ is integrated in a network of games.



STEP 2

Players see a selection of challenges they can choose from.

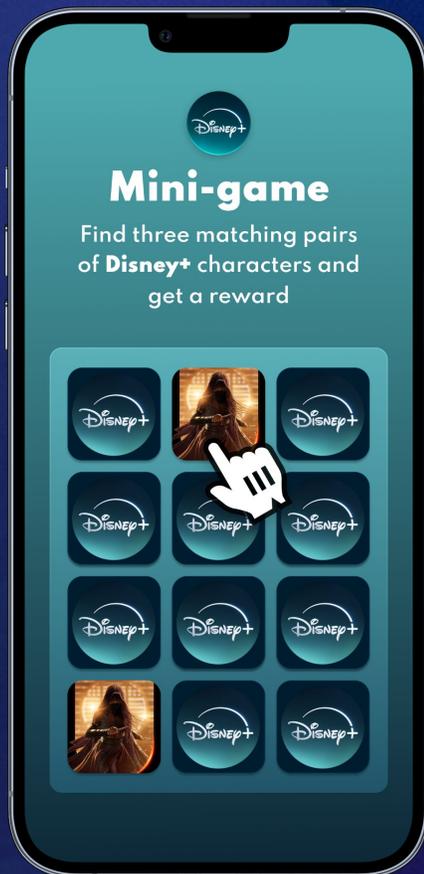


STEP 3

Players watch a Disney+ video.

Inside the campaigns

Disney+ example, pt. 2.



STEP 4

Gamers play a Disney+ mini-game.

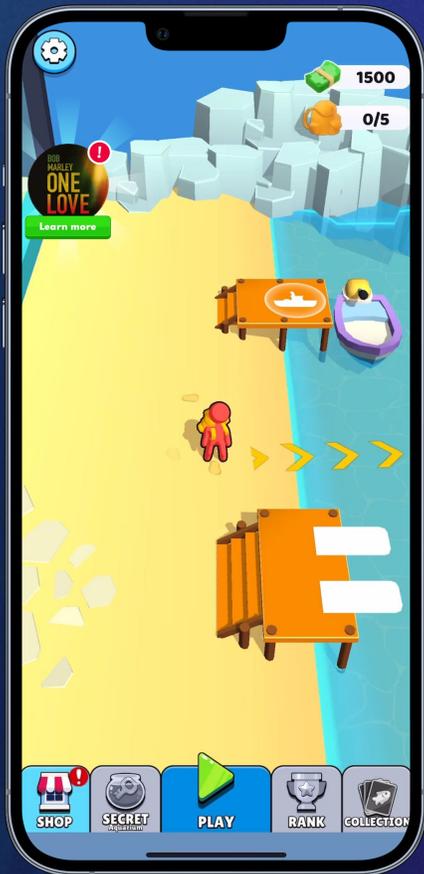


STEP 5

After completing a mission, gamers receive in-game rewards.

Inside the campaigns

Bob Marley: One Love example.



STEP 1

The movie logo is integrated in a network of games.



STEP 2

Players watch a trailer of the movie.



STEP 3

Players get an in-game reward.

Results: attention metrics

Through rewarded videos and interactive elements, snack brands engage with potential consumers, reaching high true engagement metrics.



Attentive seconds

43.6k

per 1000 impressions



Video completion rate

97.5%



Click-through rate

37%



Attentive seconds:

2x more than best performing gaming ads

7.1x more than 20 sec YouTube video ads

30x more than Instagram and Facebook ads



Click-through rate:

3.2x better than search ads in the industry

72.5x times better than display ads in the arts and entertainment sector

Sources:

Dentsu - Play Attention Calling Focus to Gaming, January 2024
Conversion CXL, 2023



Why in-game mobile advertising

Mobile games have diverse and multicultural audiences that brands can target according to their needs. E.g. your products are perfect for moms? Well, 87% of moms game regularly, so mobile games are the perfect channel to reach them.

Audience

1.2 billion

Mobiles games are one of the biggest media channels in the world. But only 3.9% of mobile ad spend is directed towards it.



Why Monetizr

Our goal is to deliver real brand awareness that drive engagement. With our network of 340M+ mobile gamers, it's easy to engage niche audiences at scale. Don't buy background noise. Buy active engagement with your brand.

True engagement rate

31.6%

of gamers interact with the branded content that's integrated in gameplay.

Monetizr vs. digital advertising

In traditional digital advertising, anything between 1% and 3.5% is considered an acceptable engagement rate.

APM

51k sec

Attentive seconds per 1000 impressions shows the attention advertisers get.

Monetizr vs. other networks

With Monetizr, a brand gets almost 51k seconds of attention per every 1000 players – more than twice as much than any of our competitors.

Global reach: 1.2 billion users

Aggregated monthly active user data by Geo. Monetizr network reach. April, 2024.

Monthly active users, mil.

1.239

Monthly impressions, mil.

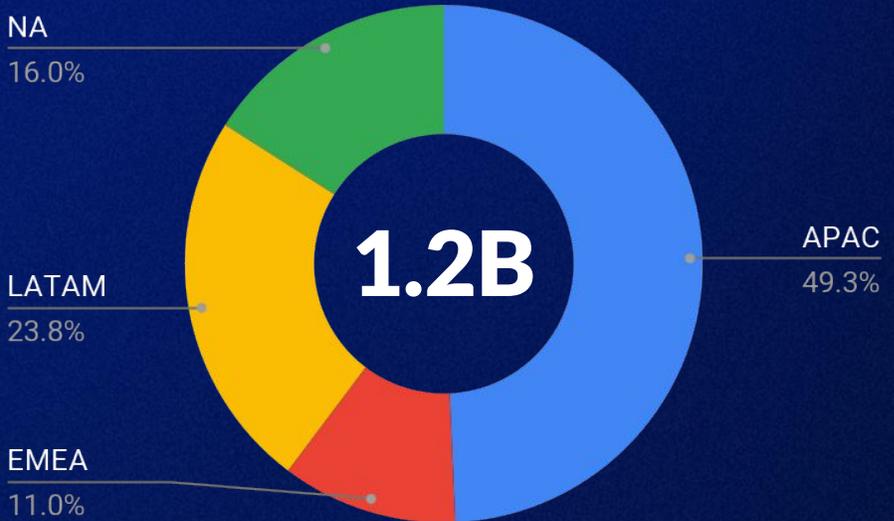
10,009

Attention in seconds, mil.

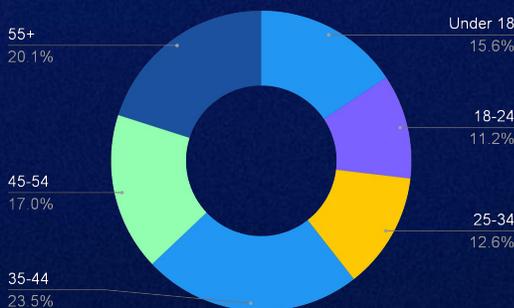
64,440

Average attention per user

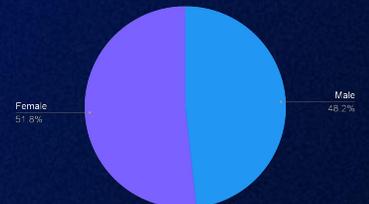
52 sec



Age groups, %



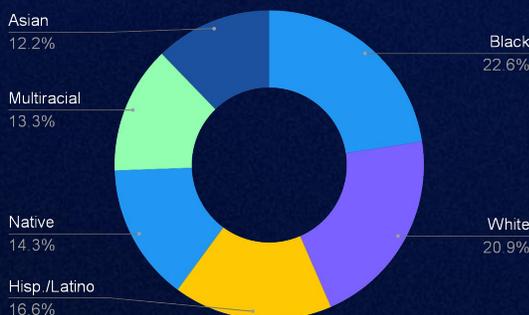
Gender split, %



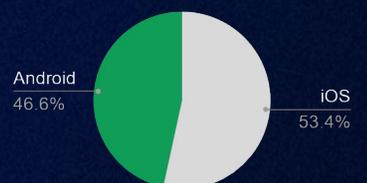
Income, %



Ethnicity %



Device type split, %



Have questions?
Let's chat!

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