



# Capture the Attention of Holiday Shoppers through Gaming

**FRAMEPLAY AUDIENCE ANALYSIS**

2023 Holiday Edition



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# Give your Campaign the Gift of Gaming

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# Give your Campaign the Gift of Gaming

## PREPPING FOR THE HOLIDAYS

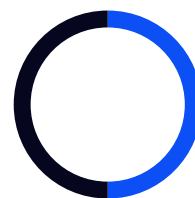
Every marketer knows that long before you cook the turkey, camp out for Black Friday sales, or unwrap your presents, you need to have your end-of-year holiday campaigns figured out. That makes now the perfect time to plan your intrinsic in-game advertising campaign with Frameplay!

The founding team at Frameplay have gamed their whole lives, and started the company with the goal of creating non-disruptive advertising opportunities for virtual worlds. This naturally led us to develop intrinsic in-game advertisements; the key distinction being these ads are designed to work in the game's environment and enhance it, never disrupting the player's experience. This means your ads will be authentic to the gaming environment, in a format that gaming audiences prefer and find less distracting compared to other in-game ads. (Frameplay, 2022).

Frameplay's game inventory is full of global, premium quality, immersive titles across multiple platforms and genres. Our inventory is diverse enough to cater to today's massive gaming audience of **over three billion global players**. The top 20 games in our network each have an average of **+10.8 million monthly** aggregated Daily Active Users.

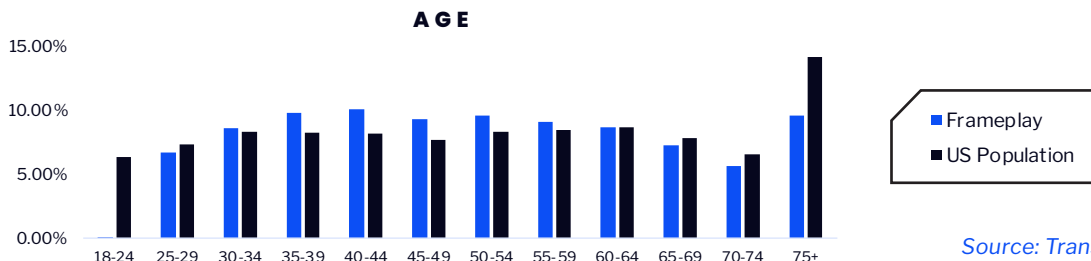
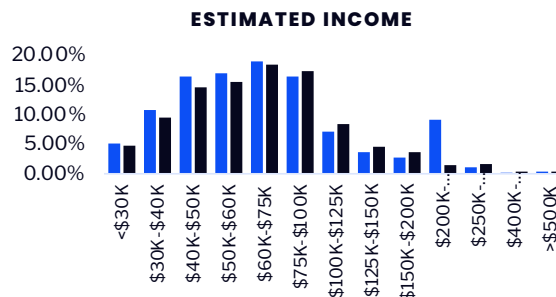
Frameplay's audience network is particularly primed for the holidays, and we have the data to prove it.

## FRAMEPLAY'S AUDIENCE ANALYSIS



### GENDER BREAKDOWN

- 50% Female
- 50% Male



Source: Transunion

Frameplay's audience network reflects the global gaming community: a diverse mix of players from different backgrounds, ages and income levels. Your client's target audience can be found in our network.



# Holiday Shopping Season Begins

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# Holiday Shopping Season Begins

## BLACK FRIDAY KICKS OFF THE HOLIDAY SHOPPING (AND GAMING) SEASON

Despite the best intentions to get present shopping done before December, Black Friday is the unofficial start of the holiday shopping season. In fact, Black Friday was the most popular sales day in 2022 ([Klarna, 2022](#)), with over half of American shoppers saying they intended to purchase presents on that day; Cyber Monday was second. Get your next intrinsic in-game ad campaign launched by the start of Q3 (at the latest) to ensure players keep your brand or product top of mind before the busy shopping season.



### AUDIENCE INSIGHTS:

Frameplay's gaming audiences peaked at this time last year—Black Friday 2022 saw the highest unique user count of the month. In the US, our unique active users saw a 16% increase that day compared to the average in November.

Our TransUnion Audience Network Analysis showed **players in our Sports and Simulation games tend to make bigger purchases (\$100-\$999) online than the rest of the US population.**



### ANALYSIS:

The spike in players on Black Friday is prime ad placement before the shopping season. Early ad placement can keep your brand top-of-mind with gaming audiences before they start their Black Friday shopping—you can even tailor your creative messaging around Black Friday so they associate your brand with it.

Placing your campaign in our games as consumers enter a busy shopping season gives you a head start on the competition.



# What Players are Shopping for

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# What Players are Shopping for

## OUR AUDIENCE NETWORK IS SHOPPING IN TOP RETAIL CATEGORIES

There's always a few hot ticket items shoppers hunt for in the holiday season, but research from Finances Online shows shoppers focus on the following spend categories:

- » Clothing & Accessories
- » Food & Beverage/Health & Wellness
- » Toys & Hobbies
- » Electronics
- » Home & Kitchen

Source: [Finances Online, 2023](#)



### AUDIENCE INSIGHTS:

In short, our audiences are shopping in these same categories. Thanks to our TransUnion Audience Network Analysis, we're able to see what our gaming audiences are spending their money on based on game genre.

The audiences in the following genres tend to spend more on the listed purchasing categories than the average US consumer. The purchase categories in bold align with the top purchase categories from the survey mentioned earlier.

#### Sport

- » **Electronics**
- » Entertainment
- » **Health**
- » Personal Care
- » **Home & Garden**
- » Children's Products

#### Casual

- » **Crafts & Hobbies**
- » **Health**
- » Personal Care
- » **Home & Garden**
- » Children's Products

#### Simulation

- » **Electronics**
- » **Health**
- » **Home & Garden**
- » Personal Care
- » Children's Products

#### Action

- » **Food & Beverage**
- » **Health**
- » Automotive
- » Gifts & Holiday Items
- » Personal Care



### ANALYSIS:

Frameplay's gaming audiences have incredibly diverse shopping habits and interests. Every brand has a place in gaming because gaming audiences come from all walks of life—and our intrinsic in-game ads can reach them when they're actively participating in gaming environments.





# What's on Kids' Wishlists

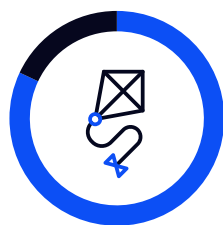
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# What's on Kids' Wishlists

## OUR AUDIENCE IS PRIMED TO BUY WHAT KIDS WANT FOR THE HOLIDAYS

Not a big surprise, but toys were the most common gift purchase for kids. Here's a breakdown of the product categories consumers chose when buying a gift for a kid during the 2022 holiday season:



82%

TOYS



65%

CLOTHING



45%

ELECTRONICS

Source: [Field Agent](#)

### AUDIENCE INSIGHTS:



Frameplay's gaming audiences tend to spend more than the average US consumer on Children's Products, Electronics, Health, Home & Garden, and Personal Care—typically spending 0.5%-5% more than the average US consumer. Not only does this bode well for brands in these verticals, we work with third party data consent partners and have the ability to target US parents in categories like:

- » Known Presence of Children in Household
- » Household Size
- » Household Age and Gender
- » Interests in Home Study Courses
- » Interests in Reading
- » Interests in Technology
- » Makes Purchases Via The Internet
- » Occupation: Student
- » Purchase: Children's products
- » Purchase: Crafts and Hobbies
- » Purchase: Personal Care
- » Purchase: Food and Beverage
- » Purchase: Apparel



# What's on Kids' Wishlists

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**OUR AUDIENCE IS PRIMED TO BUY WHAT KIDS WANT FOR THE HOLIDAYS**



## **ANALYSIS**

Any product or brand that falls into the categories in the previous page needs to strongly consider an intrinsic in-game advertising campaign. Frameplay's gaming audiences have been proven to spend more in these categories than the average US consumer, and your ad could help them determine what to buy or where to buy for their kids this holiday season.

Brands have had great success with running their holiday campaigns with Frameplay in the past—**brands typically saw +1M total impressions.**



# Who is Shopping *and* Gaming

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# Who is Shopping and Gaming

## OUR ADS HELP BRANDS CONNECT WITH EVERY GENERATION

Gaming audiences cover every generation and background, and brands that think their target audience aren't gaming need to reconsider the facts. Not only are they gaming, reports also show that every generation is primed to spend when the holiday spirit kicks in.



### GEN Z

Gen Z is most likely to start shopping on Black Friday and use online reviews for recommendations. They boast an average spending budget of \$1,823 – 27% higher than consumers overall. Even better - NewZoo reports 85% of Gen Z plays in digital spaces.



### MILLENNIALS

Millenials spent 11% more on holiday purchases in 2022 than the previous year, and have indicated that branding is a big influence on their purchase decision: they shop more with brands and retailers with loyalty programs. According to a survey from Deloitte, 96% of American Millennials play video games, averaging 13 hours a week.



### GEN X

Gen X is most likely to spend on family, and over half of them plan to shop with brands or retailers with loyalty programs. 89% of Gen X Americans regularly game, averaging 10 hours a week.



### BOOMERS

Boomers are the largest in-store shopping group compared to online. If they're shopping online, they use a desktop. Boomers are still gamers though! AARP reports 45% of game players over 50 play everyday.

Source: [PwC](#), [NewZoo](#), [Deloitte](#), [AARP](#)



## AUDIENCE INSIGHTS:

Our US network is comprised of players primarily ranging from the ages of 30-64 and we over-index against the US population for the age ranges of 30-59: the sweet spot for consumer purchasing power. Frameplay has a significant player base outside of these age ranges too.



## ANALYSIS:

Our audience network has a diverse collection of age ranges, giving almost any brand a great opportunity to reach gaming audiences. Considering the potential spending power among generations, it could pay off big time to grab their attention in-game before the holiday shopping season.



# Efficacy of Intrinsic In-Game Campaigns

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# Efficacy of Intrinsic In-Game Campaigns

## A CAMPAIGN WITH FRAMEPLAY CAN LIFT YOUR BRAND UP

One thing has been consistent among brands utilizing Frameplay’s intrinsic in-game advertising campaigns: gaming communities are surprised and delighted to find them in-game. Using privacy-compliant research methods, Frameplay has worked with Comscore and Happydemics on over 35 brand lift studies showing double-digit point lift in the following categories:



Mobile Ad Recall



Likeability of the Sponsorship In-Game



Fit as a Game Sponsor

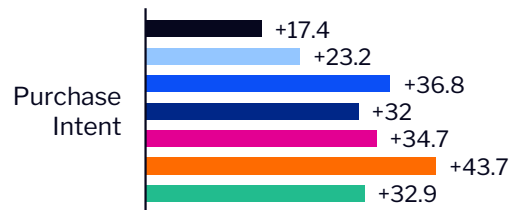
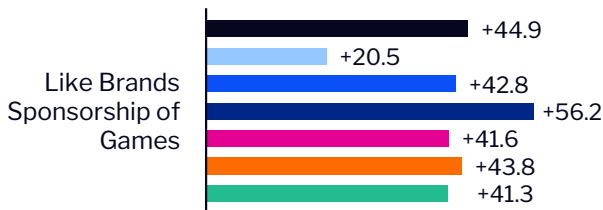
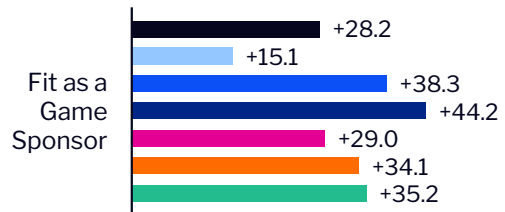
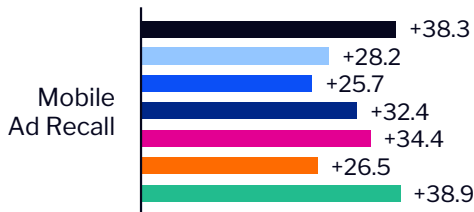


Purchase Intent

These studies show how powerful gaming is as a channel, and our [Intrinsic In-Game Advertising Report](#) shows intrinsic ads in particular are preferred by people who play games. Furthermore, intrinsic is the ad type that is most effective at making gaming audiences take action after seeing an ad, proving it’s just as effective for bottom of funnel strategies as it is for top of funnel strategies.

## SELECT CAMPAIGN HIGHLIGHTS FROM OVER 35 BRAND STUDIES

### Point Lift Over Control Group



- Consumer Electronics
- Financial Service Brand
- QSR Brand
- Retail Brand
- Entertainment Brand
- CPG Brand
- Insurance Brand



# Methodology

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# Methodology

This report was made possible by reports and surveys conducted by Frameplay, as well as aggregate information from various trusted sources.

## [Frameplay Network Insights Summary, 2023](#)

- » Frameplay audience insights are based on Frameplay's network audience over the span of one year (2022) and analyzed by TransUnion.
- » Records are based on IP addresses, with insights at the household level, allowing a direct comparison to other media analyzed by TransUnion.
- » Insights are US game player only and 18+ older and exclude game players who have opt-ed out of targeted advertising (analyses on countries outside of the US are not yet available from TransUnion and information on minors is not available).

## [Frameplay's Intrinsic In-Game Advertising Report, 2022](#)

- » In August, 2022, Frameplay conducted a OnePulse survey to game players across age and gender demographics, providing unique insights on the perception of intrinsic in-game ads.
- » OnePulse is a tool that provides real-time survey findings from a community of 70,000+ respondents fielded through the OnePulse app. The questionnaire utilizes a bite-sized format containing up to three questions in order to maximize community responses and reduce response fatigue. For this survey, Frameplay gathered answers from more than 1,200 respondents.
- » Utilizing a series of audience filters, community members who fit our target sample are recruited to respond to the questionnaire through the OnePulse respondent app. While it is not a globally representative sample, the tool allows Frameplay to arrive at statistically significant findings for our target audience.
- » With every age group represented, Frameplay was able to understand not only how intrinsic ads perform against adjacent, interstitial, and voice-over placements, but see how this platform will continue to help brands change and even improve the gameplay experience.



## ADDITIONAL SOURCES:

- » [2022 Holidays Unwrapped](#), Klarna, 2022.
- » [57 Essential Christmas Shopping Statistics: 2023 Market Share Analysis & Data](#), Finance Online, Last Modified June 21, 2023.
- » [Christmas Unwrapped 2022](#), Field Agent, 2022.
- » [2022 Holiday Outlook Trends](#), PwC, 2022.
- » [A New Era of Engagement in Media & Entertainment](#), NewZoo, 2023.
- » [Gamers 50-Plus Are A Growing Force in the Tech Market](#), AARP, 2023.
- » [2022 Digital media trends, 16th edition: Toward the metaverse](#), Deloitte, 2022.



# Thank you!

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QUESTIONS ABOUT WHAT FRAMEPLAY CAN OFFER DURING THE HOLIDAY SEASON? REACH OUT TO YOUR FRAMEPLAY REP OR CONTACT US AT [INSIGHTS@FRAMEPLAY.GG](mailto:INSIGHTS@FRAMEPLAY.GG)



FRAMEPLAY