

Abstract

This thesis explores the effectiveness of advertising channels in the video game and esports industries, focusing on product segmentation. Utilizing data provided by Publicis Groupe and its suppliers, this study analyzes the impact of various advertising formats, including in-game, around-game, and beyond-game advertisements, on brand recall, and other key advertising metrics. The theoretical framework begins by defining and contextualizing video games, esports, and live streaming, followed by an exploration of advertising effectiveness, product segmentation and individual advertising placements. This section incorporates academic literature that analyzes various factors influencing the success of in-game advertising. The practical part of the thesis evaluates aggregated data from numerous advertising campaigns to determine the performance of specific product segments across different advertising placements, employing standardized advertising metrics such as click-through rates and ad recall rates. The conclusion outlines the implications of these findings and offers strategic recommendations for optimizing advertising efforts within the gaming environment to enhance brand engagement and consumer response.