

TRIVIA & BRAND LOVE: HOW TO CREATE COMMUNITIES

WHITE PAPER **MAR/2023**

IF YOU ONLY GOT TWO MINUTES



The problem

1

Too much advertising makes dialogue between advertisers and audiences difficult.

Trivia

3

A genre of video games that generates interaction and passion among audiences: invites them to actively participate in an immersive experience.

The solution

2

Gaming: experiences that can surprise people and can achieve great engagement.

The communities

4

Knowing how to connect with virtual communities is essential for organizations.



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FROM MESSAGES TO EXPERIENCES: A NEW TYPE OF ADVERTISING

A paradigm shift is taking place in the glutted advertising market. **The industry is focusing less and less on displaying ads and more on creating disruptive experiences** that deliver messages and generate a strong impact on audiences.

This is how we work at **etermax Brand Gamification**: we help brands design playful actions to create powerful connections with people.

In this new white paper we want to focus on trivia, a question and answer game that can transform the relationship between brands and organizations and their audiences. Whether in championships or personal challenges, users passionately participate in this game that challenges them all the time and invites them to be part of something bigger: an active learning opportunity that is very difficult to achieve in any other way. Trivia is a game that awakens our competitive instincts; we challenge others but, at the same time, we challenge ourselves. **And what better way to build a community?**

There is no human advancement, no matter how small or large it may be, that hasn't arisen from a question. For this reason, in an industry as changing as ours, we are certain that only with more questions can we stay ahead.

In this text we want to make a proposal for brands: **ask yourself questions and dare to question traditional strategies.** The world of video games is an ecosystem that is constantly growing, and the experiences it provides are a fundamental tool for advertisers. Trivia, in particular, is the ideal way to get to know audiences better: we can see how much they know about brands, what their preferences are, or even what trends call their attention. All of this inevitably translates into **greater engagement and more powerful insights.**

THE BIG PROBLEM

It is no surprise to any advertiser: attention is a very finite resource. The information that a person encounters in their day to day is increasing and this can represent a great issue for brands.

Today, excessive advertising numbs and exhausts people and can be counterproductive in the messages we want to convey. Some studies indicate that a person can see up to **5,000 ads per day**.



In short, audiences do not pay much attention to brand messages: many times people are blind to traditional advertising methods.

**WE SEE BETWEEN
300 AND 5,000 ADS**
per day.

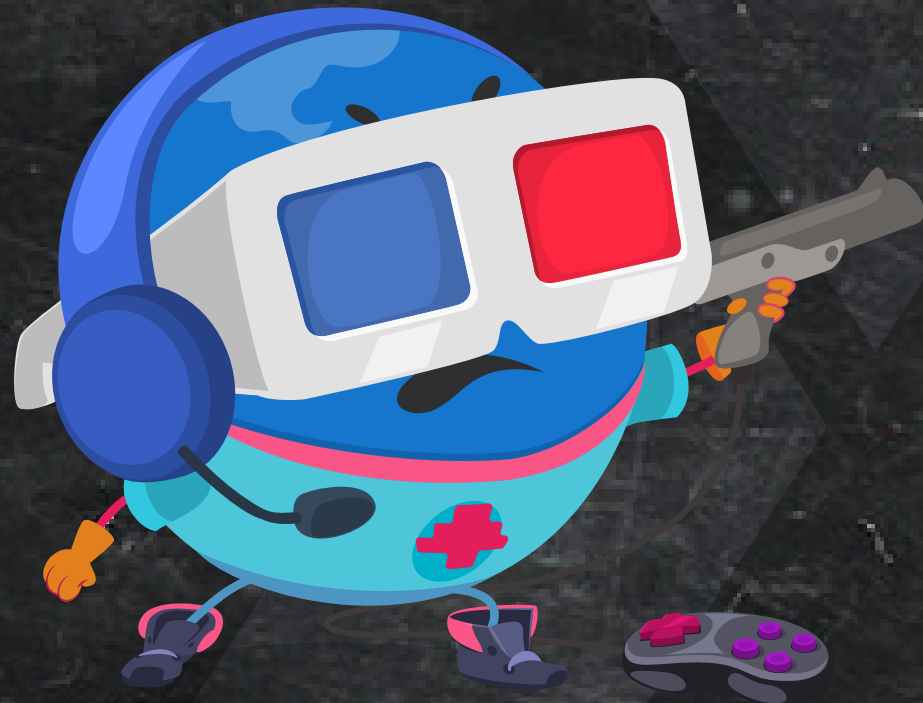
12 IS
the number of ads that generate
engagement in a person.

8 SECONDS
is the average attention span of people
on the internet.

2 SECONDS
is the time we have to get their attention
on social networks.

WHAT'S THE SOLUTION?

But of course, when faced with new problems we always find new solutions. How can we get (and keep) people's attention? With Gaming: video games open up new channels to connect with audiences. It is a giant ecosystem, full of possibilities to explore.



Video games are a door to new experiences, which often offer rewards and provide exclusive benefits to those who take part in this world. For this reason, gamers tend to be more receptive to messages from advertisers within video games: they engage with advertising voluntarily and actively. Naturally, greater engagement translates into greater brand recognition.

82%

of mobile gamers prefer apps with ads over paid apps.

74%

view ads in exchange for rewards.



LET'S FOCUS ON ONE GENRE:

TRIVIA

Why?

1.

Because proposing a game like trivia to the user puts them in an active role, instead of just asking them to listen.

2.

The challenge appeals to our naturally competitive mind, and it amuses us as much as it persuades us to respond.

3.

Since the 1960s, it is one of the most widespread game genres in the world. *Trivia Crack* brought that experience to mobile gaming and went beyond to break the mold in the industry.

4.

The focus on knowledge that this genre has, makes it a vehicle to learn about general culture, but also about a brand.

TRIVIA



Trivia is an inherently social game, organically involving many people and making them share their interests. It is a game that appeals to our competitive instincts and generates adrenaline when we see ourselves on the verge of victory. Players can demonstrate their knowledge, compete in a friendly way, collaborate to answer questions, and learn from each other. In short, they make up a **community**.



THE POWER OF COMMUNITIES

Why are communities important? Because through them we give meaning to all the experiences in which we participate. Even in the digital world, communities generate a sense of belonging and connection with other people, no matter how far away they are.



In the virtual world, communities play a fundamental role: they allow us to present ourselves as we want others to perceive us. Some psychological studies suggest that gamers enjoy gaming more when they connect with others.

52%

of Gen Z feel more free in games.

65%

say that online relationships are as important as offline relationships.



In addition, strong communities also mean a strong brand presence: interaction with other people makes us give more importance to the activities in which we participate, and **word of mouth is one of the biggest drivers of consumer spend.**



92%

of consumers trust recommendations from their friends and family.

Word of mouth is the main driver for

20% TO 50%

of all purchases.

A NEW SPACE

Every game creates its own players, and trivia is no exception: trivia users are constantly looking to learn new things and connect with people with similar interests. That's why they choose this genre that feeds their need for knowledge and fosters strong communities. This is where advertisers have ground to explore; this audience wants to learn about everything, including their favorite brands.

But not only people can learn more about brands, but also advertisers can learn a lot from users.

So if you want to meet your audiences at their best and learn everything Gaming has to offer, get in touch with **etermax Brand Gamification**.





About us



etermax

Founded in 2009 in Argentina, etermax is an international technology company, creator of global brands that connect, entertain and provide business value. Its Gaming division has exceeded 800 million downloads which highlights it as a leader in Latin America in the development of social games with successful IPs such as Trivia Crack and Word Crack, among others.

The company also integrates a Brand Gamification division, a pioneer in the region in offering marketing and advertising solutions in the video game universe, with recreational experiences and special advertising formats in a network of thousands of titles, owned and represented. Furthermore, it has incorporated a division of Artificial Intelligence ("A.I") focused on applying AI in the organization's digital transformation. Constantly growing, etermax has teams in Argentina, Uruguay, Germany, Brazil and Mexico. To learn more, visit etermax.com, access its **Media Library** to download company assets and take a **360° Tour** to discover its offices.



Etermax Brand Gamification division helps brands make powerful connections with consumers through 360 ° Gaming solutions, entertainment experiences and special advertising formats across its network of more than 2,200 leading mobile titles. To learn more, visit etermax.com/brandgamification.



**WANT TO KNOW MORE ABOUT
GAMERS IN YOUR MARKET?**

**IS YOUR BRAND
READY TO
BE PART OF
THE GAME?**

REACH OUT AND START PLANNING YOUR STRATEGY

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**BE PART OF
THE GAME**