



WHO ARE WE WHEN WE PLAY?

WHITE PAPER **AUGUST/2022**

**eter
max** | Brand
Gamification

IF YOU ONLY HAVE **TWO MINUTES**

What happens to us when we play?

1

**WE EXERCISE
OUR MIND**

2

**WE CONNECT
WITH OTHERS**

3

WE FEEL GOOD

4

**WE EXPERIMENT
AND LEARN**

5

WE PAY ATTENTION

6

WE GET INVOLVED

A JOURNEY TO THE GAMING MIND



GUIDO FARJI

General Manager of
etermax Brand Gamification

In our last publication, we debunked the most common myths about Gaming. Among other things, we established that, contrary to what stereotypes show, almost all of us play video games, and a lot.

But, what happens when we play? How does it affect us physically and psychologically? And, above all, how can brands and organizations use it to move and motivate their consumers? It is for them that we analyzed in depth the effect Gaming has in the way we think and act.

In this post, we seek to explain why games are a key tool to connect with people. Not only does Gaming constitute one of the most permeable moments to advertisements, but it is also a moment of deep influence on motivation and engagement. Achieving this with disruptive experiences in new and unexplored digital worlds is just a bonus.



1.

We exercise our mind and reflexes

What happens to our body when we play? It's easy to think that we are simply lying on the couch, staring blindly at the screen and reacting to the game's colors and sounds. However, a growing number of studies debunks this vision.

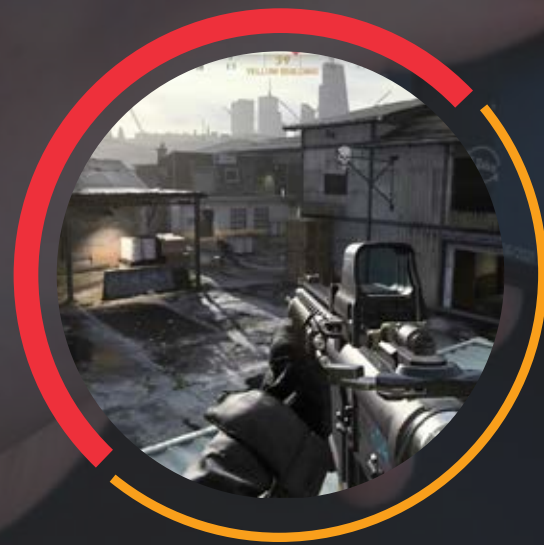
Since the 80s, several studies have analyzed the impact of video games on our brain: from decreasing our reaction time to improving our memory, video games bring cognitive benefits of all kinds that vary depending on what we play. For example, real-time strategy games increase mental flexibility, while action games help us improve our reaction time. This enables us to design games with a specific goal in mind.

DIFFERENT GENRES, DIFFERENT TRAINING



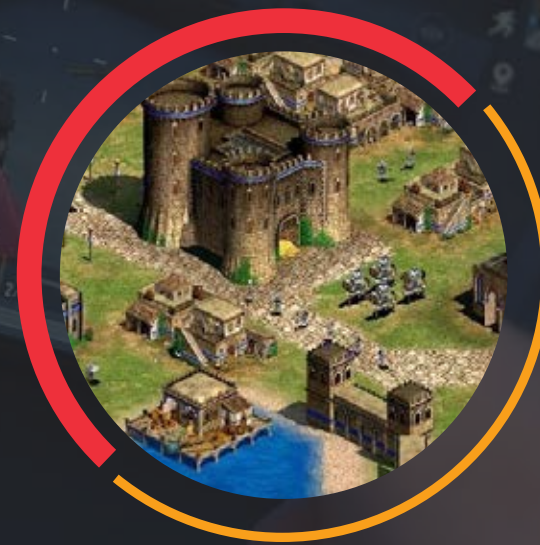
MEMORY

3D games



REACTION TIME

Action games



COGNITIVE FLEXIBILITY

RTS games



READING COMPREHENSION

Games for children

2.

We socialize and meet new people

We already debunked the myth that gamers are antisocial in our last white paper. But the reality goes beyond this: Gaming is a bridge that connects many people, sometimes from very different contexts.

Online games constitute communities and give their players a sense of belonging. This is not a minor aspect, as the social side of video games is one of the main motivators for gamers. For example, the virtual world and video games were the main social support system for a great part of the population during the COVID-19 pandemic. Many found spaces to meet new people or reunite with friends in isolation in games like *World of Warcraft*, *Fortnite*, and *Animal Crossing: New Horizons*.

Besides, for most gamers, games are a way of bonding with people from different contexts: nearly half of them met a good friend or partner through Gaming.



GAMING CONNECTS US



78%

of gamers met new people thanks to gaming

84%

think games can create bonds between players with similar interests

61%

of gamers are part of Gaming communities

42%

met a good friend or partner through Gaming.

GON
NETS



IT STRENGTHENS OUR BONDS

72%

of gamers play with their friends

74%

gather in virtual worlds
even when they are not playing

74%

of parents play with their children

80%

talk about games
with their peers

BOND
ING

3.

We feel good

Video games are, first and foremost, a leisure activity: we play mainly to have fun or escape our everyday worries. Studies have shown that when we play, we are relaxed to the point that our stress levels go down.

A research study carried out by the Oxford Internet Institute of the University of Oxford associates video games with mental and emotional health in a positive way, especially if the players' wellbeing is considered when designing a game.

But, even if we are relaxed, when we play we are still focused on what happens on the screen. Even gamers are aware of these benefits: they feel games help them level up their skills in real life.



WE RELAX AND FOCUS



59%

of mobile gamers rest while playing

38%

are interested by what happens on the screen

35%

of gamers focus while playing

39%

say games help boost problem-solving and foster strategic thinking

FOCUS



4.

We experiment and learn

Games, when well-designed and used consciously, can be spaces for experimentation for gamers: they can often help us find solutions to problems that torment us and we don't know how to face.

As stated by designer Jane McGonigal in her book *Reality is Broken*, games can trigger the search for solutions to “real-world” problems. Strategy games based on real social conflicts can help us analyze the current situation of the world, make predictions and find solutions; all of this in a context suitable for experimentation.

When we play, we fail to fulfill the goal presented to us most of the time: we fail the mission, run out of time, or die. However, we keep on playing and trying different strategies to level up and, at last, we win. Gamers become resilient, and this quality can be put to use in other contexts.



Games in which we experiment



DRAGON BOX

Is a game used to teach kids algebra.



BLOOD TYPING

Was designed to learn about the different blood types.



MINECRAFT

Has an edition dedicated to remote learning.



DUOLINGO

Is based on game design principles to teach languages.



ASSASSIN'S CREED

Developed a series of historical tours in its latest games.



KERBAL SPACE PROGRAM

Teaches basic space travel concepts.



TRIVIA CRACK

Creates communities through knowledge and learning.



HUMAN RESOURCE MACHINE

Helps players take their first steps in programming.

5.

We pay more attention to messages

In view of the above, the fact that gamers are very receptive to ads should not be surprising, especially if they match their interests and needs.

Our mental state when we play can be beneficial for advertisers. When we are relaxed, we are a lot more open to receiving messages.

The vast majority of users prefer apps with advertising to paid apps, and almost half of them recall ads well or very well. This presents a great opportunity for advertisers to connect with their consumers. However, advertising cannot be overly invasive: there are brand experiences especially designed to avoid bothering players, and provide value instead.



WHAT DO GAMERS THINK ABOUT ADS?



82%

prefer apps with ads
to paid apps

39%

recall ads well or very well

72%

understand the role of ads
and interacts with them

ADS



WHAT DO GAMERS THINK ABOUT ADS?



74%

of gamers watch ads in exchange for virtual rewards

81%

of users feel more receptive to ads when they are relaxed

+36%

better attitudes toward brands among players than non-players

ADS



Source: Newzoo

6.

We get involved

How can we convince an audience to get involved, participate and dare to act?

An invitation to play is always a good call. Through gamification—in other words, using elements of game design—, organizations of all kinds can boost engagement and build communities.

It is proven that game-oriented proposals help organizations improve their performance. In fact, many of the features of video games are used to improve the engagement of users with apps or campaigns. Additionally, features of game design can stimulate users to carry out a certain action.

For advertisers, gamified and interactive content can be a means to attract the audience's attention.



WHAT DOES GAMIFICATION BRING TO THE TABLE?



95%

of users prefer gamified environments

72%

feel it inspires them to work better

81%

believe it helps them build
a sense of belonging

81%

of marketers state that
interactive content is more
attractive than static content

GAMIFIED
GAMIFICATION



FOUR TIPS TO CONNECT THROUGH GAMING

By **Juan Pablo Veiga**,
VP of Business Planning & Operations
of etermax Brand Gamification

1.

Set clear goals

Whether there is a metric to improve or a behavior to encourage, it is essential to have a clear goal in mind when adopting a gamification strategy. Like we always say, it's not about making processes more fun, but achieving business goals.

2.

Give disruptive experiences a try

When it comes to digital entertainment, even if we are surrounded by an endless number of choices, we are still hungry for more. Technological innovation brings us unimaginable experiences, and brands should be the first ones to explore them to dazzle their consumers. Classics work, which is why they're classics, but choosing disruption will make us stand out.

FOUR TIPS TO CONNECT THROUGH GAMING

3.

Resort to specialists

Who will you go to to build a program that's fun, challenging, cool, and involves people? Surely, the best choice is a video game studio; it's what they do. This is why gaming developers and our user and data-driven work have a high demand in the digital industry. All sectors can —and should— learn about Game Design if they want to take their business to the next level.

4.

Experiment, learn, iterate

At **etermax**, we firmly believe in the value of experimentation and testing, because we make sure to treat each idea as a learning opportunity. The key is taking time to analyze results, gain insight, and try again. For this reason, we work together with our clients to make sure each Gaming campaign leaves us valuable data and relevant lessons upon which to base the next step. Games are the perfect ecosystem for finding simple ways to test hypotheses about audiences without developing overly large initiatives.

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

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

BRANDGAMIFICATION@ETERMAX.COM



**BE PART OF
THE GAME**