

Esports Ad Bureau Announces Agenda for Exclusive Brand Briefing at eSCon USA

The Esports Ad Bureau will present the third instalment of their “Brand Integrations and the U.S Esports Audience” research exclusively at eSCon USA 2017 during the brand boardroom briefing.

Kisaco Research have revealed that the Esports Ad Bureau will be hosting the exclusive brand briefing at this year’s eSCon USA.

The two-hour briefing will provide brands and their agencies the first opportunity to see the findings from “Brand Integrations and the U.S Esports Audience” - the final phase of the 2017 Esports Ad Bureau’s baseline study, which focuses on U.S. consumer engagement across the esports industry.

The interactive discussion will include an in-depth exploration of successful sponsor activations, and will include specific examples from brands that have worked with Esports Ad Bureau Members.

“The Esports Ad Bureau are excited to be working with Kisaco Research on eSCon USA this year; it’s a great event for us, especially the number of networking opportunities. I look forward to it!”

Stuart Lipson, Executive Director, Esports Advertising Bureau

Those attending the session will learn what a good execution looks like for an esports sponsor, how much money is really being spent, and what the benefits are for both the buyers and sellers. They will also learn about the esports audience dimensions and where the big opportunities are for brands to get involved:

Boardroom Briefing, discussion topics:

- The engaged desirable-demographic and what matters most to them;
- Who the most-valuable new potential-viewers are;
- Categories and brands that are a good fit with these viewers and what viewers expect from those brands;
- Where and how viewers are spending their money and success stories for growing that spend;
- The most important components for successful campaign activation;
- Opportunities to build on the rapid growth of advertiser involvement with esports;
- How advertisers can retain control of the way their brands are received by esports audiences;
- How leaders in the space are leveraging sports management and marketing models to develop and implement integrated sponsorships;
- Best practices to reach specific audience segments as they migrate in and out of different games and engagement opportunities across all technologies and platforms.

The Esports Ad Bureau is focused on accelerating advertising and marketing spending on premium U.S. based esports opportunities.

“The key to our efforts has been a relentless focus on providing actionable information for marketers to use to make the most of the activation opportunities and touch-points that our members are creating to connect with the esports audience”
Stuart Lipson, Executive Director, Esports Advertising Bureau

eSCon USA will take place from September 13-14, 2017 at the SLS Hotel in Los Angeles, USA. Complete event information is available online at www.esports-conference.com. A limited number of complimentary passes are available for non-endemic brands. Contact Jessica Parry at jp@kisacoresearch.com for inquiries.

About Kisaco Research

Kisaco Research produces, designs and hosts B2B industry conferences and exhibitions, working with the early adopters and leaders of growth markets in driving their respective industries forward and in providing the right knowledge, learning and social opportunities to stimulate business growth quickly and effectively.

Our platforms are neutral, so that our attendees get the right information from the most relevant people.

Our level of research ensures the topics and products we offer are of utmost relevance and timeliness; our 30+ years of combined experience in the event industry means we have an unmatched level of strategic social engineering onsite. Join our conferences to ensure you benefit from the high-quality knowledge, learning and networking opportunities.
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