

# Modelli di interazione tra eSports e Brand

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Parma, 25 maggio 2017



*#esportsrevolution*



- *eSports in the new black?*
- Update dalle Sport Franchise tradizionali
- Investimenti dello Sport Pro 2015 - 2017
- Quali obiettivi con gli eSports?
- Modelli di Activation
- Brand nel nuovo terreno di gioco
- Case: Gillette, Casper

# *eSports is the new black?*



Industry ancora “emerging” ma ricca di opportunità (\$1B by 2020)

Possibilità di attingere da una varietà di revenue stream

Ticket sales per gli eventi live in aumento esponenziale

Audience “high-value”, globale, con numeri tutti in crescita (38% D)

Media Business. *“Big Audience and big Sponsorship”*

Grandi performance per i brand, ma seguendo giusti “game plan”

Chiara opportunità di business per le Sport Franchise “tradizionali”

# Update dalle Sport Franchise “tradizionali”



**2K**

eLEAGUE

LEGHE E ALTRE  
SPORT PLATFORM





FIFA 17

NAMING RIGHT

ACTIVATION "The 12<sup>th</sup> man"

# L'ORANGE e-LIGUE 1

# REDÉMARRER



@OrangeELIGUE1



@Orange\_eLIGUE1





# E-DIVISIE



60  
JAAR

eredivisie

**E-DIVISIE**

18 SQUADRE

FIFA 17

YT, TWITCH.TV, FOXSPORT









## MotoGP™ eSport Founding Partners



MOTOGP 17



**TISSOT**

ESCLUSIVA PS4



INCONTRI VIRTUALI E REALI





# eSPORTS WRC

  
**HYUNDAI** | NEW THINKING.  
NEW POSSIBILITIES.

OFFICIAL PARTNER OF



**BRAND PARTNERSHIP**

**VIDEO CONTENT**

**PRIZE i20**

# Investimenti dello Sport Pro



#	DATE	PRO TEAM	SPORT	COUNTRY	LEAGUE
1	Jan-15	Besiktas	Soccer	Turkey	Super Lig
2	May-15	VFL Wolfsburg	Soccer	Germany	Bundesliga
3	Jul-15	Saski Baskonia	Basketball	Spain	Liga ACB
4	Aug-15	Santos FC	Soccer	Brazil	Brasileiro Série A
5	Jan-16	Besiktas	Soccer	Turkey	Super Lig
6	May-16	Sampdoria	Soccer	Italy	Serie A
7	May-16	West Ham	Soccer	England	EPL
8	May-16	Schalke 04	Soccer	Germany	Bundesliga
9	Jun-16	Valencia CF	Soccer	Spain	La Liga
10	Jul-16	Manchester City	Soccer	England	EPL
11	Jul-16	FC Dynamo Moscow	Soccer	Russia	Russian National FL
12	Jul-16	Sporting Lisbon	Soccer	Portugal	Primeira Liga
13	Aug-16	FC UFA	Soccer	Russia	Russian Premier League
14	Aug-16	PSV Eindhoven	Soccer	Netherlands	Eredivisie
15	Sep-16	Ajax	Soccer	Nettherlands	Eredivisie
16	Sep-16	Philadelphia 76ers	Basketball	USA	NBA
17	Sep-16	Axiomatic	Various	USA	Multi-Sport
18	Sep-16	Paris St. Germain	Soccer	France	Ligue 1
19	Oct-16	AS Monaco	Soccer	Monaco	Ligue 1
20	Nov-16	Olympic Lyonnais	Soccer	France	Ligue 1
21	Nov-16	IFK Helsinki	Hockey	Finland	Liiga
22	Nov-16	FC Nantes	Soccer	France	Ligue 1
23	Dec-16	FC Luzern	Soccer	Switzerland	Swiss Super League
24	Dec-16	Milwaukee Bucks	Basketball	USA	NBA
25	Dec-16	Panathinaikos AC	Soccer	Greece	Multi-Sport
26	Dec-16	FC Dynamo Kyiv	Soccer	Ukraine	Ukrainian Premier League

2015-2016

# Investimenti dello Sport Pro



#	DATE	PRO TEAM	SPORT	COUNTRY	LEAGUE
1	Jan-17	FC Copenhagen	Soccer	Denmark	Super Liga
2	Jan-17	SJK Seinäjoki	Soccer	Finland	Veikkausliiga
3	Jan-17	Milwaukee Bucks	Basketball	USA	NBA
4	Jan-17	Miami Heat	Basketball	USA	NBA
5	Jan-17	Tokyo Verdy	Soccer	Japan	J2 League
6	Jan-17	Brøndby IF	Soccer	Denmark	Super Liga
7	Jan-17	NBA	Basketball	USA	NBA eLeague
8	Feb-17	Boston Bruins	Hockey	USA	NHL
9	Feb-17	AS Roma	Soccer	Italy	Seria A
10	Mar-17	FC Anzhi	Soccer	Russia	Russia Super League
11	Mar-17	RSC Anderlecht	Soccer	Belgium	Belgian First Division A
12	Mar-17	Olympic Lyonnais	Soccer	France	Ligue 1
13	Apr-17	FC La-Saunne Sport	Soccer	Switzerland	Swiss Super League
14	Apr-17	Celtics/AS Roma	Various	Various	Various
15	Apr-17	NYC FC	Soccer	USA	MLS
16	May-17	LOSC	Soccer	France	Ligue 1
17	May-17	Adelaide Crows	Rugby	Australia	Australian Football League
18	May-17	Club America	Soccer	Mexico	Liga MX

2017

# Athletic Training Facility - SANDBOX



2000 square foot

\$100.000 di investimenti

\$500/week per light training



# Quali obiettivi con gli eSports?



BRAND  
&  
MEDIA



# Quali obiettivi con gli eSports? - Brand



**REACH**

**DEMAND GENERATION**

**ENGAGEMENT**

**IMMERSIVE EXPERIENCE**

**CONTENT/STORYTELLING**

**CULTURE**

# Quali obiettivi con gli eSports? - Media



**TARGET AUDIENCE**

**INNOVATION**

**CONTENT**

**IMPACT**

**CONNECTION**

**CONVERSATION**



Mobil 1™

“OLD SCHOOL”  
VS  
“DISRUPTIVE”

# Modelli di Activation



**"OLD SCHOOL"**

**BRAND EXPOSURE**

**IMAGE RIGHT**

**CONSUMER  
PROMOTION**

**CORPORATE  
HOSPITALITY**

**DATA**

**CONTENT**

**INFLUENCER  
MARKETING**

**E-COMMERCE**

**"DISRUPTIVE"**

# Brand nel nuovo terreno di gioco



TEAM  
ATLETI  
EVENTI  
MEDIA  
TV



# Brand nel nuovo terreno di gioco





GILLETTE  
VS  
CASPER

# Gillette "The Pursuit of Precision"



LEAGUE<sup>of</sup>  
LEGENDS

KATOWICE 2017

## GLOBAL PARTNERSHIP

ESL, Intel® Extreme Masters (IEM) World Championship

## TEAM SPONSORSHIP

EDward Gaming, LoL

## BRAND AMBASSADOR

Enrique "xPeke" Cedeno Martinez, LoL

## CONTENT SERIES

"The Pursuit of Precision"

**Gillette®**

**"The commitment to  
precision and performance  
under pressure"**



# Gillette "The Pursuit of Precision"



BEHIND  
THE SCENES

Gillette™

# Gillette "The Pursuit of Precision"



# Casper "Mattresses meet eSports"



"Gamers and eSports professionals play for up to 20 hours a day and need to get a good night's sleep to concentrate."

## TEAM SPONSORSHIP

Fnatic

## LAUNCH EVENT

Fnatic HQ Londra

## ADV CAMPAIGN

"Sleep Tips for Gamers"

## DATA

E-Commerce driven, Direct to Consumer



# Casper "Mattresses meet eSports"



*#esportsrevolution* – masterSport, Università di Parma, Parma 25 maggio 2017

# Casper "Mattresses meet eSports"



## SLEEP LIKE A CHAMPION

### SLEEP TIPS FOR GAMERS

#### SLEEP NEEDS

Average hours of sleep adults need

**7-9**

Average hours of  
sleep adults get

**5-7**

Average hours of sleep  
many pro-athletes get

**10-12**

eSports players can get as little as four hours of sleep in between dozens of hours of practice. Besides exhaustion, sleep deprivation for a pro gamer is hazardous, potentially fatal, frying their brains in ways even traditional pro athletes don't. Games produce intense blue wavelength light that suppresses melatonin, a brain neurotransmitter that starts the sleep process. That means segueing from first person shooting to first person snoozing is tough.

*"eSports Teams Demand More Sleep Because They Need It"*  
Inverse Entertainment

## IMPACT

Whether you're playing CS:GO, LoL, or SFV, a good night's sleep helps optimize all you need to perform at your best including:



Strong hand-eye coordination



Memory for power-up locations and caches



Visual and spatial awareness



Super Fast Twitch Skills



Planning and intuition capabilities



Reaction time can be reduced by 300% from a single all-nighter.

## SLEEP TIPS FOR GAMERS



Aim for 8 to 9 hours of sleep to help your body recover. Keep a regular sleep schedule.



Maintain a sleep environment that promotes restorative sleep. A dark room, supportive mattress, and a cool temperature are ideal.



Quick naps are important too – especially before a competition.



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